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**IRVING CONVENTION AND VISITORS BUREAU**

**Board of Directors Meeting**

**Monday, November 26, 2018 @ 11:45 a.m.**

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

**500 W. Las Colinas Blvd.**

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(Lunch Served 11:15 a.m.)

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

NAME	OCT 19	NOV 26	DEC 17	No Mtg	FEB 25	MAR 25	APRIL 22	MAY 20	JUNE 24	JULY 22	AUG 26	SEPT 23
CLEM LEAR	X											
RON MATHAI	X											
BOB BETTIS	X											
BOB BOURGEOIS	X											
BETH BOWMAN	X											
JO-ANN BRESOWAR	X											
DIRK BURGHARTZ	+											
DAVID COLE	X											
KAREN COOPERSTEIN	X											
DEBBI HAACKE	X											
JOHN HAIGLER	X											
TODD HAWKINS	+											
CHRIS HILLMAN	+											
JULIA KANG	X											
JACKY KNOX	+											
KIM LIMON	+											
RICK LINDSEY	X											
GREG MALCOLM	X											
JOE MARSHALL	X											
HAMMOND PEROT	+											
JOE PHILIPP	X											
JUDY PIERSON	+											
KAREN RILLEY	+											
MICHAEL RILLEY	+											
HOLLY TURNER	X											
‡ JOHN DANISH												

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 26, 2018 at 11:45 a.m.**  
**Irving Convention Center at Las Colinas**  
**Third Floor – Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

**Swearing in of Board Members**

**Election of Officers**

- a. Chair
- b. Vice Chair

**Consent Agenda**

1. Approving ICVB Board Minutes for September 24 and October 19, 2018
2. Accepting Irving Convention Center Financial Reports for September and October 2018
3. Accepting ICVB Financial Reports for September and October 2018
4. Reviewing the Hotel Occupancy Tax Results for Fourth Quarter FY 2017-18

**Individual Consideration**

5. Accepting the Irving Convention Center Audit Results for FY 2017-18
6. Approving Budget Adjustment Transfer of \$305,281 Achieved from Convention Center FY 2017-18 Operational Savings to the Convention Center Reserve/Capital Projects Fund

**Reports**

7. 2019 Legislative Agenda – Tourism Public Improvement District Update
8. Board Chair Report
  - a. Employee Service Award – Helena Walsh
  - b. Schedule of Upcoming Meetings and Activities
    - Next Executive Committee Meeting – December 14, 2018
    - Next Board Meeting – December 17, 2018
9. Board Committee Reports
  - a. Board Development – Debbi Haacke
    - Next Meeting – December 7, 2018
  - b. Community Engagement – Rick Lindsey
    - Recap of High Spirited Citizen 30<sup>th</sup> Anniversary – November 15, 2018, City Hall
    - Next Meeting – TBD

## **AGENDA - Continued**

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### Board Committee Reports (Continued)

- c. Destination Development – Greg Malcolm
  - Recap of Site Visit to Texas Live! in Arlington
  - Next Meeting - TBD

### **10. City Reports**

- a. Council Liaison – Mayor Pro Tem John Danish
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
  - Visitor Development Updates
  - Headquarter Hotel
  - Irving Music Factory/Entertainment Venue
  - Other City Updates
- d. Hotel Occupancy Tax Audit Update – Jeff Litchfield

### **11. 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
  - Smith Travel Research and AirDNA Monthly Reports

### **12. Convention Center Management Report – Tom Meehan**

### **13. Industry Partner Reports**

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

### **14. Partner Organization & Stakeholder Reports**

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

### **CERTIFICATION**

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

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

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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

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

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 26, 2018**

## **AGENDA ITEMS**



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
IRVING CONVENTION CENTER  
JUNIOR BALLROOM C-D  
SEPTEMBER 24, 2018**

Those present for the meeting were: Clem Lear – Chair, Bob Bettis, Bob Bourgeois, Jo-Ann Bresowar, , Dirk Burghartz, David Cole, Karen Cooperstein, Debbi Haacke, John Haigler, Todd Hawkins, Julia Kang, Jacky Knox, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, Judy Pierson, Karen Riley, and Holly Turner – Members of the Board; Deputy Mayor Pro Tem Oscar Ward – City Council; Assistant City Manager Mike Morrison – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – SMG/Irving Convention Center; Maura Gast, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Carol Stoddard, and Mike Zumbaugh – ICVB Staff; Guests: Erica Mulder and Lori Bunger – Irving-Las Colinas Chamber of Commerce; Janet Spugnardi – City Attorney’s Office

Chair Clem Lear called the meeting to order at 12:05.

Lear asked for a moment of silent prayer and reflection to wish Mayor Pro Tem John Danish a speedy recovery and urged everyone to sign his Get-Well card to present to him while he recovers at home. Also, Lear announced that the seating chart was rearranged so everyone has a chance to become familiar with other members of the Board.

**CONSENT AGENDA:**

1. APPROVING ICVB BOARD MINUTES – AUGUST 20, 2018
2. ACCEPTING ICC FINANCIAL REPORTS: AUGUST 2018
3. ACCEPTING ICVB FINANCIAL REPORTS: AUGUST 2018

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

**INDIVIDUAL CONSIDERATION: RECOMMENDATIONS FOR THE 2019 LEGISLATIVE PRIORITIES**

Lear thanked all who contributed to the recommendations, such as the Board Development Committee, Executive Committee, Legislative Officer Jon Weist - City of Irving, David Pfaff – Chairman of the Legislative Affairs Committee for the Chamber, Erica Mulder – Member of the Legislative Affairs Committee for the Chamber, Maura Gast and members of the tourism industry.

Board Member Debbi Haacke made a motion to approve; second by Board Member Rick Lindsey. With no opposition and no further discussion, the Recommendations were unanimously approved.

## BOARD CHAIR REPORT

Lear reminded everyone that there is no Board meeting on Monday, October 22. However, a Special Board Meeting will be held Friday, October 19, 2018 for the Executive Director's Annual Performance Evaluation. All are welcome to attend. As well, the November Board meeting has been moved to the Monday after Thanksgiving, November 26. Lear attended one of the public hearings on the William Square renovation and Maura will advise of future meeting dates.

## BOARD COMMITTEE REPORTS

### BOARD DEVELOPMENT COMMITTEE

Debbi Haacke explained that the meeting where the Recommendations for the 2019 Legislative Priorities was developed, was very informative. She recommended everyone to attend this committee meeting in two years for an opportunity to hear City Legislative Officer Jon Weist. Next meeting will be held on December 7, where they will discuss an appropriate name for the committee.

### COMMUNITY ENGAGEMENT COMMITTEE

Rick Lindsey announced that at the Committee's next meeting on Tuesday, October 2, at 11:30 a.m., and they will discuss the outcome of their strategic plan to reach out to the diverse citizens of Irving for High Spirited Citizens nominations. At the October 4 City Council meeting, the Board will recognize Debra Cox as a High Spirited Citizen. On November 15, from 5 – 7 pm, the ICVB is celebrating the 30<sup>th</sup> anniversary of the High Spirited Citizens with a mixer for past recipients of this award, including a proclamation by the Mayor.

### DESTINATION DEVELOPMENT COMMITTEE

In Greg Malcolm's absence, Lear announced that the Destination Development Committee is traveling to Arlington, Texas, on November 6 to tour the downtown district and Texas Live! The entire Board is invited. Arlington Convention and Visitors Bureau President and CEO Ron Price will present a discussion of the journey Arlington has taken through the years to get to this point.

## CITY REPORTS

Deputy Mayor Pro Tem Oscar Ward discussed the recent rain event on Friday, predicting that September will be a record month for precipitation in Irving. Various parts of the city were flooded on Friday, and Ward extended a big thank you to the Irving firemen, police officers and public works staff who were working hard to correct the issues related to the flood. Ward explained that Texas is a donor state, meaning we share our gasoline tax income with other states. He recommended the Chamber work in a joint effort with our State Representatives to present a proposal at the Federal Level to retain 100% of the funding back to Texas. Ward is excited to see the Sambuca space under construction at the Toyota Music Factory.

Lear inquired if the Chamber is currently addressing the gas tax funding issue. Erica Mulder explained the Chamber addressed their Federal issues last Fall. Because they vacillate each year between State and Federal issues, right now they are focused more on State Legislative priorities. Therefore, the gas tax is not currently being discussed, although they will continue to monitor this issue. Mulder looks forward to working with Jon Weist in speaking to the Congressional members and Senators about the funding.

Mayor Stopfer announced that because the budget has been passed they can now move forward with various priorities. With each project, the Mayor explained the cost to help everyone realize the enormity of the City's upkeep budget, not including the costs for new facilities. Future projects include:

- The City has budgeted \$2M for a museum downtown and is excited to see a Museum Director in place in 2019, which is a project the City has worked on since Joe Putnam was Mayor.
- Bids were approved to build a new walkway and parking facility for downtown traffic. The focus is to bring artists to the area who interact with the community.
- The City is moving forward with a \$6M expansion of Heritage Park which will include an amphitheater and facilities for food trucks.
- The Irving Golf Club golf course should be in shape by mid-2019. Grass is being planted now.
- A \$3M improvement budget covers updating two recreational centers in South Irving.
- The senior facility pool renovation is now complete.
- The renovation of the fire station next to the Irving Arts Center is moving forward so the fire trucks can ingress and egress without blocking traffic.
- The TIF expansion is looking at resituating Fire Station 8 so they are not confined by rail lines.
- The City is bringing in 50 each additional officers and firemen over the next 18 months.
- The fire academy and training facility is now complete, so the City is planning a \$30-40M police academy facility with indoor shooting ranges.
- The Mayor recently visited with Verizon and with Dallas Area Rapid Transit (DART) to discuss a new DART station in that area. It is ready to go out for design proposals, which should be received in the next 2 – 3 months. This same group is looking at the Cotton Belt station as well, so combining the two new stations should render a more cost-effective expense. On Tuesday, the City passed a budget with DART to include an expansion of the Cotton Belt Rail Line with funding on both the State and Federal level. Commitments are tied down with the local Rail Traffic Controller (RTC), which makes a big difference for Irving. DART would be using our rail system for repairs and housing units in South Irving, while connecting to the BNSF railway system.
- The Mayor recently attended a hard hat tour of Pioneer Energy's building, which from atop the new facility, he could view a wide area showing how this building will fit in with Verizon's buildings.
- The Hwy. 635 corridor continues to see growth with Whiskey Cake and India 101, the largest Indian Buffet restaurant in Irving. Drew Brees is moving forward with his restaurant, Walk On's Bistreaux and Bar.
- Water Street is coming together nicely. The development has completed their construction as per specifications and has documented all their Tax increment financing (TIF) paperwork extremely well, which the City is looking to reimburse them \$12M.

- The Mayor met with Live Nation, whose main concern is the continuing construction in the area. The non-profit agency who recently brought Reba McEntire to The Pavilion has agreed to hold their fundraiser here next year. The Toyota Music Factory (TMF) currently requires 2,800 line items that need to be completed.
- Growth continues in the multifamily area, and commercial and residential homes are being added. Over 3,400 new single-family homes have been permitted and sales on over 600 homes closed last year.
- The Mayor attended a meeting recently of the Metroplex Mayors and Texas Municipal League (TML) Representatives, who were all amazed at the Toyota Music Factory.

Deputy City Manager Mike Morrison stated he is looking forward to completion of the Toyota Music Factory and to working with SMG General Manager Tom Meehan with the Irving Convention Center at Las Colinas to provide oversight for the actual maintenance of the Music Factory. Morrison reported that the recent rain event crossed over all of Irving with an average of 8 – 9” of rain. A few homes were flooded due to the local facilities being overwhelmed. The City’s water and street crews responded by blocking impassible streets, assessing damage from the force of the water, and taking immediate action where needed. Recently the City Council, along with the North Central Texas Council of Governments (NCTCOG), discussed reconstructing portions of Irving Boulevard as a key element for Irving’s downtown area redevelopment. The Regional Transportation Commission has agreed to provide the necessary funding for the reconstruction and will be repaid based on the increments of the tax district and reinvestment taxes, rather than the City having to issue debt and pay on that debt. Basically, if the tax increment succeeds with additional tax revenue, then the City Council gets repaid. It’s a unique agreement and NCTCOG hopes to make it a model for other cities in the area.

The Mustang Museum is currently closed for renovations. The City is working with the owners of Williams Square Towers who are currently renovating the buildings. The renovation includes a tenant lounge on the ground floor, so the Mustang Museum will tie into that design. Everyone at the Westin Convention Center is committed to a Winter 2019 completion and grand opening. To this end, the contractor has layered additional construction crews. It’s an example of a lot of people pulling together for a lot of years.

#### BUREAU MONTHLY MANAGEMENT REPORTS

##### FINANCE AND ADMINISTRATION

Assistant Executive Director/Finance and Administration Mike Zumbaugh reported the Smith Travel Research data on hotel occupancy and Average Daily Rates (ADR) for the month of August. Irving dipped below the US average for occupancy but was still higher than the overall Texas averages. Irving’s hotel occupancy was 6.9% lower for the month of August as compared to August 2017. Zumbaugh will research why the 2018 occupancy rate was lower and will report back at the next meeting. The ADR for Irving was \$105.20, which is an increase of 3.1% compared to August 2017. The Year-to-date ADR is \$108.49, which is an increase of 1.8% over August 2017. Both of those numbers are ahead of both Texas and US figures. AirBNB active listings total 269, which is a 30.6% increase over August 2017. There are currently 152 AirBNB hosts on a regular basis. The ADR for AirBNBs totals \$142.43, which is up 5.1% over August 2017, and the YTD occupancy is 64.7%, which is an increase of 12.3% over August 2017. For the hotel comparable

subset, which is the AirBNB facilities that are single rooms (being more comparable to a hotel), the ADR is 86.7%, an increase of August 2017 of 8.9%. And YTD occupancy is 63.5%, which is up 8.3% over last year.

Other items to report:

- The ICVB staff held another cleaning day recently where everyone joined together and cleaned files, offices and storage closets. Afterward the staff enjoyed a team building event at Pinstack.
- ICVB Director of Accounting Marianne Lauda is closing out the fiscal year end BizDips. The ICVB is currently working on streamlining the BizDip process.
- The conversion to the new accounting system at the City is in full swing. Zumbaugh and Lauda will attend meetings over the next twelve months to establish how the new system will integrate with the current system, looking at an October 1, 2019 conversion completion date.

#### SALES AND SERVICES

Assistant Executive Director/Sales and Services Lori Fojtasek reported that she has nothing but good news from the sales team. They are currently at 107% of their sales goal figures with a week remaining in the fiscal year. Three of the five sales professionals are over 105% of goal. There is a familiarization group (FAM) coming in this weekend. Hoping for a response of 10 – 12 meeting planners, instead they received 36. This translates to a possible 2<sup>nd</sup> FAM trip soon. During this trip they will attend a concert at The Pavilion and travel to a Cowboys game, with the guests staying at the Four Seasons. The group is a good mixture of the sales team's clients.

Fojtasek reported they have been very busy over the last month with open houses and hotel re-openings, including the Embassy Suites, the Clarion, and the Home2Suites DFW South. They hosted a client event in conjunction with the Sheraton and Marriott DFW, with clients from HelmsBriscoe, one of the largest 3<sup>rd</sup> party meeting companies. Twelve of their local customers were treated with a reception and a "Painting with A Twist" event.

Irving was announced as the convention site for the 2020 Professional Fraternities Association, which will host 100 – 125 executives from professional fraternity organizations. There is a Destination Forum luncheon (formerly known as Meet the Bureau) with 125 people. The subject will be the State of the Industry for Irving with CBRE's Jeff Binford as speaker. He will discuss what to expect in the coming years and where Irving stands with other cities in Texas and the country.

#### MARKETING AND COMMUNICATIONS

Assistant Executive Director/Marketing and Communications Diana Pfaff reported that the August analytics showed very high numbers in digital marketing with 104 requests for proposal (RFP's) bringing 37,500 associated room nights – the 2<sup>nd</sup> highest amount in a running 12-month history. ICVB's website traffic rose to an all-time high of 53,000 sessions, with 41,000 users visiting both the [www.irvingtexas.com](http://www.irvingtexas.com) and [www.irvingconventioncenter.com](http://www.irvingconventioncenter.com) websites. The Visit Irving site has a year over year increase of 123% with users increasing by 115%. This can be attributed to the new website roll out this year and a more robust digital and advertising program, most of which ICVB Director of Marketing Monty White is responsible for creating and overseeing. A new blog home page was rolled out which better reflects the



overall design of the Visit Irving website. It features call outs of the latest post and live music features, as well as carousels for restaurants, things to do, and top events. Social media saw an increase in august with 1,400 new followers, which brings our total influence to 82,400.

Marketing hosted a travel and lifestyle blogger with the handle “My Curly Adventures” at the Four Seasons and Pfaff shared a report of what was received from this blogger. The report is an average snapshot of what is expected when we receive this new type of travel reporter. It includes multiple postings on her social media channels including blog posts, and it contains “evergreen” content (content that will stay relevant for a longer shelf life).

At the first of September, we hosted a large event for 20 social/media food influencers at the Toyota Music Factory, which started at Nosh & Bottle where everyone enjoyed cocktails, wine and charcuterie boards, then divided into two groups and ended at the Alamo Drafthouse. The restaurants visited provided food displays that were both photographic and edible. We have the rights to these photos and the results are spectacular. Pfaff will compose a snapshot of all the blogger’s photos from this event.

Pfaff commended Marketing and Communications Coordinator Carol Stoddard, who is taking minutes of the meeting in the absence of Office Manager Carol Boyer. Stoddard assists the team behind the scenes and fills in where needed. For example, for the recent foodie event, Stoddard obtained 20 matching umbrellas for the group and hosted one of the walking groups in the pouring rain.

The ICVB was invited this last summer to the Sambuca space to review the layouts and drawings for the new restaurants, as well as taste some of the new food they will offer. The restaurant names are The Velvet Room – a place for meetings and dining – and Kitchen 101 - a casual grab-and-go sandwich restaurant. The Velvet Room will be a hybrid of private and public space whereas a large private event would make the public space smaller. During concerts and community, events the larger public space would make the private space smaller. They have a dance floor and they’re hoping to get entertainers from The Pavilion to perform as an “after party” event. Sambuca has shut down all their Dallas restaurants to focus on these smaller types of restaurants.

#### CONVENTION CENTER MANAGEMENT REPORT

SMG General Manager Tom Meehan reported that their auditors from Crowe Horwath will be visiting the convention center throughout the week to close out the fiscal year end. There are a lot of projects in place with a common goal of making the building look great to match the quality of the new Westin hotel. The biggest change will be the 4<sup>th</sup> floor carpet. They are retrofitting the parking garage equipment to match the Westin. Also, the building engineers are changing the garage light fixtures to LED, which will save tremendously on electrical costs. The meeting room monitors are getting upgraded software.

On Friday, while the building engineers were reading their recently completed garage inspection report from Datum Engineers, a guest lost control of his car in the parking garage while traveling at a high speed and crashed into one of the garage pillars, making it necessary for Datum Engineers to return and complete an updated inspection report. The pillar was not structurally damaged.

SMG Director of Sales Matt Tungett reported that August was relatively quiet with no public shows for the entire month. With 17 events hosted in the month, that puts them at 246 total events year-to-date. This places them ahead of 2017. An additional 3,900 guest rooms were booked in conjunction with the convention center, which puts them at over 18,000 year-to-date, which is a full 7,000 ahead of 2017. Tungett attributes this increase to the anticipated opening of the two new adjacent hotels, the Westin and Texican Court. September was be busy with the Ultimate Women's Expo and fencing tournament, both of which are currently negotiating to return in 2019. Other large events in September included the Irving Cares Great Harvest fundraising gala and OP Live Dallas, an eSports event. In October the ICC will welcome back the University of Dallas Ministry Conference and Dallas Fan Days, an offshoot of ComicCon. Collista Garcia has joined the sales team coming from Embassy Suites, she succeeds Amy Hurley, who has joined the hospitality instructors at Jack Singley Academy. Tungett reported he is looking forward to installing a new booking system over the next couple of months. Next week, he and Meehan will attend the TEAMS '18 Conference in Louisville, which is a sports trade show. The following week, they will be hosting a luncheon for meeting planners in Austin with the ICVB. In October, he will be traveling to Austin to hold a sales blitz in conjunction with the ICVB.

#### INDUSTRY PARTNER REPORTS HOTEL INDUSTRY UPDATES

Dirk Burghartz reported that the Four Seasons is on track to beat last year's financial numbers, as well as meet their revenue budget that was increased from 2017. The unprecedented rainfall wreaked havoc on their golf course, causing the team to collect garbage and silt off the course. He commended DCURD for de-silting the water near the golf course last year, which was a tremendously large project. Had that not been done, the pumps would've been overwhelmed, and they wouldn't be able to open the course for several weeks. Golf Team Superintendent Anthony Williams is making sure the golf courses will be playable this week. Unfortunately, a couple of large tournaments had to be canceled due to the rain.

#### RESTAURANT INDUSTRY UPDATES

David Cole reported that after the Affordable Care Act mandated an employee is considered full time if he or she averages at least 30 hours of service per week. The industry has been working with the Save American Workers Act of 2013 that would change how a Patient Protection and Affordable Care Act defines full-time workers by raising the threshold for offering employer-provided insurance from the ACA-mandated 30 hours to 40 hours per week. The House of Representatives was supposed to vote on this bill a couple of weeks ago, however, Hurricane Florence caused them to postpone the vote until next week. For independent restaurants, it's very difficult to keep two books on how many hours that employees work, whether they're on insurance for a 30-hour work week or 40 hours. The National Restaurant Association Innovation Summit is coming to Dallas on November 7 – 8, which he is planning to attend. Cole suggested everyone patronize Whole Foods once in a while to keep it in Irving, since it is almost a year old now. The La Cima Club is holding a fundraiser for the Irving Schools Foundation this week where he and David Pfaff will be the celebrity bartenders. i-Fratelli's signed a Houston franchise recently who just signed a lease for a new restaurant.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS  
DCURD

Jacky Knox reported that the Williams Square Plaza concept design process with the City, DCURD, and Las Colinas Association (LCA) are interfacing with building improvements to soften the plaza without compromising the original vision by the Carpenter family. To this end, they receive regular input by Robert Glen, the artist who designed the Mustangs of Las Colinas sculptures. Several design firms bid on the process and the winner was SWA Group, the original designer of the plaza. Three public meetings have been held to date, with two additional meetings upcoming, for citizens to be educated about the project. Unrelated to this project, there is work being done with repairing a leak in the fountain area. The leak has been identified and they are expanding to other similar locations around the fountain to ensure the situation isn't replicated.

Other projects were impacted due to the recent rains. Once the storms have passed, there is a tremendous amount of debris that accumulates in the waterways. Most of the debris is comprised of fast food packaging and removing it will require 7 – 10 workdays. Knox lamented that the debris is due to citizens being careless and not respecting the roadways. They are currently inspecting the levees to be certain the high water elevations do not deteriorate the levee's grade. Erosion is a concern. It's also an opportunity to inspect the flood control facilities and equipment under extreme operating conditions.

The Water Street APT system is operational, providing additional restaurant choices for workers in the Las Colinas area.

DCURD (Las Colinas) reported 7.7" of rain, while Irving III (Valley Ranch) reported 7.49" and Irving I (near the old Texas Stadium site) reported 7.48". The Trinity River level is usually around 412, which raised to 421 over Friday and Saturday, with a record level of 437 in May 2015. Knowing there was going to be significant rainfall, the City pre-released water to lower the lake level. After the rains, the level raised to 419 which equals 1.8 billion gallons of water pumped into the river. It's important to note that the Lake Carolyn equipment pumps 550 gallons a minute. Although we received a lot of rain into the lake, it was never in danger of flooding. Irving III pumped 300 million gallons of water and Irving I pumped 83 million gallons. The heaviest rainfall period was 12:30 am – 3:30 am with 4.5" in a 3-hour period, an average of 1.5" per hour. If we had received 3-4" per hour makes up a 100-year flood event. Because of the flood control and storm drain facilities that were constructed in Irving, the recent rain event was nowhere near this amount. There were about 200 main hours of flood control operations and they estimate it will take about 270 main hours to clean up the debris.

CHAMBER OF COMMERCE

Lear noted that today is the last Board meeting for the Chairman of the Board of the Irving-Las Colinas Chamber, Lori Bungler. She commended Lori for her input and contributions to the Board. Bungler announced that the Chamber's annual meeting is October 4 and Holt Cat is sponsoring. Irving's third annual Shark Tank kicks off Thursday, which introduces local businesses to non-profits, who make pitches to the business leaders. Tomorrow the Board of Directors votes on the 2019 legislative priorities and she looks forward to working with Chairman Clem Lear, the LCA, ICVB and the City during this next session.

#### IRVING ARTS AND CULTURE

Todd Hawkins reported that the Mustang Museum will be closed until further notice as they work on interfacing its new design with that of the plaza. The new Irving Archives Museum is going out to bid this week. The intention of the Irving Arts Center is to reach out to the entire community, such as Lyle Novinski, Professor Emeritus of the University of Dallas. Playing with Chess is a regional show by area teachers. The Garth Williams: Illustrator of the Century is on display. Mr. Williams was the illustrator for Stuart Little, Charlotte's Web and several Golden Books. A lot of his original artwork is on exhibit. Also coming up is Late Night Tail Gate on October 10, a sports live comedy show. It will be headlined by an all-pro roster of comedians, athletes, pop culture experts and local personalities.

Judy Pierson added that the Red Pashmina is this weekend, which is a delightful experience that's a collaboration between Main Stage and thinkIndia Foundation, the first recipient of their innovation grant. This is the second year that they've worked together.

#### TIF BOARD

John Haigler reported the 20-year TIF extension, and at the recommendation of the City Manager, the participation rate will decline over the next 20 years. ARK is due \$44M of TIF payment and the next City Council meeting will be extremely important as they will review the request. The TIF Board will most likely conduct a special meeting prior to the City Council meeting so they can bring a recommendation to the Council.

#### UNIVERSITY OF DALLAS

Karen Riley reported they have the largest undergraduate population this year with a new Freshmen class of 377 students representing 38 states. There are new lights on their two new soccer fields as a result of a collaboration with the Solar Soccer Club. Riley noted applications for a new University of Dallas President are being accepted at this time. They hope to have someone in this position by the beginning of the 2019-2020 school year.

With no further discussion, Lear adjourned the meeting at 1:05 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Maura Gast", with a stylized flourish at the end.

Maura Allen Gast, FCDME  
Executive Director

**MINUTES**  
**IRVING CONVENTION AND VISITORS BUREAU**  
**SPECIAL BOARD OF DIRECTORS MEETING**  
**IRVING CONVENTION CENTER AT LAS COLINAS, FIRST FLOOR BOARDROOM**  
**FRIDAY, OCTOBER 19, 2018**

Attendance: Board Chair Clem Lear; Board Vice Chair Ron Mathai; Debbi Haacke, Rick Lindsey, and Greg Malcolm – Committee Members; Bob Bettis, Beth Bowman, Jo-Ann Bresowar, David Cole, Karen Cooperstein, John Haigler, Julia Kang, Joe Marshall, Joe Philipp, and Holly Turner – Board Members;

Board and Committee Chair Clem Lear called the meeting to order at 9:00 a.m. and welcomed those in attendance. Lear then indicated the agenda for today's meeting is to conduct the annual performance review of the ICVB Executive Director.

Executive Director Maura Gast then reviewed highlights from her 2017-18 Year-End Report, distributed in advance to the full Board. Joe Philipp asked if Gast could provide the Board a report that would show the number for total room nights booked in conjunction with the Irving Convention Center on a monthly basis, and if possible by event, so that the Board can better understand the pacing associated with those room night bookings. The Board would like to see the report from a retroactive/historic standpoint, as a well as a pace report for forward outlook.

Gast noted that the Performance Evaluation process for the Executive Director has two components. One component is the Annual Merit Review, which allows for adjustments to the position's base pay. Department heads of the City are on an "open range" plan with no pre-defined steps between a position's starting pay and its top range. City staff are eligible for a 3.5% percent "step" merit increase; in the case of exceptional performance, a 7% increase (or "double-step") may be authorized. The second component is the Incentive Compensation/Performance Management Review, which is based on specific Performance Categories and Weightings established by the Board each year. The maximum established for the incentive payout is 35%. It is the combined components of the base pay and incentive opportunity that make the total compensation competitive with the market.

**ITEM I. PERSONNEL – EXECUTIVE DIRECTOR**  
**TEXAS OPEN MEETINGS ACT § 551.074**

At 10:05 a.m., Gast read the meeting into Executive Session. Pursuant to Section 551.074, Chapter 551 Texas Government Code, the Irving Convention and Visitors Bureau Board of Directors entered Executive Session to discuss personnel matters relative to Item I – Personnel – Executive Director.

At 11:44 a.m., the ICVB Board of Directors adjourned from Executive Session and entered the open meeting.

A motion was made by Board Member Jo-Ann Bresowar, and seconded by Board Member Greg Malcolm, that based upon the performance criteria set and associated point allocations achieved, a rating of 100 for an incentive of 35% be awarded. The motion was approved unanimously.

Discussion then took place regarding the annual merit increase for which the position is eligible. Chair Lear noted that during the Compensation Study, the Executive Director's base pay had not been adjusted to the level the consultant had recommended, and that the Board had agreed it would work to bring the position up to market over the next 2-3 years. The last market study that had been done for the CVB positions was in 2010; the Board has committed to doing this every three years moving forward.

Board Member Debbi Haacke moved that the Board consider a 7% increase to Gast's base pay, which was noted to be a double-step and in line with the City's protocol for exceptional performance. Board Member Karen Cooperstein seconded the motion, which was approved unanimously.

Gast acknowledged she appreciated the tremendous support of the Board, and respectfully requested to decline the increase considering she had just received a base pay adjustment October 1, as a result of the compensation study.

Lear and the Board acknowledged Gast's request. Bresowar then moved that the Board revisit the subject of the merit increase at the mid-year (March 2019) from both a performance standpoint, as well as in respect to the compensation study results. Malcolm seconded the motion, and it passed unanimously.

The Board then asked Gast to provide her input towards "Stretch" goals, including those that show measurable progress towards items noted in the 2018-21 ICVB Board Strategic Plan and recommended specific marketing metrics, for her performance for the 2018-19 year for the Executive Committee's review at its December meeting. The Board specifically discussed the strategic plan goal for the ICVB to provide an update to a Council committee on a regular basis as a high priority, as well as that of orientation of any new elected or appointed officials.

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 11:56 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director



**Date Distributed: November 9, 2018**

# **Monthly Financial Summary**

**For Period Ending October 31, 2018**

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	149,333	95,954	29,927	50,725	106,890	90,975	179,515	112,125	45,420	111,500	159,870	120,270	1,252,503		
Service Income	54,972	23,129	46,456	10,029	60,981	104,848	59,522	38,066	29,066	35,066	39,066	58,522	559,723		
Service Expenses	(104,721)	(48,030)	(49,564)	(58,278)	(74,378)	(82,154)	(76,673)	(58,300)	(47,475)	(49,300)	(52,885)	(69,980)	(771,738)		
Total Direct Event Income	99,584	71,053	26,819	2,476	93,493	113,669	162,364	91,891	27,011	97,266	146,051	108,812	1,040,489		
Ancillary Income															
F & B Concessions	36,083	11,500	5,350	12,586	8,000	35,895	39,995	20,540	7,500	7,500	4,000	16,500	205,449		
F & B Catering	259,698	269,373	481,572	325,096	321,456	118,039	298,244	391,375	373,600	150,550	171,239	161,788	3,322,029		
Parking: Self Parking	47,590	9,020	35,000	24,287	27,250	45,553	20,343	23,200	21,200	14,400	25,604	23,680	317,127		
Electrical Services	15,176	12,261	5,800	23,227	21,715	22,195	16,250	3,000	24,000	750	2,250	3,000	149,624		
Audio Visual	-	-	-	-	-	-	-	-	-	-	-	-	-		
Internet Services	555	3,350	250	1,050	405	5,310	1,670	1,500	1,250	900	780	950	17,970		
Total Ancillary Income	359,102	305,504	527,972	386,246	378,826	226,992	376,502	439,615	427,550	174,100	203,873	205,918	4,012,199		
Total Event Income	458,686	376,557	554,791	388,722	472,319	340,661	538,866	531,506	454,561	271,366	349,924	314,730	5,052,689		
Other Operating Income	21,305	64,477	45,394	52,536	45,837	77,058	61,110	45,200	37,056	41,000	39,200	92,851	623,024		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	479,991	441,034	948,185	441,258	518,156	767,719	599,976	576,706	840,367	312,366	389,124	755,831	7,070,712		
Operating Expenses															
Employee Salaries and Wages	230,208	214,735	214,735	214,735	214,735	214,735	214,735	214,735	214,735	214,735	214,735	199,263	2,576,821		
Benefits	55,020	71,466	71,466	71,466	71,466	71,466	71,466	71,466	71,466	71,466	71,466	87,893	857,573		
Less: Event Labor Allocations	(67,492)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(18,908)	(518,410)		
Net Employee Wages and Benefits	217,736	242,900	242,900	242,900	242,900	242,900	242,900	242,900	242,900	242,900	242,900	268,248	2,915,984		
Contracted Services	63,247	52,045	52,045	52,045	52,045	52,045	52,045	52,045	52,045	52,045	52,045	40,853	624,550		
General and Administrative	37,849	46,953	47,018	56,351	49,231	47,470	41,959	49,939	53,379	86,620	53,760	122,205	692,734		
Operations	61,736	50,260	70,260	45,260	45,260	45,260	45,260	45,260	45,260	45,260	52,260	28,785	580,121		
Repair & Maintenance	63,632	46,096	46,096	46,096	46,096	46,096	46,096	49,596	46,096	58,096	46,096	28,557	568,649		
Supplies	23,696	15,167	15,667	14,917	14,917	15,417	14,917	22,917	23,417	22,917	22,917	14,884	221,750		
Insurance	6,373	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	10,297	100,000		
Utilities	42,583	47,917	47,917	47,917	47,917	47,917	47,917	47,917	47,917	47,917	47,917	53,247	575,000		
Other	-	417	417	417	417	417	417	417	417	417	417	830	5,000		
SMG Management Fees	43,521	35,986	35,986	35,986	35,986	35,986	35,986	35,986	35,986	35,986	35,986	28,450	431,831		
Total Operating Expenses	560,373	546,174	566,739	550,322	543,202	541,941	535,930	555,410	555,850	600,591	562,731	596,356	6,715,619		
Net Income (Loss) From Operations	(80,382)	(105,141)	381,446	(109,064)	(25,046)	225,778	64,046	21,296	284,517	(288,225)	(173,607)	159,475	355,094		
Net Income After Other Income (Expenses)	(80,382)	(105,141)	381,446	(109,064)	(25,046)	225,778	64,046	21,296	284,517	(288,225)	(173,607)	159,475	355,094	(1,395,000)	(1,039,906)
Budget Forecast Comparison by Month															
2019	355,094														
2018	47,856	494,666	472,986	314,913	336,267	350,441	290,325	430,161	460,996	355,888	232,993	305,281			



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

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	32,217	30,791	1,426	30,631
Events	21	20	1	31
Event Days	30	28	2	44
Direct Event Income	99,584	144,511	(44,927)	94,511
Ancillary Income	359,102	262,566	96,536	398,477
Total Event Income	458,686	407,077	51,609	492,988
Other Operating Income	21,305	81,093	(59,788)	130,093
Adjusted Gross Income	479,991	488,170	(8,179)	623,081
Indirect Expenses	(560,373)	(573,813)	13,440	(646,493)
Net Income (Loss) From Operations	(80,382)	(85,643)	5,261	(23,412)

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Financial Statements Year to Date Highlights  
For the One Month Ending October 31, 2018

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	32,217	30,791	1,426	30,631
Events	21	20	1	31
Event Days	30	28	2	44
Direct Event Income	99,584	144,511	(44,927)	94,511
Ancillary Income	359,102	262,566	96,536	398,477
Total Event Income	458,686	407,077	51,609	492,988
Other Operating Income	21,305	81,093	(59,788)	130,093
Adjusted Gross Income	479,991	488,170	(8,179)	623,081
Indirect Expenses	(560,373)	(573,813)	13,440	(646,493)
Net Income (Loss) From Operations	(80,382)	(85,643)	5,261	(23,412)

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG

Balance Sheet  
October 31, 2018

**ASSETS**

**Current Assets**

Cash	\$	1,437,727
Accounts Receivable		340,867
Prepaid Assets		48,422
Inventory		57,444

Total Current Assets 1,884,460

**Total Assets** \$ **1,884,460**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	453,872
Accrued Expenses		247,406
Deferred Income		0
Advance Ticket Sales/Deposits		959,288
Other Current Liabilities		0

Total Current Liabilities 1,660,566

**Long-Term Liabilities**

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,660,566

**Equity**

Net Funds Received	10,418,919
Retained Earnings	(10,114,643)
Net Income (Loss)	(80,382)

Total Equity 223,894

**Total Liabilities & Equity** \$ **1,884,460**

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the One Month Ending October 31, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	149,333	167,100	(17,767)	149,333	167,100	(17,767)	117,100
Service Revenue	54,972	43,471	11,501	54,972	43,471	11,501	43,471
Service Expenses	(104,721)	(66,060)	(38,661)	(104,721)	(66,060)	(38,661)	(66,060)
Total Direct Event Inco	99,584	144,511	(44,927)	99,584	144,511	(44,927)	94,511
Ancillary Income							
F & B Concessions	36,083	29,160	6,923	36,083	29,160	6,923	29,160
F & B Catering	259,698	190,764	68,934	259,698	190,764	68,934	326,765
Parking	47,590	32,197	15,393	47,590	32,197	15,393	32,197
Electrical Services	15,176	9,865	5,311	15,176	9,865	5,311	9,865
Audio Visual	0	0	0	0	0	0	(90)
Internet Services	555	580	(25)	555	580	(25)	580
Total Ancillary Income	359,102	262,566	96,536	359,102	262,566	96,536	398,477
Total Event Income	458,686	407,077	51,609	458,686	407,077	51,609	492,988
<b>OTHER OPERATING INCOME</b>							
Advertising	0	0	0	0	0	0	0
Other Income	21,305	81,093	(59,788)	21,305	81,093	(59,788)	130,093
Total Other Operating In	21,305	81,093	(59,788)	21,305	81,093	(59,788)	130,093
Adjusted Gross Income	479,991	488,170	(8,179)	479,991	488,170	(8,179)	623,081
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	230,208	239,709	9,501	230,208	239,709	9,501	202,542
Payroll Taxes & Benefit	55,020	71,466	16,446	55,020	71,466	16,446	55,111
Labor Allocations to Ev	(67,492)	(43,201)	24,291	(67,492)	(43,201)	24,291	(33,730)
Net Salaries and Benefit	217,736	267,974	50,238	217,736	267,974	50,238	223,923
Contracted Services	63,247	52,045	(11,202)	63,247	52,045	(11,202)	95,696
General and Administrat	37,849	54,618	16,769	37,849	54,618	16,769	85,386
Operating	61,736	45,468	(16,268)	61,736	45,468	(16,268)	46,466
Repairs & Maintenance	63,632	45,888	(17,744)	63,632	45,888	(17,744)	64,590
Operational Supplies	23,696	15,167	(8,529)	23,696	15,167	(8,529)	34,869
Insurance	6,373	8,333	1,960	6,373	8,333	1,960	5,266

An SMG Managed Facility

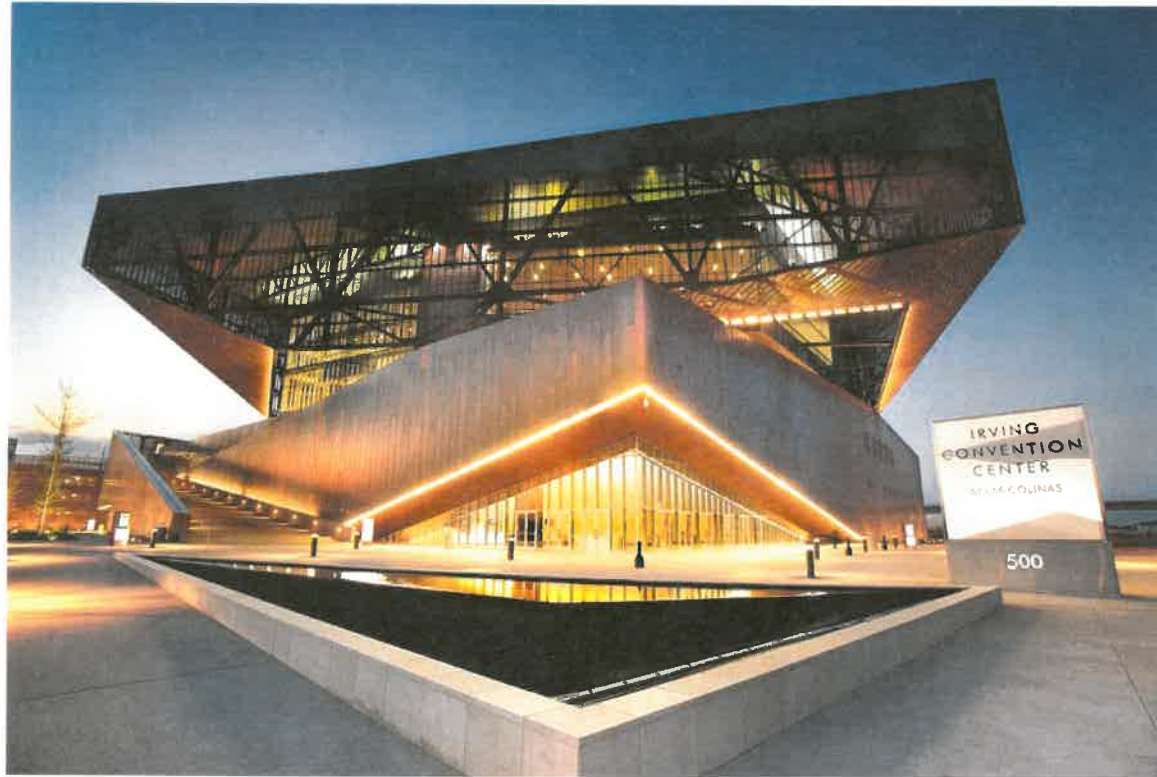
IRVING CONVENTION CENTER/SMG  
Income Statement  
For the One Month Ending October 31, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Utilities	42,583	48,334	5,751	42,583	48,334	5,751	44,174
SMG Management Fees	43,521	35,986	(7,535)	43,521	35,986	(7,535)	46,123
Total Indirect Expenses	560,373	573,813	13,440	560,373	573,813	13,440	646,493
Net Income (Loss)	(80,382)	(85,643)	5,261	(80,382)	(85,643)	5,261	(23,412)

An SMG Managed Facility

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
	North Texas Commission - LNT Reception	The Sage Show			North Texas SYC Cadets	
2	3	4	5	6	7	8
North Texas SYC Cadets				Ultimate Women's Expo		
					The Great Harvest	
9	10	11	12	13	14	15
Ultimate Women's Expo		Grocers Supply Meeting	Dell Technology Forum 2018			
16	17	18	19	20	21	22
	Texican Court Training	SWSCC - Suppliers Day and Educational Seminar		OP Live Dallas		
		North Texas Commission 47th Anniversary & Annual Meeting	Texican Court Training		18th Annual Neuroscience Symposium	India Property Show
		Camp IT	Interface MA 2018			
23	24	25	26	27	28	29
OP Live Dallas		The Greater Dallas Postal Customer Council	QuikTrip		ICVB 2018 Connect Fam	Advancing the Kingdom Within
India Property Show	ICVB Board of Directors Meeting				City of Irving Employee Celebration	Coppell High School Homecoming
DFW Church Worship Service						
30	1	2	3	4	5	6
		ICVB Community Relations Committee Meeting		US Bank Quarterly Executive Roadshow	Preston Hollow Capital Meeting	Epitome Magazine Award Show
	VMUG			2018 Technology Prayer Breakfast		



**Date Distributed: November 9, 2018**

# **Monthly Financial Summary**

**For Period Ending September 30, 2018**

IRVING CONVENTION CENTER AT LAS COLINAS / SMG

OCTOBER 1, 2017 TO SEPTEMBER 30, 2018

Board Lead Income Statement - Monthly FY 2018

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	117,100	35,954	39,927	105,725	86,890	155,975	179,515	135,950	34,820	122,625	164,320	102,697	1,281,498		
Service Income	43,471	23,129	46,456	10,029	60,981	104,848	59,522	47,309	72,516	34,223	28,283	56,904	587,665		
Service Expenses	(66,060)	(48,030)	(49,564)	(58,278)	(99,378)	(139,154)	(91,673)	(111,297)	(128,313)	(72,407)	(80,903)	(91,312)	(1,036,364)		
Total Direct Event Income	94,511	11,053	36,819	57,476	48,493	121,669	147,364	71,962	(20,977)	84,441	111,700	68,289	832,799		
Ancillary Income															
F & B Concessions	29,160	6,220	5,350	12,588	7,039	35,895	39,995	27,014	6,351	13,295	7,552	18,432	208,898		
F & B Catering	326,765	289,373	461,572	275,097	361,456	218,039	246,994	270,728	500,964	74,413	134,643	313,222	3,473,129		
Parking: Self Parking	32,197	4,910	(5,280)	24,287	22,250	44,897	20,343	31,346	28,794	24,580	1,869	15,260	245,450		
Electrical Services	9,865	12,261	5,800	23,227	21,715	22,195	7,650	4,664	13,170	(7,320)	8,552	25,645	147,424		
Audio Visual	(90)	(1,331)	(117)	(0)	33	(2,103)	(702)	(1,703)	(252)	(0)	(1,286)	(2,801)	(10,350)		
Internet Services	580	3,350	-	1,050	405	5,310	1,670	900	2,600	(1,900)	-	5,027	18,992		
Total Ancillary Income	398,477	314,783	467,325	336,249	412,898	324,233	315,950	332,949	551,627	103,068	151,330	374,785	4,083,543		
Total Event Income	492,988	325,836	504,144	393,725	461,391	445,902	463,314	404,911	530,650	187,509	263,030	443,074	4,916,342		
Other Operating Income	130,093	64,477	25,394	52,536	45,837	82,058	61,110	31,120	62,421	24,676	26,012	54,244	659,977		
ICVB Operating Subsidy				348,000		350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	623,081	390,313	529,538	794,260	507,228	877,960	524,424	436,031	941,821	212,185	289,042	845,568	6,971,318		
Operating Expenses															
Employee Salaries and Wages	202,542	161,560	251,329	202,263	189,429	191,145	192,642	235,625	204,409	200,819	202,182	182,048	2,415,994		
Benefits	55,111	(12,565)	65,173	62,849	54,030	62,802	57,104	61,840	66,940	65,823	63,147	56,635	658,891		
Less: Event Labor Allocations	(33,730)	(27,044)	(24,368)	(32,171)	(34,182)	(34,851)	(37,574)	(63,138)	(66,670)	(54,277)	(67,313)	(68,421)	(543,740)		
Net Employee Wages and Benefits	223,923	121,951	292,134	232,940	209,277	219,096	212,172	234,327	204,679	212,365	198,016	170,262	2,531,137		
Contracted Services	95,696	69,337	59,442	58,844	66,482	58,325	67,727	60,546	46,342	46,929	90,093	64,179	783,938		
General and Administrative	85,386	62,214	31,815	55,129	59,562	76,670	47,285	37,922	81,154	54,653	79,649	161,572	833,010		
Operations	46,466	38,029	49,515	49,985	36,347	67,056	53,900	49,937	95,771	33,640	52,769	45,949	619,368		
Repair & Maintenance	64,590	64,407	42,606	34,412	54,214	54,719	51,920	(13,976)	60,013	87,387	44,118	49,157	593,566		
Supplies	34,869	15,124	8,277	23,982	10,218	34,195	20,185	23,310	10,323	27,304	16,855	20,517	245,159		
Insurance	5,266	5,538	6,635	4,726	5,538	5,388	6,481	4,925	5,758	11,905	5,587	13,101	80,849		
Utilities	44,174	56,170	34,558	43,923	57,817	45,763	27,707	44,531	49,016	53,046	48,909	48,610	554,222		
SMG Management Fee	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	154,788		
SMG F&B Incentive Fee	33,224	12,769	38,991	29,601	34,013	32,229	28,131	31,573	28,119	-	-	1,350	270,001		
Total Operating Expenses	646,493	458,438	576,872	546,442	546,367	606,340	528,406	485,995	594,074	540,128	548,895	587,596	6,666,036		
Net Income (Loss) From Operations	(23,412)	(68,125)	(47,334)	247,818	(39,139)	271,620	(3,982)	(49,963)	347,747	(327,943)	(259,853)	257,972	305,281	-1395000	(1,089,719)
Other Income (Expenses)	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Income After Other Income (Expenses)	(23,412)	(68,125)	(47,334)	247,818	(39,139)	271,620	(3,982)	(49,963)	347,747	(327,943)	(259,853)	257,972	305,281		
Budget Forecast Comparison by Month															
2018	47,856	494,666	472,986	314,913	336,267	350,441	290,325	430,161	460,996	355,888	232,993	305,281			
2017	(990,976)	(850,624)	(812,492)	(808,222)	(760,116)	(621,850)	(538,064)	(102,394)	(16,789)	273	79,067	315,251			



IRVING CONVENTION CENTER/SMG  
Financial Statements Monthly Highlights  
For the Month Ending September 30, 2018

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	15,355	8,050	7,305	15,730
Events	19	4	15	24
Event Days	35	5	30	36
Direct Event Income	68,289	90,542	(22,253)	112,453
Ancillary Income	374,785	326,425	48,360	374,445
Total Event Income	443,074	416,967	26,107	486,898
Other Operating Income	54,244	33,063	21,181	121,000
Adjusted Gross Income	497,318	450,030	47,288	607,898
Indirect Expenses	(587,597)	(538,603)	(48,994)	(514,215)
Net Income (Loss) From Operations	(90,279)	(88,573)	(1,706)	93,683

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Financial Statements Year to Date Highlights  
For the Twelve Months Ending September 30, 2018

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	270,178	233,346	36,832	248,404
Events	248	267	(19)	244
Event Days	405	366	39	376
Direct Event Income	832,799	1,021,121	(188,322)	917,234
Ancillary Income	4,083,543	3,245,450	838,093	3,528,132
Total Event Income	4,916,342	4,266,571	649,771	4,445,366
Other Operating Income	659,977	517,089	142,888	490,371
Adjusted Gross Income	5,576,319	4,783,660	792,659	4,935,737
Indirect Expenses	(6,666,038)	(6,178,660)	(487,378)	(6,015,488)
Net Income (Loss) From Operations	(1,089,719)	(1,395,000)	305,281	(1,079,751)

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG

Balance Sheet  
September 30, 2018

**ASSETS**

**Current Assets**

Cash	\$	1,222,021
Accounts Receivable		693,228
Prepaid Assets		0
Inventory		57,862

Total Current Assets		1,973,111
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<b>Total Assets</b>	<b>\$</b>	<b>1,973,111</b>
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**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	491,402
Accrued Expenses		246,378
Deferred Income		0
Advance Ticket Sales/Deposits		931,057
Other Current Liabilities		0

Total Current Liabilities		1,668,837
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**Long-Term Liabilities**

Long Term Liabilities		0
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Total Long-Term Liabilities		0
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Total Liabilities		1,668,837
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**Equity**

Net Funds Received		10,418,919
Retained Earnings		(9,024,926)
Net Income (Loss)		(1,089,719)

Total Equity		304,274
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<b>Total Liabilities &amp; Equity</b>	<b>\$</b>	<b>1,973,111</b>
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An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Twelve Months Ending September 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	102,697	102,000	697	1,281,498	1,184,200	97,298	1,216,436
Service Revenue	56,904	58,522	(1,618)	587,665	481,639	106,026	466,186
Service Expenses	(91,312)	(69,980)	(21,332)	(1,036,364)	(644,718)	(391,646)	(765,390)
Total Direct Event Inco	68,289	90,542	(22,253)	832,799	1,021,121	(188,322)	917,234
Ancillary Income							
F & B Concessions	18,432	16,000	2,432	208,898	229,223	(20,325)	164,186
F & B Catering	313,222	285,225	27,997	3,473,129	2,688,249	784,880	3,047,621
Parking	15,260	8,450	6,810	245,450	190,118	55,332	189,239
Electrical Services	25,645	15,800	9,845	147,424	122,255	25,169	121,042
Audio Visual	(2,801)	0	(2,801)	(10,350)	0	(10,350)	(826)
Internet Services	5,027	950	4,077	18,992	15,605	3,387	6,870
Total Ancillary Income	374,785	326,425	48,360	4,083,543	3,245,450	838,093	3,528,132
Total Event Income	443,074	416,967	26,107	4,916,342	4,266,571	649,771	4,445,366
<b>OTHER OPERATING INCOME</b>							
Advertising	0	0	0	17,000	0	17,000	25,000
Other Income	54,244	33,063	21,181	642,977	517,089	125,888	465,371
Total Other Operating In	54,244	33,063	21,181	659,977	517,089	142,888	490,371
Adjusted Gross Income	497,318	450,030	47,288	5,576,319	4,783,660	792,659	4,935,737
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	182,048	213,323	31,275	2,415,996	2,559,698	143,702	2,360,021
Payroll Taxes & Benefit	56,635	64,826	8,191	658,881	777,697	118,816	740,422
Labor Allocations to Ev	(68,421)	(51,902)	16,519	(543,740)	(622,826)	(79,086)	(464,570)
Net Salaries and Benefit	170,262	226,247	55,985	2,531,137	2,714,569	183,432	2,635,873
Contracted Services	64,179	63,810	(369)	783,938	522,477	(261,461)	545,780
General and Administrat	161,573	50,497	(111,076)	833,011	605,854	(227,157)	570,154
Operating	45,949	41,606	(4,343)	619,368	499,250	(120,118)	594,171
Repairs & Maintenance	49,157	43,174	(5,983)	593,566	497,771	(95,795)	481,846
Operational Supplies	20,517	22,568	2,051	245,159	250,400	5,241	123,394
Insurance	13,101	8,337	(4,764)	80,849	100,000	19,151	105,808




An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Twelve Months Ending September 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Utilities	48,610	46,974	(1,636)	554,222	563,604	9,382	534,543
SMG Management Fees	14,249	35,390	21,141	424,788	424,735	(53)	423,919
	<u>587,597</u>	<u>538,603</u>	<u>(48,994)</u>	<u>6,666,038</u>	<u>6,178,660</u>	<u>(487,378)</u>	<u>6,015,488</u>
Total Indirect Expenses	587,597	538,603	(48,994)	6,666,038	6,178,660	(487,378)	6,015,488
	<u>587,597</u>	<u>538,603</u>	<u>(48,994)</u>	<u>6,666,038</u>	<u>6,178,660</u>	<u>(487,378)</u>	<u>6,015,488</u>
Net Income (Loss)	(90,279)	(88,573)	(1,706)	(1,089,719)	(1,395,000)	305,281	(1,079,751)
	<u>(90,279)</u>	<u>(88,573)</u>	<u>(1,706)</u>	<u>(1,089,719)</u>	<u>(1,395,000)</u>	<u>305,281</u>	<u>(1,079,751)</u>

An SMG Managed Facility

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
		ICVB Community Relations Committee Meeting		US Bank Quarterly Executive Roadshow	Preston Hollow Capital Meeting	Epitome Magazine Award Show
	VMUG			2018 Technology Prayer Breakfast		
7	8	9	10	11	12	13
		Irving 360 Civic Academy	University of Dallas Ministries Conference			
	Methodist Health System 2018 Leading to Excellence Summit					
	Ivanti					
14	15	16	17	18	19	20
Joyful Noise Gospel Concert		JPMorgan Chase for Business Lunch Series			ICVB Executive Committee Meeting	
				Fan Days 2018		
21	22	23	24	25	26	27
Fan Days 2018	ServiceNow: NowSummit 2018 Dallas		Worship Summit			
28	29	30	 31	 1	2	3
DFW Church Worship Service	Warren Instructional Network Training	Gamestop SSC Meeting			Catholic Action for Faith and Family	
	Irving Fire Fighters Exam			Agile Camp		
Hi India Garba / Falguni Pathak Dandia Dhoom		Renny McLean Ministry				



**ICVB  
HOTEL OCCUPANCY TAX COLLECTIONS**

Fourth Quarter – FY 2017-18

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

	QUARTER ENDING 9/30/18	
	BUDGET	ACTUAL
STATE TAX (estimated) - 6%	4,354,019	4,346,251
CITY OF IRVING TAX - 9%	6,531,029	6,519,376
TOTAL ADMINISTRATIVE COST	145,050	117,598
<hr/>		
<b>CONVENTION &amp; VISITORS BUREAU - 57% OF 5%</b>	2,069,662	2,064,469
Administrative Cost	(82,786)	(82,579)
Remittance Amount	1,986,876	1,981,890
<hr/>		
<b>ARTS CENTER - 35.5% of 5%</b>	1,272,494	1,285,766
<b>YEAR END EXCESS</b>	(514,128)	(537,042)
Administrative Cost	(30,335)	(29,949)
Remittance Amount	728,031	718,775
<hr/>		
<b>MUSEUM - 2.5% of 5%</b>	90,775	90,547
Administrative Cost	(3,631)	(3,622)
Remittance Amount	87,144	86,925
<hr/>		
<b>DOWNTOWN &amp; EVENTS - 1% of 5%</b>	36,310	36,219
Administrative Cost	(1,452)	(1,449)
Remittance Amount	34,858	34,770
<hr/>		
<b>CONVENTION CENTER FUND - 2% of 9%</b> (effective 01/01/00)	1,452,394	1,448,750
<b>DEBT SERVICE - 4% of 5%</b>	145,050	144,875
<b>ARTS CENTER - YEAR END EXCESS</b>	514,128	537,042
<b>TOTAL</b>	2,111,572	2,130,667
<hr/>		
<b>ENTERTAINMENT CENTER - 2% of 9%</b> (effective 04/01/08)	1,452,394	1,448,750

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



**IRVING CONVENTION AND VISITORS BUREAU  
HOTEL OCCUPANCY TAX  
JULY - SEPTEMBER**

<b>HOTEL</b>	<b>ACTUAL 16-17</b>	<b>ACTUAL 17-18</b>	<b>DIFFERENCE</b>	<b>PERCENT</b>
1 Atrium Hotel and Suites	9,562.65	11,038.97	1,476.32	15.44%
2 Dallas Marriott Las Colinas	89,190.13	108,857.20	19,667.07	22.05%
3 DFW Airport Hotel & Conf Center	10,036.03	7,954.22	(2,081.81)	-20.74%
4 DFW Airport Marriott	139,950.62	127,003.25	(12,947.37)	-9.25%
5 Doubletree DFW Airport North	54,375.97	53,628.96	(747.01)	-1.37%
6 Embassy Suites - DFW Airport South	83,651.34	77,068.88	(6,582.46)	-7.87%
7 Four Seasons Resort & Club	212,784.60	213,342.76	558.16	0.26%
8 Hilton Garden Inn - DFW South	40,868.75	40,103.25	(765.50)	-1.87%
9 Hilton Garden Inn - Las Colinas	28,341.25	43,490.85	15,149.60	53.45%
10 Holiday Inn Las Colinas	18,106.08	22,671.90	4,565.82	25.22%
11 NYLO Dallas/Las Colinas	47,848.94	47,174.88	(674.06)	-1.41%
12 Omni Mandalay Hotel at Las Colinas	123,795.37	124,570.88	775.51	0.63%
13 Sheraton Grand Hotel	74,475.77	63,180.45	(11,295.32)	-15.17%
14 Westin DFW	123,176.53	128,862.81	5,686.28	4.62%
<b>TOTAL LUXURY &amp; FULL SERVICE</b>	<b>1,056,164.03</b>	<b>1,068,949.26</b>	<b>12,785.23</b>	<b>1.21%</b>

<b>ALL-SUITE / EXTENDED STAY</b>				
1 Best Western - DFW Airport Suites	16,044.62	14,239.99	(1,804.63)	-11.25%
2 Candlewood Suites - Las Colinas	11,437.15	7,591.37	(3,845.78)	-33.63%
3 Comfort Inn - DFW North	17,657.56	15,259.41	(2,398.15)	-13.58%
4 Comfort Suites - DFW Airport	15,326.51	14,805.71	(520.80)	-3.40%
5 Comfort Suites - Las Colinas	8,179.26	7,150.51	(1,028.75)	-12.58%
6 Country Inn & Suites - DFW South	12,949.81	11,987.38	(962.43)	-7.43%
7 Element DFW North	26,481.08	28,842.09	2,361.01	8.92%
8 Extended Stay America	8,942.04	2,905.01	(6,037.03)	-67.51%
9 Extended Stay America - DFW North	7,056.12	6,614.77	(441.35)	-6.25%
10 Extended Stay America - Las Colinas	10,912.28	8,788.66	(2,123.62)	-19.46%
11 Extended Stay Deluxe	6,714.62	4,335.42	(2,379.20)	-35.43%
12 Hawthorne Suites - DFW North	12,137.05	9,278.35	(2,858.70)	-23.55%
13 Hawthorne Suites - DFW South	7,287.79	5,281.43	(2,006.36)	-27.53%
14 Holiday Inn Express - DFW North	31,954.31	26,246.69	(5,707.62)	-17.86%
15 Holiday Inn Express - DFW South	26,890.35	22,986.19	(3,904.16)	-14.52%
16 Holiday Inn Express - Las Colinas	18,965.71	20,059.26	1,093.55	5.77%
17 Home Towne Studios	6,120.88	6,055.69	(65.19)	-1.07%
18 Home2 Suites - DFW North	25,279.22	23,143.28	(2,135.94)	-8.45%
19 Home2 Suites - DFW South	temp closed	20,467.84	20,467.84	100.00%
20 Homewood Suites - DFW Airport	22,037.29	21,108.53	(928.76)	-4.21%
21 Homewood Suites - Las Colinas	27,561.62	30,412.69	2,851.07	10.34%
22 Hyatt House Dallas-Las Colinas	28,710.80	34,173.55	5,462.75	19.03%
23 Hyatt Place Las Colinas	33,599.17	30,915.30	(2,683.87)	-7.99%
24 Motel 6 / Studio 6 - DFW East	7,805.43	8,445.08	639.65	8.19%
25 Residence Inn - DFW North	16,369.10	10,750.95	(5,618.15)	-34.32%
26 Residence Inn - DFW South	21,160.83	18,005.73	(3,155.10)	-14.91%
27 Residence Inn - Las Colinas	22,228.23	20,337.77	(1,890.46)	-8.50%
28 Springhill Suites	24,872.72	23,891.14	(981.58)	-3.95%
29 Staybridge Suites Las Colinas	23,776.20	25,731.60	1,955.40	8.22%
30 Staybridge Suites North	20,828.71	17,527.16	(3,301.55)	-15.85%
31 Studio 6 - DFW North	380.80	222.89	(157.91)	-41.47%
32 Towneplace Suites	23,414.37	22,927.55	(486.82)	-2.08%
33 Waterwalk - Las Colinas	n/a	497.77	497.77	100.00%
34 Woodspring Suites Signature	6,030.97	5,799.41	(231.56)	-3.84%
35 Extended Stay Properties	618.51	853.44	234.93	37.98%
<b>TOTAL ALL SUITE / EXTENDED STAY</b>	<b>549,731.11</b>	<b>527,639.61</b>	<b>(22,091.50)</b>	<b>-4.02%</b>

**HOTEL OCCUPANCY TAX**  
**JULY - SEPTEMBER (page 2)**

HOTEL	ACTUAL 16-17	ACTUAL 17-18	DIFFERENCE	PERCENT
<b>LIMITED SERVICE</b>				
1 Aloft Las Colinas	33,342.62	32,861.96	(480.66)	-1.44%
2 Courtyard by Marriott - DFW North	40,127.91	38,005.92	(2,121.99)	-5.29%
3 Courtyard by Marriott - DFW South	28,580.78	25,741.59	(2,839.19)	-9.93%
4 Courtyard by Marriott - Las Colinas	33,431.64	36,666.67	3,235.03	9.68%
5 Fairfield Inn & Suites	21,426.25	20,381.79	(1,044.46)	-4.87%
6 Fairfield Inn - DFW North	21,542.77	19,809.75	(1,733.02)	-8.04%
7 Fairfield Inn - Las Colinas	21,397.97	22,924.48	1,526.51	7.13%
8 Hampton Inn - Las Colinas	27,306.41	28,498.21	1,191.80	4.36%
9 Jefferson Street Bed & Breakfast	142.66	182.19	39.53	27.71%
10 La Quinta Inn & Suites - Las Colinas	16,719.75	16,437.11	(282.64)	-1.69%
11 La Quinta Inn & Suites - DFW South	21,616.39	21,976.22	359.83	1.66%
12 La Quinta Inn & Suites - DFW North	25,173.20	25,961.69	788.49	3.13%
13 Wingate Inn - DFW North	9,820.92	10,823.05	1,002.13	10.20%
14 Wingate Inn - Las Colinas	18,122.78	16,429.22	(1,693.56)	-9.34%
<b>TOTAL LIMITED SERVICE</b>	<b>318,752.05</b>	<b>316,699.85</b>	<b>(2,052.20)</b>	<b>-0.64%</b>

<b>BUDGET</b>				
1 America's Best Value Inn	4,705.29	4,855.00	149.71	3.18%
2 Arya Inn & Suites	1,404.48	394.20	(1,010.28)	-71.93%
3 Best Western Irving Inn & Suites	17,313.14	17,344.23	31.09	0.18%
4 Budget Inn	1,737.02	1,534.46	(202.56)	-11.66%
5 Budget Inn & Suites	1,085.63	495.99	(589.64)	-54.31%
6 Budget Lodge of Irving	4,261.24	1,702.25	(2,558.99)	-60.05%
7 Budget Suites of America - Las Colinas	2,955.72	2,056.68	(899.04)	-30.42%
8 Clarion Inn & Suites	7,831.51	8,796.23	964.72	12.32%
9 Crossroads Hotel	2,326.36	2,639.57	313.21	13.46%
10 Days Inn	10,821.95	12,142.77	1,320.82	12.21%
11 Days Inn - DFW North	12,038.91	12,006.48	(32.43)	-0.27%
12 Delux Inn	2,191.25	1,850.20	(341.05)	-15.56%
13 Delux Suites	610.60	472.96	(137.64)	-22.54%
14 Gateway Suites	1,869.26	1,811.89	(57.37)	-3.07%
15 Motel 6 - Dallas / Irving	9,311.26	9,389.94	78.68	0.84%
16 Motel 6 - DFW North	10,242.62	9,496.15	(746.47)	-7.29%
17 Motel 6 - DFW South	4,566.65	4,476.91	(89.74)	-1.97%
18 Quality Inn & Suites - DFW Airport	17,871.32	17,937.72	66.40	0.37%
19 Quality Inn & Suites - DFW South	8,865.07	11,539.71	2,674.64	30.17%
20 Red Roof Inn - DFW North	16,990.07	15,874.78	(1,115.29)	-6.56%
21 Super 8 Motel - DFW North	8,720.50	8,561.60	(158.90)	-1.82%
22 Super 8 Motel - DFW South	6,801.03	5,864.06	(936.97)	-13.78%
<b>TOTAL BUDGET</b>	<b>154,520.88</b>	<b>151,243.78</b>	<b>(3,277.10)</b>	<b>-2.12%</b>

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
<b>GRAND TOTAL</b>	<b>2,079,168.07</b>	<b>2,064,532.50</b>	<b>(14,635.57)</b>	<b>-0.70%</b>
	BUDGET	ACTUAL	DIFFERENCE	PERCENT
<b>4TH QUARTER</b>	<b>2,069,662.00</b>	<b>2,064,532.50</b>	<b>(5,129.50)</b>	<b>-0.25%</b>

**IRVING CONVENTION AND VISITORS BUREAU  
YEAR-TO-DATE HOTEL OCCUPANCY TAX  
OCTOBER 2017 - SEPTEMBER 2018**

HOTEL	ACTUAL 16-17	ACTUAL 17-18	DIFFERENCE	PERCENT
<b>LUXURY &amp; FULL SERVICE</b>				
1 Atrium Hotel and Suites	35,766.05	39,467.83	3,701.78	10.35%
2 Dallas Marriott at Las Colinas	385,627.61	413,758.71	28,131.10	7.29%
3 DFW Airport Hotel & Conf Center	39,478.22	31,030.91	(8,447.31)	-21.40%
4 DFW Airport Marriott	566,320.11	539,515.03	(26,805.08)	-4.73%
5 Doubletree DFW Airport North	237,077.48	245,089.00	8,011.52	3.38%
6 Embassy Suites - DFW Airport South	342,831.92	322,588.21	(20,243.71)	-5.90%
7 Four Seasons Resort & Club	840,645.41	889,693.23	49,047.82	5.83%
8 Hilton Garden Inn - DFW South	163,367.19	132,065.61	(31,301.58)	-19.16%
9 Hilton Garden Inn - Las Colinas	127,121.42	172,700.95	45,579.53	35.86%
10 Holiday Inn Las Colinas	59,888.83	95,227.20	35,338.37	59.01%
11 NYLO Dallas/Las Colinas	186,984.29	193,678.27	6,693.98	3.58%
12 Omni Mandalay Hotel at Las Colinas	510,295.55	533,190.53	22,894.98	4.49%
13 Sheraton Grand Hotel	301,698.45	276,863.06	(24,835.39)	-8.23%
14 Westin DFW	497,283.15	526,789.75	29,506.60	5.93%
<b>TOTAL LUXURY &amp; FULL SERVICE</b>	<b>4,294,385.68</b>	<b>4,411,658.29</b>	<b>117,272.61</b>	<b>2.73%</b>

<b>ALL-SUITE / EXTENDED STAY</b>				
1 Best Western - DFW Airport Suites	62,614.04	61,520.91	(1,093.13)	-1.75%
2 Candlewood Suites - Las Colinas	42,902.82	39,104.21	(3,798.61)	-8.85%
3 Comfort Inn - DFW North	67,624.63	62,902.77	(4,721.86)	-6.98%
4 Comfort Suites - DFW Airport	62,733.71	59,247.34	(3,486.37)	-5.56%
5 Comfort Suites - Las Colinas	34,969.40	31,736.97	(3,232.43)	-9.24%
6 Country Inn & Suites - DFW South	50,672.89	52,860.20	2,187.31	4.32%
7 Element DFW North	105,298.16	107,301.85	2,003.69	1.90%
8 Extended Stay America	25,450.10	13,170.63	(12,279.47)	-48.25%
9 Extended Stay America - DFW North	25,210.07	20,715.76	(4,494.31)	-17.83%
10 Extended Stay America - Las Colinas	35,465.54	32,645.95	(2,819.59)	-7.95%
11 Extended Stay Deluxe	17,516.37	13,792.53	(3,723.84)	-21.26%
12 Hawthorne Suites - DFW North	41,642.62	40,027.03	(1,615.59)	-3.88%
13 Hawthorne Suites - DFW South	24,801.17	20,632.68	(4,168.49)	-16.81%
14 Holiday Inn Express - DFW North	128,252.70	112,468.61	(15,784.09)	-12.31%
15 Holiday Inn Express - DFW South	102,558.24	98,129.43	(4,428.81)	-4.32%
16 Holiday Inn Express - Las Colinas	82,512.76	75,924.45	(6,588.31)	-7.98%
17 Home Towne Studios	15,171.45	19,831.30	4,659.85	30.71%
18 Home2 Suites - DFW North	99,815.80	100,576.15	760.35	0.76%
19 Home2 Suites - DFW South	temp closed	34,502.04	34,502.04	100.00%
20 Homewood Suites - DFW Airport	87,246.98	87,999.15	752.17	0.86%
21 Homewood Suites - Las Colinas	113,256.62	113,408.29	151.67	0.13%
22 Hyatt House Dallas - Las Colinas	125,746.72	121,255.76	(4,490.96)	-3.57%
23 Hyatt Place Las Colinas	130,659.16	131,063.40	404.24	0.31%
24 Motel 6 / Studio 6 - DFW East	27,147.79	31,101.49	3,953.70	14.56%
25 Residence Inn - DFW North	60,809.47	55,546.41	(5,263.06)	-8.66%
26 Residence Inn - DFW South	82,082.60	74,695.25	(7,387.35)	-9.00%
27 Residence Inn - Las Colinas	85,484.60	75,953.56	(9,531.04)	-11.15%
28 Springhill Suites	104,158.90	110,399.84	6,240.94	5.99%
29 Staybridge Suites - Las Colinas	88,488.07	95,798.70	7,310.63	8.26%
30 Staybridge Suites - North	77,607.97	78,291.77	683.80	0.88%
31 Studio 6 - DFW North	1,427.26	1,148.44	(278.82)	-19.54%
32 Towneplace Suites	89,752.96	93,923.71	4,170.75	4.65%
33 Waterwalk - Las Colinas	n/a	497.77	497.77	100.00%
34 Woodspring Suites Signature	22,262.78	26,983.64	4,720.86	21.21%
35 Extended Stay Properties	1,679.31	2,132.04	452.73	26.96%
<b>TOTAL ALL-SUITE / EXTENDED STAY</b>	<b>2,123,023.66</b>	<b>2,097,290.03</b>	<b>(25,733.63)</b>	<b>-1.21%</b>

**HOTEL OCCUPANCY TAX**  
**OCT 2017 - SEPT 2018 (page 2)**

HOTEL	ACTUAL 16-17	ACTUAL 17-18	DIFFERENCE	PERCENT
<b>LIMITED SERVICE</b>				
1 Aloft Las Colinas	130,030.84	136,033.88	6,003.04	4.62%
2 Courtyard by Marriott - DFW North	165,828.54	161,916.48	(3,912.06)	-2.36%
3 Courtyard by Marriott - DFW South	115,335.08	105,655.94	(9,679.14)	-8.39%
4 Courtyard by Marriott - Las Colinas	137,189.70	146,815.83	9,626.13	7.02%
5 Fairfield Inn & Suites	87,345.80	84,442.61	(2,903.19)	-3.32%
6 Fairfield Inn - DFW North	82,917.39	86,919.12	4,001.73	4.83%
7 Fairfield Inn - Las Colinas	84,145.30	92,177.26	8,031.96	9.55%
8 Hampton Inn - Las Colinas	107,607.78	122,219.17	14,611.39	13.58%
9 Jefferson Street Bed & Breakfast	851.81	666.44	(185.37)	-21.76%
10 La Quinta Inn & Suites - Las Colinas	68,221.19	63,754.27	(4,466.92)	-6.55%
11 La Quinta Inn & Suites - DFW South	73,658.21	78,166.87	4,508.66	6.12%
12 La Quinta Inn & Suites - DFW North	91,797.26	104,005.52	12,208.26	13.30%
13 Wingate Inn - DFW North	40,990.98	42,186.86	1,195.88	2.92%
14 Wingate Inn - Las Colinas	73,778.41	74,259.56	481.15	0.65%
<b>TOTAL LIMITED SERVICE</b>	<b>1,259,698.29</b>	<b>1,299,219.81</b>	<b>39,521.52</b>	<b>3.14%</b>

<b>BUDGET</b>				
1 America's Best Value Inn	18,003.36	15,948.01	(2,055.35)	-11.42%
2 Arya Inn & Suites	6,216.93	4,526.49	(1,690.44)	-27.19%
3 Best Western Irving Inn & Suites	64,031.45	69,444.05	5,412.60	8.45%
4 Budget Inn	6,395.63	6,216.23	(179.40)	-2.81%
5 Budget Inn & Suites	4,163.85	3,001.08	(1,162.77)	-27.93%
6 Budget Lodge of Irving	15,902.81	8,426.51	(7,476.30)	-47.01%
7 Budget Suites of America - Las Colinas	7,445.29	5,708.03	(1,737.26)	-23.33%
8 Clarion Inn & Suites	32,998.12	32,316.92	(681.20)	-2.06%
9 Crossroads Hotel	7,620.88	8,560.46	939.58	12.33%
10 Days Inn	41,498.33	44,791.80	3,293.47	7.94%
11 Days Inn - DFW North	43,547.55	44,033.30	485.75	1.12%
12 Delux Inn	9,647.42	8,126.61	(1,520.81)	-15.76%
13 Delux Suites	2,107.99	1,971.96	(136.03)	-6.45%
14 Gateway Suites	7,392.04	7,140.39	(251.65)	-3.40%
15 Motel 6 - Dallas / Irving	34,053.60	34,297.09	243.49	0.72%
16 Motel 6 - DFW North	35,511.33	36,793.16	1,281.83	3.61%
17 Motel 6 - DFW South	16,726.24	17,003.60	277.36	1.66%
18 Quality Inn & Suites - DFW Airport	67,829.29	70,636.65	2,807.36	4.14%
19 Quality Inn & Suites - DFW South	40,500.33	45,040.12	4,539.79	11.21%
20 Red Roof Inn - DFW North	61,945.64	64,929.95	2,984.31	4.82%
21 Super 8 Motel - DFW North	31,968.07	33,296.89	1,328.82	4.16%
22 Super 8 Motel - DFW South	26,604.11	23,004.43	(3,599.68)	-13.53%
<b>TOTAL BUDGET</b>	<b>582,110.26</b>	<b>585,213.73</b>	<b>3,103.47</b>	<b>0.53%</b>

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
<b>GRAND TOTAL</b>	<b>8,259,217.89</b>	<b>8,393,381.86</b>	<b>134,163.97</b>	<b>1.62%</b>

	BUDGET	ACTUAL	DIFFERENCE	PERCENT
<b>4 QUARTERS</b>	<b>8,485,908.00</b>	<b>8,393,381.86</b>	<b>(92,526.14)</b>	<b>-1.09%</b>

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

<b>BUDGET VS ACTUAL</b>	<b>BUDGET 17-18</b>	<b>ACTUAL 17-18</b>	<b>DIFFERENCE</b>	<b>%</b>
1ST QUARTER OCT - DEC 2017	1,982,601	1,959,343	(23,258)	-1.17%
2ND QUARTER JAN - MAR 2018	2,116,326	2,114,614	(1,712)	-0.08%
3RD QUARTER APR - JUN 2018	2,317,319	2,254,956	(62,363)	-2.69%
4TH QUARTER JUL - SEP 2018	2,069,662	2,064,469	(5,193)	-0.25%
<b>YTD TOTALS</b>	<b>8,485,908</b>	<b>8,393,382</b>	<b>(92,526)</b>	<b>-1.09%</b>

<b>PRIOR YEAR VS CURRENT YEAR</b>	<b>ACTUAL 16-17</b>	<b>ACTUAL 17-18</b>	<b>DIFFERENCE</b>	<b>%</b>
1ST QUARTER OCT - DEC	1,889,946	1,959,343	69,397	3.67%
2ND QUARTER JAN - MAR	2,083,849	2,114,614	30,765	1.48%
3RD QUARTER APR - JUN	2,206,255	2,254,956	48,701	2.21%
4TH QUARTER JUL - SEP	2,079,168	2,064,469	(14,699)	-0.71%
<b>YTD TOTALS</b>	<b>8,259,218</b>	<b>8,393,382</b>	<b>134,164</b>	<b>1.62%</b>



Crowe LLP  
Independent Member Crowe Global

November 15, 2018

Management of the Irving Convention Center and SMG Management  
500 West Las Colinas Blvd  
Irving, Texas 75039

Professional standards require that we communicate certain matters to keep you adequately informed about matters related to the financial statement audit that are, in our professional judgment, significant and relevant to your responsibilities in overseeing the financial reporting process. We communicate such matters in this report.

#### **AUDITOR'S RESPONSIBILITY UNDER AUDITING STANDARDS GENERALLY ACCEPTED IN THE UNITED STATES OF AMERICA**

Our responsibility is to form and express an opinion about whether the financial statements that have been prepared by management with your oversight are presented fairly, in all material respects, in conformity with accounting principles generally accepted in the United States of America. The audit of the financial statements does not relieve you of your responsibilities and does not relieve management of their responsibilities. Refer to our engagement letter with the Company for further information on the responsibilities of management and of Crowe LLP.

#### **PLANNED SCOPE AND TIMING OF THE AUDIT**

We are to communicate an overview of the planned scope and timing of the audit. Accordingly, the following matters regarding the planned scope and timing of the audit were discussed with you on August 27, 2018.

- How we proposed to address the significant risks of material misstatement, whether due to fraud or error.
- Our approach to internal control relevant to the audit.
- The concept of materiality in planning and executing the audit, focusing on the factors considered rather than on specific thresholds or amounts.
- Where the entity has an internal audit function, the extent to which the auditor will use the work of internal audit, and how the external and internal auditors can best work together.
- Your views and knowledge of matters you consider warrant our attention during the audit, as well as your views on:
  - The allocation of responsibilities between you and management.
  - The entity's objectives and strategies, and the related business risks that may result in material misstatements.
  - Significant communications with regulators.
  - Other matters you believe are relevant to the audit of the financial statements.

## SIGNIFICANT ACCOUNTING POLICIES AND MANAGEMENT JUDGMENTS AND ACCOUNTING ESTIMATES

**Significant Accounting Policies:** Those Charged with Governance should be informed of the initial selection of and changes in significant accounting policies or their application. Also, Those Charged with Governance should be aware of methods used to account for significant unusual transactions and the effect of significant accounting policies in controversial or emerging areas where there is a lack of authoritative consensus. We believe management has the primary responsibility to inform Those Charged with Governance about such matters. There were no such accounting changes or significant policies requiring communication.

**Management Judgments and Accounting Estimates:** Further, accounting estimates are an integral part of the financial statements prepared by management and are based upon management's current judgments. These judgments are based upon knowledge and experience about past and current events and assumptions about future events. Certain estimates are particularly sensitive because of their significance and because of the possibility that future events affecting them may differ markedly from management's current judgments and may be subject to significant change in the near term.

The following describes the significant accounting estimates reflected in the Company's year end financial statements, the process used by management in formulating these particularly sensitive accounting estimates and the primary basis for our conclusions regarding the reasonableness of those estimates.

Significant Accounting Estimate	Process Used by Management	Basis for Our Conclusions
Allowance for Doubtful Accounts and Bad Debt Expense	The allowance for doubtful accounts was determined by management by a process involving consideration of past experiences, current aging information, information from credit reports, contacts with the customers, and other available data including environmental factors such as industry, geographical, economic and political factors.	We tested this accounting estimate by reviewing, on a test basis, the information listed and by testing information in certain customers' credit files.

## AUDITOR'S JUDGMENTS ABOUT QUALITATIVE ASPECTS OF SIGNIFICANT ACCOUNTING PRACTICES

We are to discuss with you our comments about the following matters related to the Company's accounting policies and financial statement disclosures. Accordingly, these matters will be discussed during our meeting with you.

- The appropriateness of the accounting policies to the particular circumstances of the entity, considering the need to balance the cost of providing information with the likely benefit to users of the entity's financial statements.
- The overall neutrality, consistency, and clarity of the disclosures in the financial statements.
- The effect of the timing of transactions in relation to the period in which they are recorded.
- The potential effect on the financial statements of significant risks and exposures, and uncertainties that are disclosed in the financial statements.
- The extent to which the financial statements are affected by unusual transactions including nonrecurring amounts recognized during the period, and the extent to which such transactions are separately disclosed in the financial statements.
- The issues involved, and related judgments made, in formulating particularly sensitive financial statement disclosures.
- The factors affecting asset and liability carrying values, including the entity's basis for determining useful lives assigned to tangible and intangible assets.

- The selective correction of misstatements, for example, correcting misstatements with the effect of increasing reported earnings, but not those that have the effect of decreasing reported earnings.

## CORRECTED AND UNCORRECTED MISSTATEMENTS

**Corrected Misstatements:** We are to inform you of material corrected misstatements that were brought to the attention of management as a result of our audit procedures. There were no such misstatements.

**Uncorrected Misstatements:** We are to inform you of uncorrected misstatements that were aggregated by us during the current engagement and pertaining to the latest and prior period(s) presented that were determined by management to be immaterial, both individually and in the aggregate, to the financial statements taken as a whole. There were no such misstatements.

## OTHER COMMUNICATIONS

Communication Item	Results
<b>Other Information In Documents Containing Audited Financial Statements</b>  Information may be prepared by management that accompanies the financial statements. To assist your consideration of this information, you should know that we are required by audit standards to read such information and consider whether such information, or the manner of its presentation, is materially inconsistent with information in the financial statements. If we consider the information materially inconsistent based on this reading, we are to seek a resolution of the matter.	We understand that management has not prepared such information to accompany the audited financial statements.
<b>Significant Difficulties Encountered During the Audit</b>  We are to inform you of any significant difficulties encountered in dealing with management related to the performance of the audit.	There were no significant difficulties encountered in dealing with management related to the performance of the audit.
<b>Disagreements With Management</b>  We are to discuss with you any disagreements with management, whether or not satisfactorily resolved, about matters that individually or in the aggregate could be significant to the Company's financial statements or the auditor's report.	During our audit, there were no such disagreements with management.
<b>Consultations With Other Accountants</b>  If management consulted with other accountants about auditing and accounting matters, we are to inform you of such consultation, if we are aware of it, and provide our views on the significant matters that were the subject of such consultation.	We are not aware of any instances where management consulted with other accountants about auditing or accounting matters since no other accountants contacted us, which they are required to do by Statement on Auditing Standards No. 50, before they provide written or oral advice.



Communication Item	Results
<b>Representations The Auditor Is Requesting From Management</b>  We are to provide you with a copy of management's requested written representations to us.	We direct your attention to a copy of the letter of management's representation to us provided separately.
<b>Significant Issues Discussed, or Subject to Correspondence, With Management</b>  We are to communicate to you any significant issues that were discussed or were the subject of correspondence with management.	There were no such significant issues discussed, or subject to correspondence, with management.
<b>Significant Related Party Findings and Issues</b>  We are to communicate to you significant findings and issues arising during the audit in connection with the Company's related parties.	There were no such findings or issues that are, in our judgment, significant and relevant to you regarding your oversight of the financial reporting process.
<b>Other Findings or Issues We Find Relevant or Significant</b>  We are to communicate to you other findings or issues, if any, arising from the audit that are, in our professional judgment, significant and relevant to you regarding your oversight of the financial reporting process.	There were no such other findings or issues that are, in our judgment, significant and relevant to you regarding your oversight of the financial reporting process.

We are pleased to serve your Company as its independent auditors and look forward to our continued relationship. We provide the above information to assist you in performing your oversight responsibilities, and would be pleased to discuss this letter or any matters further, should you desire. This letter is intended solely for the information and use of the Management of the Irving Convention Center and SMG Management, and, if appropriate, management, and is not intended to be and should not be used by anyone other than these specified parties.



Crowe LLP

Dallas, Texas  
November 15, 2018

**IRVING CONVENTION CENTER**

**FINANCIAL STATEMENTS**  
September 30, 2018 and 2017

**IRVING CONVENTION CENTER**

**FINANCIAL STATEMENTS**  
**September 30, 2018 and 2017**

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## INDEPENDENT AUDITOR'S REPORT

Management of the Irving Convention Center and SMG Management  
Irving, Texas

### Report on the Financial Statements

We have audited the accompanying financial statements of Irving Convention Center ("ICC"), which comprise the statements of assets, liabilities, and equity (deficit) - contractual basis as of September 30, 2018 and 2017, and the related statements of revenues and expenses - contractual basis, changes in equity (deficit) - contractual basis and cash flows-contractual basis for the years then ended, and the related notes to the financial statements.

### *Management's Responsibility for the Financial Statements*

Management is responsible for the preparation and fair presentation of these financial statements in accordance with the financial reporting provisions of the Management Agreement between SMG and City of Irving dated June 26, 2014 (the current contract). Management is also responsible for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### *Auditor's Responsibility*

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

(Continued)

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**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the assets, liabilities, and equity (deficit) of ICC as of September 30, 2018 and 2017, and revenues, expenses, changes in equity (deficit) and cash flows for the years then ended in accordance with the financial reporting provisions of the current contract.

**Basis of Accounting**

We draw attention to Note 1 of the financial statements, which describes the basis of accounting. The financial statements are prepared by ICC on the basis of the financial reporting provisions of the current contract, which is a basis of accounting other than accounting principles generally accepted in the United States of America, to comply with the financial reporting provisions of the current contract referred to above. Our opinion is not modified with respect to this matter.

**Restriction on Use**

Our report is intended solely for the information and use of the City of Irving, management of ICC and SMG management and is not intended to be and should not be used by anyone other than these specified parties.



Crowe LLP

Dallas, Texas  
November 15, 2018

**IRVING CONVENTION CENTER**  
**STATEMENTS OF ASSETS, LIABILITIES AND EQUITY (DEFICIT) - CONTRACTUAL BASIS**  
September 30, 2018 and 2017

	<u>2018</u>	<u>2017</u>
<b>ASSETS</b>		
Current assets		
Cash	\$ 1,222,021	\$ 943,355
Accounts receivable	693,228	762,291
Due from City of Irving	-	360,000
Inventories	58,869	47,249
Prepaid	<u>-</u>	<u>31,253</u>
Total current assets	<u>\$ 1,974,118</u>	<u>\$ 2,144,148</u>
<b>LIABILITIES AND MEMBER'S EQUITY</b>		
Current liabilities		
Accounts payable	\$ 491,401	\$ 555,222
Accrued expenses	246,378	474,649
Advance deposits	937,307	807,215
Due to City of Irving	<u>299,032</u>	<u>307,062</u>
Total current liabilities	1,974,118	2,144,148
Equity (deficit)		
Contributed capital	10,128,073	9,032,105
Deficit	<u>(10,128,073)</u>	<u>(9,032,105)</u>
Total equity (deficit)	<u>-</u>	<u>-</u>
Total liabilities and equity	<u>\$ 1,974,118</u>	<u>\$ 2,144,148</u>

See accompanying notes to financial statements.

**IRVING CONVENTION CENTER**  
**STATEMENTS OF REVENUES AND EXPENSES - CONTRACTUAL BASIS**  
Years ended September 30, 2018 and 2017

	<u>2018</u>	<u>2017</u>
<b>Revenue</b>		
Rental	\$ 1,862,913	\$ 1,682,624
Food and beverage	6,016,292	5,268,699
Parking	619,527	377,230
Ancillary	1,088,469	943,636
Other	<u>467,979</u>	<u>418,512</u>
Total revenue	10,055,180	8,690,701
<b>Departmental expenses</b>		
Rental expense	1,033,667	764,050
Food and beverage expense	1,950,338	1,726,347
Parking expense	288,481	152,433
Ancillary expense	<u>932,403</u>	<u>816,607</u>
Total direct event expense	4,204,889	3,459,437
<b>Gross operating income</b>	<u>5,850,291</u>	<u>5,231,264</u>
<b>Operating expenses</b>		
Employee salaries and wages	2,915,064	2,966,361
Contracted services	680,233	519,002
General and administrative	771,179	529,050
Operations	647,587	630,785
Repair and maintenance	593,566	481,846
Supplies	255,478	126,742
Insurance	80,849	105,808
Utilities	554,222	534,469
Other	23,293	1,220
SMG management fees	<u>424,788</u>	<u>423,919</u>
Total operating expenses	6,946,259	6,319,202
<b>Net loss</b>	<u>\$ (1,095,968)</u>	<u>\$ (1,087,938)</u>

See accompanying notes to financial statements.

**IRVING CONVENTION CENTER**  
**STATEMENTS OF CHANGES IN EQUITY (DEFICIT) - CONTRACTUAL BASIS**  
**Years ended September 30, 2018 and 2017**

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Equity, October 1, 2016	\$ -
Contributed capital	1,395,000
Remitted capital	(307,062)
Net loss	<u>(1,087,938)</u>
Equity, September 30, 2017	\$ -
Contributed capital	1,395,000
Remitted capital	(299,032)
Net loss	<u>(1,095,968)</u>
Equity, September 30, 2018	<u><u>\$ -</u></u>

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See accompanying notes to financial statements.



IRVING CONVENTION CENTER  
STATEMENTS OF CASH FLOWS - CONTRACTUAL BASIS  
Years ended September 30, 2018 and 2017

	<u>2018</u>	<u>2017</u>
<b>Cash flows from operating activities</b>		
Net loss	\$ (1,095,968)	\$ (1,087,938)
Adjustments to reconcile net loss to net cash used in operations		
(Increase) decrease in assets		
Accounts receivable	69,063	(47,363)
Inventories	(11,620)	(5,814)
Prepaid	31,253	36,988
Increase (decrease) in liabilities		
Accounts payable	(63,821)	(179,541)
Accrued expenses	(228,271)	310,241
Advance deposits	<u>130,092</u>	<u>45,624</u>
Net cash used in operating activities	(1,169,272)	(927,803)
<b>Cash flows from financing activities</b>		
Capital contributed by the City of Irving	1,755,000	1,035,000
Capital remitted to the City of Irving	<u>(307,062)</u>	<u>(338,528)</u>
Net cash provided by financing activities	<u>1,447,938</u>	<u>696,472</u>
Net change in cash	278,666	(231,331)
Cash at beginning of year	<u>943,355</u>	<u>1,174,686</u>
<b>Cash at end of year</b>	<u><u>\$ 1,222,021</u></u>	<u><u>\$ 943,355</u></u>
<b>Non-cash financing activities:</b>		
Capital due to the City of Irving	\$ 299,032	\$ 307,062
Capital due from the City of Irving	\$ -	\$ 360,000

See accompanying notes to financial statements.

IRVING CONVENTION CENTER  
NOTES TO FINANCIAL STATEMENTS  
September 30, 2018 and 2017

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**NOTE 1 - ORGANIZATION AND OPERATIONS**

Organization, Operations and Basis of Accounting: SMG (the Company or Contractor) is organized as a general partnership under the laws of the Commonwealth of Pennsylvania and having its principal place of business at 702 Market Street, Suite 5500, Philadelphia, Pennsylvania 19106. SMG is in the business of private management of public facilities.

SMG entered into a management agreement (prior contract) with the City of Irving (the City) to operate and manage the Irving Convention Center (ICC). The prior contract was signed June 28, 2007 and continued through September 30, 2015. Effective October 1, 2015, the new contract (current contract) was signed June 26, 2014 and continues through September 30, 2020 and may be extended for two additional five year periods upon mutual agreement of the parties. As required by the current and prior contract, the accompanying financial statements only include revenues and expenses on an accrual basis associated with the operation of the ICC. Additionally, the assets and liabilities only relate to the revenues and expenses of the ICC. ICC has no fixed assets, investments or debt as these items are the responsibility of the City of Irving. These financial statements are not intended to represent the revenues and expenses of the Company itself. As a result, contributions from the City towards the operations of the ICC are included in the accompanying financial statements as contributed capital.

Under the current contract signed June 26, 2014, SMG provides day-to-day general management and supervision of all activities at the ICC, including the premises. Management activities include planning marketing, fiscal analysis and budget management, personnel supervision, purchasing and acquisition, facility and equipment rental, contract negotiation and execution, maintenance and all other activities necessary for the general provision of services for ICC activities, including exhibitions, conventions, banquets, trade shows and other similar activities, events and productions. SMG agrees to make every reasonable effort to increase revenue, expand ICC activities, and improve the image of the ICC by aggressive and appropriate marketing analysis and advertising activities in coordination with the City.

The financial statements are prepared in accordance with the financial reporting provisions of the Management Agreement between SMG and City of Irving under the current contract and these financial statements are not intended to be in accordance with accounting principles generally accepted in the United States of America.

**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

Accounts Receivable: The ICC accounts for trade receivables based on the amounts billed to customers and account receivables from the City of Irving for capital expenditures. See Note 8. The ICC does not accrue interest on any of its trade receivables.

Allowance for Doubtful Accounts: The allowance for doubtful accounts is determined by management based on the ICC's historical losses, specific customer circumstances, and general economic conditions. Periodically, management reviews accounts receivable and records an allowance for specific customers based on current circumstances and charges off the receivable against the allowance when all attempts to collect the receivable have failed. There is no allowance for doubtful accounts as of September 30, 2018 and 2017.

Inventories: Inventories, consisting primarily of food and beverage, are stated at the net realizable value. Cost is generally determined by the first-in, first-out method.

Use of Estimates: The preparation of financial statements requires management to make estimates and assumptions that affect the amounts reported in the financial statements. Actual results could differ from those estimates.

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(Continued)

IRVING CONVENTION CENTER  
NOTES TO FINANCIAL STATEMENTS  
September 30, 2018 and 2017

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**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)**

**Revenue Recognition:** Revenue is recognized as services are provided and at the time products are delivered to the customer. The ICC records payments they receive in advance, including up front non-refundable payments, as deferred revenue or advance deposits until they provide the service or deliver the products. Other revenue consists of electrical hookup charges, equipment rentals, audio visual commissions, and several other smaller amounts

**Advertising and Marketing Costs:** Advertising and marketing costs are expensed as incurred. These costs aggregated \$43,993 and \$21,864 for the years ended September 30, 2018 and 2017, respectively, and are included in general and administration expenses on the Statements of Revenues and Expenses – Contractual Basis.

**Income Taxes:** ICC is not a taxable entity on a standalone basis. SMG, as contractor, reports its items of income and losses arising from the operation of the ICC directly to its members' operating accounts. Accordingly, no provision for federal or state income tax expense appears on the Statements of Revenues and Expenses – Contractual Basis, and no liability for federal or state income taxes appears on the Statements of Assets, Liabilities and Equity (Deficit) – Contractual Basis.

**Subsequent Events:** Management has performed an analysis of activities and transactions subsequent to September 30, 2018 to determine the need for any adjustments to and/or disclosures within the financial statements for the year ended September 30, 2018. Management has performed their analysis through November 15, 2018, the date these financial statements were available to be issued, and no subsequent events occurred requiring accrual or disclosure other than those noted in the financial statements.

**NOTE 3 - MANAGEMENT FEES**

Management fees are computed in accordance with the terms of the Management Agreement between ICC and the City of Irving. The new contract is for the period commencing October 1, 2014 and expiring on September 30, 2020. There are no changes between the current and new contract for management fees other than the commencing and expiration date. The Management fee consists of a base fee, food and beverage fee, and an incentive fee. The base fee has been established as a fixed amount and is payable in equal installments for each accounting period. The base fee is scheduled to increase annually throughout the term of the management agreement, as defined.

The base fee for a twelve month period is \$152,500 and is adjusted upward on the first day of each Fiscal Year by the percentage change in the Consumer Price Index – All Urban Consumer (CPI-U) – U.S. City Average – All Items, per the Bureau of Labor Statistics of the U.S. Department of Labor. The base fee for the years ended September 30, 2018 and 2017 was \$154,788 and \$153,919, respectively.

The food and beverage fee for both years ended September 30, 2018 and 2017 was \$270,000. This fee was charged to operations in fiscal years ended September 30, 2018 and 2017.

The amount due to SMG included in accounts payable at September 30, 2018 and 2017 was \$0.

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(Continued)

**IRVING CONVENTION CENTER  
NOTES TO FINANCIAL STATEMENTS  
September 30, 2018 and 2017**

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**NOTE 3 - MANAGEMENT FEES (Continued)**

The management fees expense for the years ended September 30 are as follows:

	<u>2018</u>	<u>2017</u>
Base fee	\$ 154,788	\$ 153,919
Food and beverage	<u>270,000</u>	<u>270,000</u>
	<u>\$ 424,788</u>	<u>\$ 423,919</u>

**Food and Beverage:** ICC shall be entitled to a fee equal to six percent of the gross food and beverage revenues or a maximum of \$270,000.

**Incentive Fees:** ICC shall be entitled to annual incentive fees during the term of the management agreement. In no event shall the incentive fees exceed one hundred percent (100%) of the base fee for such fiscal year.

ICC shall be entitled to earn a financial incentive fee during each fiscal year, or part thereof, which shall be determined by multiplying thirty percent (30%), the incentive fee percentage, by the amount of improvement in Operating Revenue for such fiscal year over the operating revenue benchmark. In no event shall the financial incentive fee for any fiscal year exceed 60% of the base fee for such fiscal year.

ICC shall be entitled to earn a non-financial incentive fee during each fiscal year, or part thereof, which shall be based upon ICC's performance with respect to the criteria set forth in the management Agreement during such fiscal year. In no event shall the non-financial incentive fee for any fiscal year exceed 40% of the base fee for such fiscal year.

For the years ended 2018 and 2017, the Irving Convention Visitors Bureau (ICVB) Board of Directors approved that the incentive fee would be paid directly by the ICVB to SMG rather than passing through ICC; therefore, the incentive fees of \$154,788 and \$134,200, respectively, are not recorded in ICC's financial statements for the fiscal years ended September 30, 2018 and 2017.

**NOTE 4 - CONTRIBUTED CAPITAL**

The City of Irving funds operating deficits based on an approved annual budget negotiated prior to the start of each fiscal year. On June 25, 2018, the City of Irving approved the 2018-2019 annual budget for \$1,395,000.

**NOTE 5 - CAPITAL IMPROVEMENTS**

The City of Irving will retain the responsibility for capital improvements to the ICC facility; however, the City of Irving is under no obligation to make such improvements. SMG agrees to annually provide to the City of Irving, in accordance with the Contractor's requirements, a schedule of items that the Contractor reasonably anticipates to be necessary capital expenditures. The purpose of such a schedule is to allow the City of Irving to consider such projects for inclusion in future capital budgets.

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(Continued)

IRVING CONVENTION CENTER  
NOTES TO FINANCIAL STATEMENTS  
September 30, 2018 and 2017

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**NOTE 6 - EMPLOYEE BENEFIT PLAN**

SMG has established a 401(k) profit sharing plan covering all employees who have completed a one-year period of service. Under this defined contribution plan, SMG may make discretionary matching contributions. The matching contributions made by SMG for the fiscal year ended September 30, 2018 and 2017 were \$35,578 and \$24,140, respectively and are recorded in employee salaries and wages expense in the statements of revenues and expenses - contractual basis.

**NOTE 7 - ADVANCE DEPOSITS**

Deposits received for event rent, food and beverage minimum, or services are recognized as revenue upon the completion of the related event. Long-term deposits consist of deposits for events that will not be held until the subsequent fiscal year. Should events be canceled prior to the event date, customer deposits are forfeited to SMG according to the following schedule.

<u>Cancellation Date</u>	<u>Applicable Forfeited Fee</u>
Less than 6 months prior to date of event	100% of deposit
6 months to 1 year prior to the date of event	60% of deposit
Greater than 1 year prior to date of event	25% of deposit

**NOTE 8 - RELATED PARTY**

SMG has a current and new contract with the City of Irving through the Irving Convention and Visitors Bureau. Both the City and the Bureau utilize convention services during the course of the year and quite often do so at discounted prices. Total event revenue for the City events totaled \$15,176 and \$16,424 for the years ended September 30, 2018 and 2017, respectively. Accounts receivable from the City of Irving for capital expenditures included \$381,229 and \$297,751 for the years ended September 30, 2018 and 2017, respectively. As stated in Note 1, the ICC has no fixed assets or capital expenditures and these items are the responsibility of the City of Irving.

As of September 30, 2018 and 2017, the Statements of Assets, Liabilities and Equity (Deficit) - Contractual Basis includes Due from City of Irving for \$0 and \$360,000 which is the fourth quarterly payment from the City as approved in the annual budget.

On August 22, 2012, City of Irving entered into a parking lease agreement with SP Millennium Center, L.P. The City operated the parking lease through SMG. SMG utilized their parking management company, SP Plus Corporation (SP#) to manage the parking operations. Parking operations included parking and traffic management, collection of any fees, and directing of patrons within the garage for ingress and egress. Parking revenue of \$191,998 and \$81,143 from SMG was included in total parking revenue on the Statement of Revenues and Expenses- Contractual Basis for the years ended September 30, 2018 and 2017, respectively. Effective March 1, 2018 the parking lease was cancelled.

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

## **BOARD REPORTS**



**From:** [Lewis](#)  
**To:** ["Lewis F McLain Jr"](#)  
**Subject:** Frisco wants out-of-towners to fund special district that would bring even more visitors to town  
**Date:** Thursday, October 18, 2018 7:01:15 AM  
**Attachments:** [image002.png](#)

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## **Frisco wants out-of-towners to fund special district that would bring even more visitors to town**

**Written by**



[Valerie Wigglesworth, Staff Writer](#)



Frisco wants to tap the pocketbooks of out-of-towners to attract more convention and visitor business. But the city will have to get the state Legislature to sign off on the plan first.

The Frisco City Council gave the OK on Tuesday night for staff to pursue the creation of a tourism public improvement district, a tool used by only a handful of Texas' biggest cities. If approved, the district would allow participating hotels to collect a 2 percent fee on each room night sold. The revenue generated would then be used to market Frisco as a destination and boost hotel occupancy citywide.

It's all about economic impact, said Marla Roe, executive director of the Frisco Convention and Visitors Bureau. There's a ripple effect from hotel stays because visitors also eat out, shop and spend their entertainment dollars while in town.

By increasing the hotel business, "we really see the benefit all the way around," Roe said.



Construction continues on the Drury Hotel, on the southeast corner of Gaylord Parkway and the Dallas North Tollway, in Frisco.  
(Andy Jacobsohn/Staff Photographer)

In 2011, Dallas became the first Texas city authorized to create a tourism public improvement district. In 2015, Fort Worth, Arlington, Austin and San Antonio got the go-ahead. Frisco hopes to be among the cities authorized during the legislative session that starts in January.

Since Dallas' tourism public improvement district started in 2012, the city has seen a 16 percent increase in overall hotel occupancy rates, according to a Frisco memo on the proposal. And the conversion rate for securing citywide conventions increased in Dallas from 23 percent of bids to 41 percent, Frisco's memo stated.

Dallas collects about \$15 million each year from hotels with at least 100 rooms to fund the improvement district, records show.

Fort Worth's tourism public improvement district received final approval in October 2017. The district is expected to generate about \$3 million in its first full year.

Frisco's proposal calls for creating a district with hotels that have at least 75 rooms. If state lawmakers give the OK, the city would next need buy-in from hotels. The Frisco City Council would also have to hold two public hearings on the proposed district before calling a vote.

A board of directors consisting of hotel operators would be named to draft a service plan and an annual budget and decide how to spend the money each year with help from the Frisco CVB.

Sixteen of Frisco's 17 hotels are eligible to participate. But that number will soon increase. Seven hotels are under construction, and several more have announced plans to build.

By the end of this year, Frisco will have 2,781 hotel rooms at 19 properties. Within a few more years, the city is projected to have 4,423 hotel rooms.

"We do great convention business, but we can all do more," Roe said.



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
\*UPCOMING MEETINGS AND ACTIVITIES**

**2018**

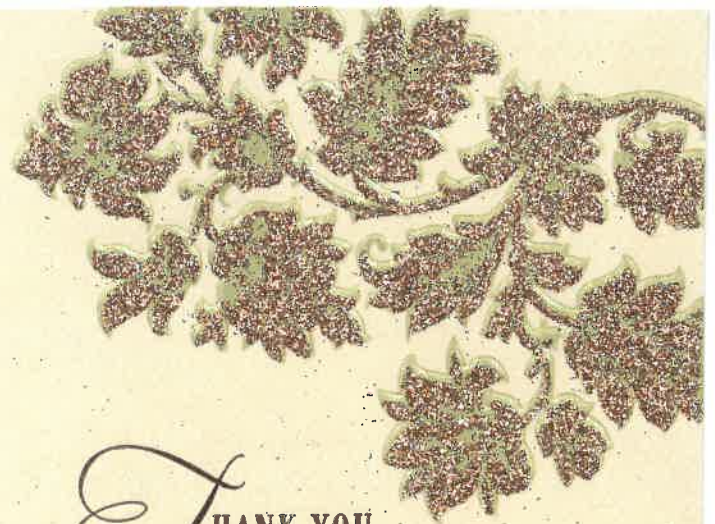
November 26, 2018	Board Meeting Irving Convention Center	11:45 a.m.
December 7, 2018	Board Development Committee Irving Convention Center	9:00 a.m.
December 14, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
December 17, 2018	Board Meeting Irving Convention Center	11:45 a.m.

- 
- \* The ICVB Board of Directors routinely meets on the 4<sup>th</sup> Monday of the month; lunch is available at 11:15 a.m.; the meeting is called to order at 11:45 a.m.
- + Dates changed due to holiday, industry or schedule conflicts.

To the board members  
of the Irving Convention  
and Visitors Bureau  
and staff members -

My warmest thank  
you to everyone who  
made my presentation  
of the High Spirited  
Citizens Award ceremony  
on Thursday, October  
4, 2018 such a special  
night.

I am beyond honored!



THANK YOU  
FOR YOUR THOUGHTFULNESS,  
YOUR KINDNESS,  
AND YOUR GENEROUS HEART.

Sincerely,  
Jehia Cox

**From:** [Carol Stoddard](#)  
**To:** [Diana Pfaff](#); [Maura Gast](#)  
**Subject:** Fwd:  
**Date:** Sunday, November 18, 2018 9:27:51 PM

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Sent from my iPhone

Begin forwarded message:

**From:** "[philudy@tx.rr.com](mailto:philudy@tx.rr.com)" <[philudy@tx.rr.com](mailto:philudy@tx.rr.com)>  
**Date:** November 18, 2018 at 1:57:49 PM CST  
**To:** <[cstoddard@irvingtexas.com](mailto:cstoddard@irvingtexas.com)>

Dear Carol,

Not sure all the individuals that I would send a gracious letter to for the hard work that went into the cities High Spirit Citizen Celebration?? You for sure for handling the RSVP's.

Maybe you could share my compliments to those who made it happen. All was most special!!! The fun band, the delicious food nicely presented, I LOVE the smores table (great idea and fun for letting the child out), and the favor bag. I love tree ornaments. The warmest part of the evening was connecting with past and somewhat current fellow High Spirited citizens. It was all good and again thanks

**Thanks**

to all who coordinated the event. I know Diana Pfaff worked hard and Melanie Stopfer who posts so much of what is happening in Irving keeping us all connected. Nice to see the mayor and some of the city council members as well.

Best regards

Judy Smith 2004 or 6, I forgot already 🤔😄



Judy Smith



1802 Puritan Dr

Irving, TX 75061



**From:** [Mark Holbrook](#)  
**To:** [Maura Gast](#)  
**Cc:** [Diana Pfaff](#)  
**Subject:** Belated  
**Date:** Saturday, November 17, 2018 6:18:32 PM

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Maura—

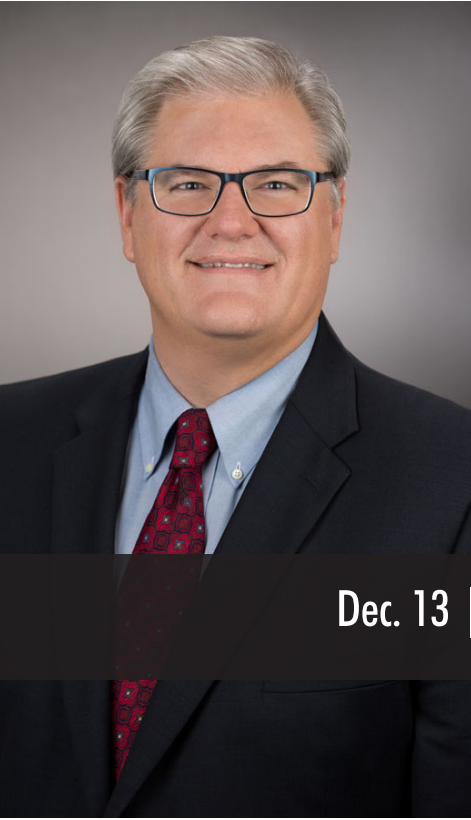
Just wanted to belatedly thank y'all for such a nice event Thursday. Judy and I really enjoyed seeing a bunch of old friends.

If any of the pictures are posted, please let me know. There was one taken with Colvin and Ann Gibson which I would like to copy. (She has really gone through a lot the past month with her sister and brother both dying.)

Yes, we did leave a bit early. However, I heard you were "talking about" me when the group was gathered together for pics! Admittedly, I do fit the category of being one of the old Geezer HSCs. And I proud accept this mantle. (snicker)

Again, thanks for the recognition and event for all the HSCs.

Mike



# SAVE THE DATE

4 to 6 p.m. | Dec. 13

Irving City Hall, Council Chambers

Join the Irving City Council and staff as David M. Sander, Ph.D., former Mayor and current City Council member for the City of Rancho Cordova, California speaks about Issues Faced by Inner Ring or First Tier Suburbs. He will discuss potential problems and opportunities faced by suburban cities that find themselves between central cities and other suburban areas that are farther out.

**Dec. 13 | Speaker David M. Sander, Ph.D**

For more information, call (972) 721-2424.





### City Holiday/No Trash Collection

In observance of Thanksgiving, libraries will close at 5 p.m. Nov. 21, recreation centers will close at 6 p.m. Nov. 21, Irving Arts Center will be closed Nov. 22 and only its administrative offices closed Nov. 23. There will be no residential trash, curbside recycling or brush collection Nov. 22-23. In addition, the following facilities will be closed:

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

The Irving Arts Center box office and galleries will be open from noon to 5 p.m. Nov. 23 and will resume normal business hours Nov. 24. North Lake Natatorium will remain closed Nov. 24-25. Libraries, as well as recreation centers, will resume normal business hours Nov. 24, while all other offices and services will resume normal business hours Nov. 26. ■



page 6

This update highlights the installation of new technology for the city's traffic signals and school zone indicators, aiming to improve safety.

RESIDENTIAL  
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ECWMS  
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IRVING, TX  
PERMIT NO.883

# IRVING CITY Spectrum

NOVEMBER 2018 / VOL 24 / NO 11

Facebook Twitter YouTube Instagram CityofIrving.org



## Enjoy a ‘North Pole’ Experience at Holiday Extravaganza

The magic of the holiday season is almost here, and that brings the city’s annual holiday activities.

This year, the Irving Holiday Extravaganza parade and tree lighting ceremony will showcase the North Pole. The event is free and will be held from 4 to 6:30 p.m. Dec. 1 in the Irving Heritage District.

The parade will feature colorful, festive floats inspired by the North Pole. At the parade’s conclusion, Santa Claus will make his debut and kick off the city’s holiday season.

Parade participation is free, and residents and businesses interested in participating are encouraged to submit their applications online by 5 p.m. Nov. 21 at [IrvingEvents.org](http://IrvingEvents.org). Float participants will be judged in six categories: best of show, overall theme, music, marching, noncommercial float and commercial float. Parade competition winners will receive a trophy.

Returning to this year’s Holiday Extravaganza is the City of Irving Holiday Open House. City employees will provide holiday treats and festive booths featuring information about city services inside Irving City Hall.

### At a Glance: Irving’s North Pole Holiday Extravaganza

Holiday Parade – 4 p.m.  
Holiday Open House – 5 to 6:30 p.m.  
Tree Lighting – 5:30 p.m.  
Fireworks Show – 6:20 p.m.

Parking and admission are free. During the event, free burgers from In-N-Out Burger and complimentary hot chocolate will be available, while supplies last. The cheerful, family fun evening will conclude with the lighting of the 30-foot Christmas tree on the lawn of City Hall. A 10-minute fireworks display will follow.

For more information, visit [IrvingEvents.org](http://IrvingEvents.org) or call (972) 721-2501. The event is sponsored by Resource One Credit Union. ■

### IRVING’S ANNUAL BLUE CHRISTMAS TOY AND FOOD DRIVE TO HELP UNDERPRIVILEGED KIDS

It is time for Irving to go blue! Blue Christmas, the annual toy and food drive for underprivileged children and families in Irving, begins Nov. 24. Irving police and firefighters are once again teaming up to rally residents to give during the holiday season. Several events and donation opportunities are planned.

Residents can begin donating new and unwrapped toys Nov. 24. Donations can be dropped off at any Irving fire station. Special toy and food drives will take place from 5 to 9 p.m. Nov. 24 and Dec. 11 at Walmart, 4100 W. Airport Freeway.

The eighth annual Chili Cook-Off will be from 9 a.m. to 4 p.m. Dec. 1 at Heritage Park, 217 S. Main St. Residents are invited to test their taste buds against some of the best chili in Irving. Both professional and amateur chefs will compete to take the top spot. The event also will feature activities for the kids, a car show and various food and craft vendors. The car show by Texas Image entry fee is \$10 or a donation of a new unwrapped toy.

Make sure everyone is ready for breakfast Dec. 8. The Fireman’s Pancake Breakfast is from 9 to 11 a.m. at Plymouth Park Baptist Church, 1720 N. Story Road. Come enjoy pancakes, sausage and bacon, along with door prizes and a silent auction. A special visit from Santa Claus is expected. Plates are \$10 for adults and \$5 for kids 10 and under.

Visit [IrvingPoliceandFireBlueChristmas.org](http://IrvingPoliceandFireBlueChristmas.org) for more information on Blue Christmas. ■



## Another Banner Year for Irving Development

Nearly \$3 billion in three years! That is the whopping permitting valuation total issued since 2015.

**What is permitting valuation?**  
Before developers break ground, the city requires they file a permit and list the project’s value. The city monitors all permits issued each year because they help predict the strength of development activity and property tax revenue potential.

By Sept. 30, the end of Irving’s fiscal year, the city’s permitting department had issued \$923.3 million in permit valuations, second only to last year when the city hit \$1.24 billion. During the past three years, Irving has issued an average of \$997 million each year in developer permits, breaking all records since the city began collecting data 33 years ago.

“This is another outstanding year,” Irving Mayor Rick Stopfer said. “The city has attracted a range of projects that truly benefit our community long term — residents, businesses and visitors alike.”

Some of the larger projects include:

- Baylor Scott and White’s \$56 million medical tower that will complement its existing hospital.
- Construction of an Aloft Hotel and an Element by Westin hotel that will exceed \$25 million.

- A \$46.4 million upscale apartment complex.
- A \$30 million elementary school in the Coppell Independent School District.
- An \$8.8 million parking garage for Pioneer Natural Resources’ new \$250 million corporate campus currently under construction in the \$1.5 billion Hidden Ridge mixed-use development.

New restaurants totaled nearly \$7 million in permitting. Warehousing and distribution projects contributed \$21 million.

Single-family housing drove more than \$227 million in permitting this year, with 572 new homes in the pipeline, including Delaware Creek Phase 2 in the Heritage District. It broke ground in October, with 43 new homes planned and a Phase 3 yet to come. Total value of residential homes sold this year totaled \$13 million more than last year, with the average value per home at \$396,000.

“Residents and businesses have been asking for entertainment options, new restaurants and a greater selection in single-family homes,” Irving City Manager Chris Hillman said. “We have made tremendous progress satisfying the needs in each category during the past three years, and we have more development in the pipeline. It’s a great time to live, work and play in Irving, Texas.” ■





# Autumn Entertains at the Irving Arts Center

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

## Nov. 1 | JumpstART – Animal Tales!

10 a.m. | Suite 200 | Free  
Explore new stories and fun art projects on the first Thursday of each month during this creative story time that combines art and children’s literature. November will feature stories about favorite critters. Afterwards, browse the galleries as part of this fun morning activity.

## Nov. 3 | From the Wild West to Star Trek, an Evening at the Movies

7:30 p.m. | Carpenter Hall | \$30-\$49  
The Irving Symphony Orchestra presents a tribute to veterans and a multimedia experience featuring the fantastic music of some of Hollywood’s best known movie classics including “Star Wars,” “The Magnificent Seven,” “Silverado,” “The Patriot,” “Star Trek,” “Close Encounters of the Third Kind” and many more. Lights, camera ... Cokes and popcorn ... it is sure to be an evening to remember.

## Nov. 2-17 | “Kiss Me, Kate” presented by MainStage

7:30 p.m. Nov. 2-3, 9-10 and 15-17; 2:30 p.m. Nov. 4 and 11 | Dupree Theater | \$24-\$31  
A clever retelling of Shakespeare’s “The Taming of the Shrew,” this Cole Porter classic boasts romance, comedy, a scintillating score and a hilarious look at the behind-the-scenes hijinks of a musical. In this musical-within-a-musical, an ex-husband and wife are cast in “The Taming of the Shrew,” where, despite their constant bickering, it becomes clear that they are still in love. “Kiss Me, Kate” is the first musical ever to be awarded the Tony Award for Best Musical.

## Nov. 7 | “Opening Act,” Lone Star Youth Orchestra

7 p.m. | Carpenter Hall | \$6.50-\$13.50  
The Lone Star Youth Orchestra opens its 2018-19 Season on Nov. 7 with the aptly titled presentation, “Opening Act!”

## Nov. 16 | All-Star Variety Cabaret featuring The New York Goofs

7:30 p.m. | Carpenter Hall | \$26.50  
Entertainment Series of Irving presents the New York Goofs, a troop of physical comedians who have performed together worldwide. With comedy at its core, the New York Goofs deliver a riotous night of pure insanity and laughter in a *Variété* format featuring

eccentric dancing, visual manipulation, musical saw, magic, a songbird from heaven, hula hooping madness and satirical attacks on the foibles and inconsistencies of the human race.

## Nov. 11 | Second Sunday Funday: Fun and Games!

1 to 4 p.m. (Drop in) | Suite 200 | Free  
Every second Sunday, Irving Arts Center hosts Family Funday — offering free craft projects that are fun for the whole family. This month’s theme, Fun and Games, features an art-marking activity inspired by the exhibition, “Playing with Chess.” Guided tours of the exhibitions will be offered at 2:30 p.m.

## Nov. 17 | LeeAnne Thompson, Flute

7:30 p.m. | Carpenter Hall | \$16.50-\$46.50  
The Las Colinas Symphony Orchestra presents a concert featuring LeeAnne Thompson on flute performing Bach’s “Suite No. 2 in B Minor.”

## Nov. 24-26 | “The Nutcracker,” Momentum Dance Company

7:30 p.m. Nov. 23 and 24; 2:30 p.m. Nov. 25 | Carpenter Hall | \$15-\$24  
This annual holiday favorite, choreographed by Artistic Director Jacquelyn Ralls Forcher, is sure to delight audiences with wonderful costumes and eye-catching choreography.

## Nov. 30-Dec. 2 | Ballet Ensemble of Texas presents “The Nutcracker”

7:30 p.m. Nov. 30 and Dec. 1-2; 2:30 p.m. Dec. 2 | Carpenter Hall | \$25-\$30  
The Ballet Ensemble of Texas presents their exquisite annual production of “The Nutcracker.” For general audiences, as well as balletomanes who follow the future dancers of tomorrow, these performances are well worth seeing.

## Dec. 1 | A Christmas Story with Percussion Things and Cathy Whiteman

7 p.m. | Dupree Theater | Ticket price TBD  
The Irving Black Arts Council presents Mr. Len Barnett and his percussion-driven jazz band, Percussion Things, accompanied with Christmas stories told by Cathy Whiteman, producer/anchor for the Irving Community Television Network.

## Irving Arts Center’s December Holiday Preview

Irving Arts Center celebrates the holidays in spectacular fashion each year. This year is no exception, as the Irving Arts Center shines with the sights and sounds of a Lone Star Christmas.

At the heart of December’s festivities is the Holiday Open House. At this annual extravaganza, attendees are treated to stilt walkers, jugglers, Sculpture Garden train rides, refreshments and performances featuring the Lone Star Youth Orchestra, Irving Chorale and Momentum Dance Company. The open house is free to attend and will be held from 5:30 to 7:30 p.m. Dec. 7.

At the conclusion of the open house on Dec. 7, Riders in the Sky will deliver a free performance. For more than 30 years, the band has continued in the tradition of the Sons of the Pioneers, Gene Autry, Roy Rogers and others. Winners of multiple Grammy Awards, they have helped revitalize and revive Western music. With wacky humor and way-out Western wit, they are sure to inspire the whole family, even the littlest buckaroos and buckarettes, to enjoy “a Cowboy Christmas.” Complimentary tickets to see the Riders in the Sky performance will be distributed on a first-come, first-served basis at the Holiday Open House Dec. 7.

Another major special event to add to the calendar is the Santa Saturdays. On the first three Saturday afternoons in December (Dec. 1, 8 and 15), do not get caught waiting hours in line for a mall Santa. Drop in for a quick and easy photo with Santa Claus at the Irving Arts Center. Create holiday cards with the Irving Art Association and browse the galleries decorated in holiday glory.

The Main Gallery will once again feature student artwork as the backdrop to a winter wonderland of decorated trees, each branch imaginatively adorned by various school and community groups. A tradition in its 26th year, these trees are more than just fun, they are serious business, with cash prizes and bragging rights at stake. Vote for a favorite tree in person Dec. 1-16, or on Facebook through the entire month of December.

The Focus Gallery gets the Lone Star treatment as well with a special exhibition, “Two Step Your Way through Time in Historic Dance Halls,” on display Dec. 1-Jan. 6. Organized by the nonprofit Texas Dancehall Preservation, it features photos of Texas dancehalls, the center of life for early settlers and the pride of communities throughout The Lone Star State. ■

## In the Galleries

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

### Lyle Novinski: A Life in Art

Through Nov. 11 | Main Gallery | Free  
Lyle Novinski, professor emeritus at the University of Dallas, has been in Irving for more than 50 years teaching, making art and raising his family. This exhibition highlights the work produced during his long career, as well as his seminal role in developing the art program at the University of Dallas and his contributions as a designer of liturgical spaces.



### Playing with Chess

Through Nov. 25 | Focus Gallery | Free  
This playful and whimsical exhibition gives life to the unique collaboration and conflation of art and chess. Featuring the works of an eclectic group of 21 artists, professors and teachers from around the state of Texas, the group show includes works of glass, clay, collage, assemblage, painting and metal.



### 2018 IAA Traveling Animal Art Exhibition

Through Dec. 31 | Courtyard Gallery | Free  
Award-winning entries and curated selections from the Irving Art Association’s 2018 Animal Art Exhibition are presented.



### Arjoon KC: Reality of Unheard Stories

Through Jan.6 | Carpenter Lobby | Free  
This exhibition features paintings and mixed media works by Irving-based artist and entrepreneur, Arjoon KC. Citing Jackson Pollack and Pablo Picasso among his foremost influences, Arjoon takes an organic approach to painting, deconstructing the predictable by blurring the flow of form and color, experimenting with both texture and surface dimensions.



### Garth Williams: Illustrator of the Century

Through Jan. 27 | Dupree Lobby | Free  
Organized and toured by the National Center for Children’s Illustrated Literature in Abilene, Texas, this exhibition, curated by Leonard Marcus, presents original work for 28 of Garth William’s most beloved books, including “Charlotte’s Web,” “Stuart Little,” “The Little House on the Prairie” and a number of Little Golden Books.



### Gallery Hours

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





2018 Students Recognized at Council Meeting

## Irving Fourth Grade Disability Poster Contest Winners Recognized

The Irving Advisory Committee on Disabilities has recognized 12 students for their artwork as part of National Disability Awareness Month. There were 120 entries. The students were presented the awards during the Oct. 4 City Council meeting.

### First-Place Winners

- Sabrina Ahmed – Farine Elementary
- Liana Alberto – Thomas Haley Elementary
- Karla Hernandez – M.C. Lively Elementary
- Oliver Hernandez – Thomas Haley Elementary
- Genesis Matallana – T.J. Lee Elementary
- Katherine Rivas – Schulze Elementary
- Rubid Soto – Otis Brown Elementary

### Honorable Mention

- Emma Brammer – Farine Elementary
- Jaileen Fuentes-Robles – Gilbert Elementary
- Lizbeth Garcia – J.O. Davis Elementary
- Pratikchya Gurung– T.J. Lee Elementary
- Izabella Jackson – Thomas Haley Elementary

The annual poster contest provides fourth grade elementary school students with an opportunity to showcase artistic talents as they express how persons with disabilities can use their abilities to be part of the community.

Entries were judged on originality and the content of how it relates to persons with disabilities. The poster images can be viewed at [CityofIrving.org/Posters](http://CityofIrving.org/Posters). ■

## GIS Division Helps Provide Understanding of City Data

People have used maps to help them understand the world around them. From drawings on walls to paper to digital screens, maps continue to help make sense of information.

That is why the City of Irving Geographic Information System (GIS) Division of the Water Utilities Department works closely with a number of departments to provide residents, businesses and city staff with maps that answer questions, provide details and help users understand critical data about the community.

To mark the contributions that geospatial technology provides to the community, GIS Day is celebrated each year. This year’s international event will be held Nov. 14, and it would be fitting to give a thanks to the devices, apps and other technology that are used every day, such as navigation systems and online directions that move motorists from Point A to Point B, or data plotted on a map that helps workers locate critical infrastructure lines.

Numerous city departments rely on the Irving GIS Division to assist them in completing their work:

- Water Utilities uses digital maps of the water distribution and sanitary sewer systems for maintenance, repair and planning, as well as to record and analyze the condition of infrastructure, especially during storm events.
- Planning and Community Development relies on maps from the GIS group to help them identify community needs for future development.

- During a crisis, the Office of Emergency Management often needs hazard, flooding or infrastructure information. GIS maps are one tool they can rely on to quickly determine how serious an event might become.
- The Fire Department uses GIS to evaluate how long emergency equipment will take to reach a location, which can be useful when determining how well the fire services cover particular areas for insurance ratings.

From locating the nearest city facility to searching for a desirable location to open a new business, Irving’s online interactive maps, found at [CityofIrving.org/Maps](http://CityofIrving.org/Maps), help users make sense geographically of the information.

Residents are encouraged to view the GIS maps available to the public and learn more about the city. Online interactive maps include:

- City voting districts
- City facilities and services
- Locations of aquatic facilities, libraries, parks and recreation centers
- Trash and recycling collection days
- Irving restaurants
- Irving places of interest
- Zoning and development information
- Fire stations and police beats
- Keep Irving Beautiful Adopt-a-Spot locations

More information about GIS Day can be found online at [GISDay.com](http://GISDay.com). ■

## LIGHT UP THE HOLIDAYS AT CENTENNIAL PARK

Each year, a crew of about 25 Parks and Recreation employees descend on Irving’s Centennial Park, 444 W. Second St., to give it a holiday face lift. During the week prior to the annual Holiday Extravaganza, this special group of dedicated workers carefully wrap the trees and set up decorative lighted displays of trains, wreaths and other seasonal scenes to create a winter wonderland that delights the young and the young-at-heart.

This year’s display will be open to the public from dusk to 10 p.m. Dec. 1-25, weather permitting. The light display is free and affords a leisurely stroll through one of the jewels of Irving’s Heritage District, Centennial Park. It takes thousands of strands of lights to cover the 200 trees that are part of the display, and depending on the size, one tree might be wrapped with up to 10 strands of lights. Each strand has between 150 and 300 lights. In addition, Centennial Park’s walls, fences and bridge are covered with lights, and walkways are lighted on each side to keep pathways visible for visitors after dark. In an effort to remain resourceful and environmentally friendly, the Parks and Recreation Department began replacing its inventory during the past four years with energy-efficient, durable LED lights.

Perhaps the most interesting fact about this holiday tradition is that it is staffed 24/7 from the start of the decorating until it closes down shortly after Christmas. Parks staff patrols the area during the day using a cart. On-duty employees wear uniforms day and night, clearly identifying them as city staff, and visitors can ask any questions they have about the decorations.

So, remember to stop by this holiday season and enjoy the peace, tranquility and beauty of Irving’s Holiday Lights with friends and family. Be prepared to walk. Bike riding is not permitted in the walkways because of the large numbers of visitors, especially at night. Riders can lock their bikes in the park’s bike rack, or they can walk their bikes on the paths.

### Holiday Light Facts

- Open to the public from dusk to 10 p.m. Dec. 1-25, weather permitting.
- Free admission.
- Up to 60,000 lights decorate 200 trees, displays, walkways and other areas.
- Portable restrooms available.
- No bike riding through the display.

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



## CHANGE YOUR CLOCKS, CHANGE YOUR BATTERIES

Residents are reminded to set clocks back one hour for the ending of daylight saving time Nov. 4.

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





EVENTS TO SALUTE VETERANS, TROOPS

The City of Irving joins forces with various community organizations to pay tribute and appreciation to the men and women of the armed forces.

Veteran’s Day Lunch

The Senter Park Recreation Center at 901 S. Senter Road is saying “thank you” to veterans at this month’s senior lunch on Nov. 14. Lunch is for ages 55 and older and the cost is \$4. All veterans who attend will eat for free. Seating begins at 10:30 a.m.; lunch is served at 11:30 a.m.

For more information, call (972) 721-2641.

Veteran’s Day Recognition of Soldiers

The Heritage Senior Center, 200 S. Jefferson St., is hosting a recognition from 11 to 11:30 a.m. Nov. 13, honoring all veterans along with a presentation and craft. Admission is free. Open to the public.

For more information, call (972) 721-2469.

Veterans Day Ceremony

The Irving Veterans Memorial Park Committee will host a Veterans Day program at 2:30 p.m. Nov. 11 in the former Central Library auditorium, 801 W. Irving Blvd., with music, moments of reflection by military personnel and remarks by city officials.

Afterward, attendees will move to the nearby Veterans Memorial Park, 644 Rock Island Road, where a wreath will be placed on the Wall of Commemoration.

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



Fallen Soldier Statue at the Irving Veterans Memorial Park

Unite for Troops Veterans Day Celebration

Enjoy music, food, games, community booths, military vehicles, crafts and more at the Unite for Troops Veterans Day Celebration from 10 a.m. to 4 p.m. Nov. 10 at Porter’s Army and Navy, 600 E. Irving Blvd. There will be a Veteran Salute presentation on the stage at noon. Parking is limited; a shuttle service from Heritage Senior Center, 200 S. Jefferson St., will be available.

Care package donations of new items in original packaging will be accepted at the event. This year’s wish list includes: new children’s books (books are recorded on DVD by troops overseas then sent to their families), micro USB cords, nonbreakable Christmas ornaments, toiletries, batteries, beef jerky, candy (no chocolate), coffee/filters, ear plugs, eye drops, power bars, handwritten thank-you letters, mixed nuts and playing cards. Care packages will be distributed worldwide to the troops on the front lines.

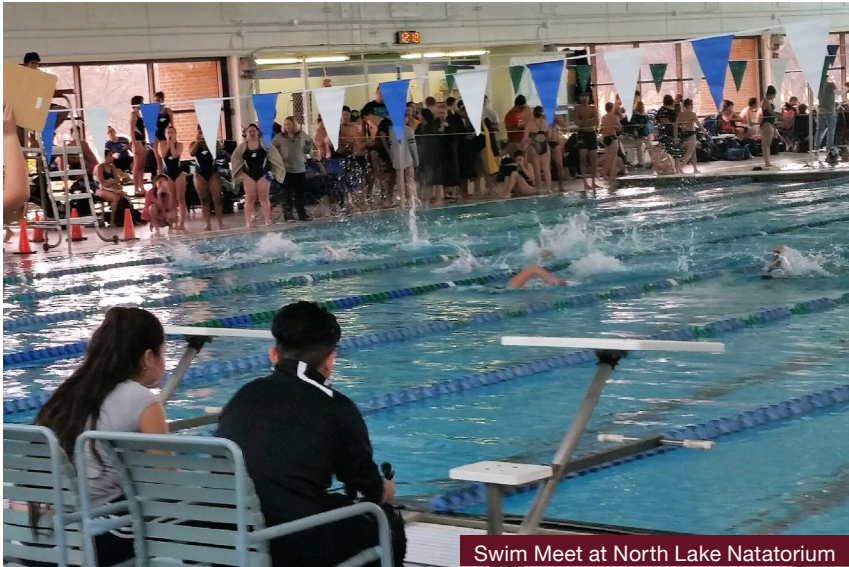
For more information, visit [UniteForTroops.com](http://UniteForTroops.com) or call (972) 579-1155. ■



Making cards to send the troops



Heritage Aquatic Center



Swim Meet at North Lake Natatorium

Residents Invited to ‘Dive Into’ Remodeled Indoor Aquatic Centers

The rainy, crisp days of fall are here, and there is never been a better time to visit Irving’s Heritage Aquatic Center and the North Lake Natatorium.

Since 2017, the City of Irving has worked to improve the indoor aquatic facilities, with the goal of delivering an inviting, visitor-friendly experience to the popular attractions. The community facilities have long provided fitness and social destinations for Irving’s residents and visitors. With the renovations now in place, the amenities will continue to serve and enrich the lives of the Irving community.

Heritage Aquatic Center

In 2018, the City of Irving renovated the Heritage Aquatic Center, 200 S. Jefferson St. The \$650,000 project included resurfacing the 120,000-gallon pool, as well as the large spa and current channel.

A new climate control unit was installed to provide cooling and dehumidification for the air, as well as heat for the pool and spa. The center also received a new

lighting package with ceiling lights and underwater lighting for the pool.

For more information, visit [CityofIrving.org/1053/Heritage-Aquatic-Center](http://CityofIrving.org/1053/Heritage-Aquatic-Center) or call (972) 721-7310.

North Lake Natatorium

In 2017, North Lake Natatorium reopened after a \$7 million remodeling project that involved the City of Irving, Irving Independent School District and North Lake College. Among the updates were a new roof to replace the facility’s pressurized air roof, a climate control unit, changing rooms, and electrical and lighting upgrades.

The North Lake Natatorium is at 5001 N. MacArthur Blvd. For more information, visit [CityofIrving.org/2791/North-Lake-Natatorium](http://CityofIrving.org/2791/North-Lake-Natatorium) or call (972) 756-0860. ■



Retirement Reimagined: November Spotlights Senior Pet Adoptions

Who says adopting a senior pet invites trouble? Though they may not romp and jump like they did when they were younger, but pets 5 years and older still have lots of life in them — and lots of love to give. Like today’s senior citizens who are defying age stereotypes, senior dogs and cats are proving they are sometimes the better choice for families and single households alike.

To spotlight the second chance that every senior deserves, all animals 5 years and older will have adoption fees waived (a \$200 value) at the Irving Animal Care Campus (IACC), 4140 Valley View Lane, during November. When looking to adopt, consider the benefits of a senior pet:

- Older pets typically have mellow temperaments and good manners. They generally require little to no housetraining and are usually well socialized.
- Senior pets love “hanging out” with their family members, and they require less attention than kittens and puppies.
- Pets can help lift a person’s depression, loneliness and boredom.

Senior pets still have needs for regular exercise, and they need a diet that is better formulated to their age. But they also bond to their new families just as easily with deep affection. To view adoptable animals online, visit [CityofIrving.org/2086](http://CityofIrving.org/2086).

\$20 Adoption Fees Nov. 17

On Nov. 17, stop by the IACC for “The Best Thanks Givers” adoption event. From 10 a.m. to 5 p.m. that day, all animals in the shelter are available for the reduced adoption fee of only \$20. Give a shelter animal the chance to show some gratitude and become a loving companion. Feel good by doing a great thing for an animal in need of a home.

All animals at the IACC are up-to-date on vaccinations, spayed or neutered and microchipped. Adoptions must be

processed at least 30 minutes prior to closing. Learn more about adoptions at [CityofIrving.org/135](http://CityofIrving.org/135).

Cannot Adopt? Offer Comfort and Joy

For those who cannot bring home a pet but want to open their hearts, the IACC will open Nov. 27 with holiday decorations and a tree decorated with cards listing items people can donate in-kind. Through the “Comfort and Joy” drive, individuals and organizations are encouraged to donate pet toys, large blankets, and canned dog and cat food, which are a continual need at the shelter. Canned food is especially important, as it helps transition puppies and kittens from formula to dry food and provides nutrition to sick or injured animals during recovery.

Residents can stop by the IACC beginning Nov. 27 to pick up a tag before shopping, or visit [CityofIrving.org/3350](http://CityofIrving.org/3350) for a link to download and print tags at home. The “Comfort and Joy” drive will continue through the end of the year. Donors are encouraged to bring items to the IACC no later than Dec. 31.

Donations Make a Difference

Other ways to donate without stopping by the IACC are the Amazon Wish List and contributing to the Animal Assistance Fund.

Irving Animal Services created an Amazon Wish List for items most needed. Donors’ orders through Amazon are shipped directly to the shelter.

Contributing to the Animal Assistance Fund helps promote resident safety and ensure that animals are provided a safe and healthy environment. Residents can add a donation amount on their monthly water utility bill, check the donate box and add the amount to contribute each month.

Visit [CityofIrving.org/389/Donate](http://CityofIrving.org/389/Donate) for more information on ways to donate and make a difference for Irving animals. ■





**Nov. 19-21 | Thanksgiving Break Camp**  
7 a.m. to 6 p.m. | Grades K-5 | \$60 per child  
City recreation centers will host a holiday camp that will offer a variety of activities in a fun and safe environment, including arts and crafts, gym games and field trips. Campers are asked to bring a sack lunch each day, but are provided with morning and afternoon snack. Registration begins Nov. 1 and is available online at [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec) or in person at a neighborhood recreation center. A valid IPAR ID card is required to register.

9 a.m. to noon | Grades K-5 | Free

Children have an opportunity to explore nature in one of Irving's beautiful parks! Participants will team up with an experienced naturalist who will guide each group through the trail at Northwest Park to discover different plants and animal species. Light refreshments will be provided. Advanced registration is required and must be made in person at a neighborhood recreation center.

200 S. Jefferson St., (972) 721-7311

- **Nov. 11 and Dec. 9 | AquaStars Swim Program**  
11:30 a.m. to 1 p.m. | \$1 for ages 4-17; \$1.50 for ages 18-50

AquaStars provides special needs children with an opportunity to sidestep crowds and experience the excitement of water play. Participants must be accompanied by an adult or guardian. The pool features an accessible ramp, accessible chair lift and water chair. This program will be held on the second Sunday of every month.

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

- **Nov. 8-10 | Heritage Craft Sale**  
9 a.m. to 5 p.m. Nov. 8-9; 9 a.m. to 4 p.m. Nov. 10 |  
Open to the public  
Holiday shoppers can find that perfect gift at this



- **Nov. 16 | Heritage Thanksgiving Celebration**  
10 a.m. to noon | \$6 for members ages 59 and under;  
\$1 (suggested donation) for members ages 60 and  
older  
Heritage members are invited to celebrate  
Thanksgiving with a morning of festive folk music  
followed by a traditional holiday lunch. Register by  
5 p.m. Nov. 12.

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

● **Nov. 10 | Teen Jam: Thanksgiving Turkey Shootout**  
7 to 11 p.m. | Middle and high school students | Free;  
bring a valid IPAR card or school ID  
Come and test basketball skills at this holiday  
knock-out competition. Winners will take home  
a Thanksgiving turkey with all the trimmings!  
Complimentary food and drinks will be served.

2223 Kinwest Parkway, (972) 556-1334

- **Nov. 3 | Escape Room Lock-In**  
6 to 11 p.m. | Ages 10-15 | \$10 per child  
Gather with friends and join in an awesome time trying to escape before time runs out. Food and drinks will be provided. Free IPAR ID for all participants ages 12 and older. Spaces are limited; advanced registration is suggested.

2800 Cheyenne St., (972) 721-2529

● **Nov. 3 | Pottery Painting**  
11 a.m. to 3 p.m. | Ages 5 and older  
Join in a day of creative relaxation and take home a one-of-a-kind piece. Supplies are included. Prices vary by piece. Children ages 12 and younger must be accompanied by an adult.



Fans of the Renegades trilogy and Lunar Chronicles will not want to miss this epic book launch party celebrating Marissa Meyer's latest release "Archenemies" at 7 p.m. Nov. 5 at the South Irving Library, 601 Schulze Drive. Marissa has created a very devoted fan base with her unique brand of futuristic fairy tale novels — "Cinder," "Scarlet," "Cress" and "Heartless." In her latest series, Renegades, she tackles a new universe, one of superheroes and villains with a heart pounding storyline complete with epic combat sequences.

"Archenemies" is the fiercely anticipated second book in this New York Times-bestselling Renegades trilogy and will be released at the event, hours before it will be available anywhere else in the nation. This installment sees main character Nova living a double life as both a Renegade and an Anarchist in order to bring vengeance down on the people who were unable to protect her family. Readers of Young Adult novels will definitely be adding this title to their fall to-be-read and holiday wish lists. "Archenemies" purchasers will be entered into a drawing to win a tote bag filled with Marissa Meyer swag.

Other surprises await event attendees, in addition to a brief discussion, Q&A, book sales and an author signing. Due to the popularity of Marissa Meyer's previous author visits at the South Irving Library, this book launch will be a ticketed event. Tickets will be available beginning at 10 a.m. Nov. 2 at the South Irving Library Check-Out Desk. There will be a limit of four tickets per person. Marissa will personalize only "Archenemies" and a second selection of the attendee's choosing. She will only sign, but not personalize, any additional works presented to her by an attendee in the signing line. For more details, call (972) 721-4612. ■



**Nov. 10 | Cook the Book: A Cooking Book Club**  
noon | Valley Ranch Library, 401 Cimarron Trail  
For those who cannot wait for Thanksgiving, come to Valley Ranch Library's cook book club. Choose and make a recipe from this month's cookbook selection, "Appetites" by Anthony Bordain, to bring to the meeting. Novices can come with questions for more experienced cooks. Experienced cooks will have a chance to show off and share their amazing skills. Stop by the Valley Ranch Library Reference Desk to register for the book club and pick out a recipe.

2:30 p.m. | All ages | West Irving Library, 4444 W. Rochelle Road  
Children and their families can celebrate National Picture Book Month at a party that will feature an entertaining show by Mother Goose. Meet book characters ("Cat in the Hat," "Winnie the Pooh," etc.) and enjoy games, crafts, treats and activities. All children ages 10 and younger will receive a free paperback picture book. No registration required.

5 p.m. | Adults only | West Irving Library, 4444 W. Rochelle Road  
Overcome holiday stress with soothing music and the joy of coloring.

7 p.m. | Valley Ranch Library, 401 Cimarron Trail  
Enjoy a night out with the family. Each month Wednesday Night Live features fun performances, stories, movie screenings, crafts or any combination of the four. In November, enjoy a live reading of Mo Willem's classic picture book "Don't Let the Pigeon Drive the Bus" with dynamic storyteller Rochelle Rabouin.

7 p.m. | Heritage Senior Center, 200 S. Jefferson St.  
This month's selection is "The Storied Life of A.J. Fikry" by Gabrielle Zevin. Join an informal group of book lovers who read and discuss a variety of titles, from recent literary



bestsellers to classic novels. Meetings take place the third Thursday of every month.

11 a.m. | South Irving Library, 601 Schulze Drive  
Plan out the month with like-minded individuals and share scheduling ideas and techniques. Basic supplies provided, although members can bring their own. Attendees must supply their own planner or bullet journal.

All Irving Public Library locations will be closed for staff training and will resume regular hours Nov. 9.

- 5 p.m. Nov. 21 | Libraries will close
- All Day Nov. 22-23 | Libraries closed
- 10 a.m. Nov. 24 | South Irving Library, Valley Ranch Library and West Irving Library will reopen
- noon Nov. 24 | East Branch will resume normal operating hours

To check on holds or renew materials during this time, visit [CityofIrving.org/Library](http://CityofIrving.org/Library) or call the library's automated service at (972) 721-2580.



CITY SNAPSHOTS

From entertainment and history to outdoor activities and educational programs — Irving’s got it all! Take a peek at community engagement throughout the city at [Facebook.com/TheCityofIrving](#) or [Instagram/TheCityofIrving](#). ■



IFD remembered the nation’s firefighters who gave the ultimate sacrifice in the line of duty including two of Irving’s own at IFD’s Inaugural Irving Fallen Firefighters Memorial Service on Oct. 7.



To help reduce the number of potholes, commuters are encouraged to report them to the city through the Pothole Hotline available 24-hours a day at (972) 721-7303.



Keep Irving Beautiful hosted the 27th Annual Trash Bash where 312 volunteers gave 936 hours of service by collecting 2,840 pounds of trash, keeping it out of the Elm Fork of the Trinity River.



At the Teen Driver Safety Fair Oct. 20 at the Lively Pointe Youth Center teens received tips and tools to develop safe driving habits at this free, educational event presented by AAA Texas.



The Fall Irving Concert Series showcased live music from the '60s, '70s and '80s on Friday nights in October. Visit [IrvingEvents.org](#) for information on other upcoming Irving events.



Asst. Fire Chief Taylor and Battalion Chief Deutsch demonstrated a CPR Anytime Kit at the Neighborhood Roundtable. 711 kits were donated to IFD by the American Heart Association and 7-Eleven.



City’s New Technology for Traffic Signals, School Zone Indicators Aims at Improving Safety

The City of Irving is committed to keeping students and drivers safe on the roads and through school zones.



Beginning in 2017, the Irving Traffic and Transportation Department’s Traffic Signal Division started a major program to replace and upgrade dated traffic signal equipment throughout the city. A major project within this technology upgrade is the installation of battery backup units for both traffic signals and school zone indicators. These changes are part of the larger project of creating an Advanced Traffic Management System, which will include a new communication network to improve traffic safety and synchronize traffic flow. The system also will allow for the integration of emerging technology, system monitoring and flexibility for future upgrades and expansion.

Traffic Signal Battery Backup

When a traffic signal loses power, drivers can become confused about the rules of the road. They may not know how to respond to other motorists, particularly at large intersections. In an effort to address such safety issues, the Traffic and Transportation Department is installing battery backups at each of the city’s traffic signals.

Nearly 25 percent of the traffic signal battery backup system has been installed throughout the city. Once the installation project is complete, the system will support 212 traffic signals in Irving and will be a proactive safety measure during storms or power outages.

The new system when fully implemented will allow the traffic signal to continue to operate without affecting or delaying drivers. Additionally, the system will continue to power the traffic signal without requiring staff to deploy generators during a power outage. This will support driver safety and city staff response time.

The battery backup system is designed to run for eight hours before transitioning to flash mode for six to eight more hours.

Traffic signal outages are rare, but when they do occur, this system will ensure smooth traffic flow, reduce the demand on emergency services for intersection control, and allow fire and police personnel to respond to calls in a timely fashion.

School Zone Indicators

Irving, Carrollton-Farmers Branch and Coppell school districts are located within Irving’s city limits. Schools within those districts have various operating hours. During the summer break this year, the Traffic Signal Division modified 114 school zone indicators with a wireless school zone communication system. The new system allows each of the indicators to be programmed remotely, rather than having to manually adjust each school zone indicator on-site.

In the past, at some locations, crossing guards activated and terminated the indicator lights with a key. If a guard was absent, city staff had to be dispatched to turn the indicators on and off. Additionally, throughout the year, city staff visited each indicator to manually program the school’s calendar.

With the new system in place, city staff can wirelessly connect and program all of the school zone indicators remotely from a computer at the future Traffic Operations Center.

Visit [CityofIrving.org/2255/Investing-in-Our-Future](#) for more information on the city’s ongoing infrastructure initiative. ■

OMG! Follow, Engage and Stay Connected with Irving

The City of Irving Communications Department is making it easier than ever for residents to connect and engage with city staff. Whether it is a flooded street or special events, residents can reach out to city staff through the various social media channels the city has available.

Instagram is the place where residents can get an inside look at what is happening in Irving. Followers will see everything from scenic spots around the city to animal adoption events. Tagging the City of Irving on Instagram also gives followers the opportunity to show city staff the different things they are doing around town.

Twitter is another way to stay connected with the city. Twitter features an up-to-the-minute timeline that is beneficial in times of crisis. The short, real-time updates give city staff the chance to provide the latest, most important information during events such as extreme weather or emergency road closures.

Nextdoor functions a lot like Twitter. Nextdoor followers will find information concerning road projects, closures, special event details, animal adoption drives and more. The difference with Nextdoor is that those messages are tailored to a follower’s specific neighborhood.

Facebook, on the other hand, goes beyond that. Facebook users can scroll through the city’s timeline and find an array of information concerning upcoming infrastructure projects, special events, the latest headlines concerning Irving and much more.



Direct messaging features on all of these platforms make it easy for residents to reach out directly to city staff. Messages received during regular business hours are typically responded to within 24 hours. Residents can make these connections by searching @TheCityofIrving on any of these platforms. ■





## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

November 2018

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Brownstones Bldg 13	101 Decker Dr.	Condos	12,459 SF	\$821,452	Permit Issued	8/21/2018	Irving	Sep-18
2	Clarendon Apts	3812 N. Belt Line Rd.	Apts	13,880 SF	\$0	Permit Pending	10/26/2018	Irving	Oct-18
3	Legacy Lakeshore	880 Lake Carolyn Pkwy	Apts	518,891 SF	\$44,000,000	Permit Pending	10/2/2018	Irving	Oct-18

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Office Bldg.	935 E. Pioneer	Office	4,644 SF	\$120,000	Permit Pending	6/13/2017	Irving	Jul-17
2	Summit's Edge	701 W. John Carpenter Fwy	3-story office	7,280 SF	\$1,066,824	Permit Pending	12/29/2017	Irving	Feb-18
3	SMB Staffing Addition	124 S. Hastings	2nd floor addition	2,099 SF	\$150,000	Permit Pending	4/23/2018	Irving	May-18
4	DR/Retail Office	1317 W. Airport Fwy.	1 Story Bldg.	6,795 SF	\$500,000	Permit Pending	6/15/2018	Irving	Jun-18
5	Reeder Concrete	160 S. Belt Line Rd	Office/Warehouse	19,840 SF	\$1,000,000	Permit Issued	8/23/2018	Irving	Nov-18

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Johnny's Automotive	1091 N. Britain Road	Auto Repair	4,500 SF	\$171,000	Permit Pending	9/21/2016	Irving	Jan-17
2	Warehouse	701 N. Main St.	Warehouse	6,000 SF	\$200,000	Permit Pending	3/27/2018	Irving	Apr-18
3	Storage Addition	3401 W. Pioneer Dr.	Storage	4,800 SF	\$135,000	Permit Pending	4/17/2018	Irving	May-18
4	Charter Spectrum	3331 W. Royal Lane	Warehouse	3,536 SF	\$5,000,000	Permit Issued	7/20/2018	Irving	Oct-18
5	Padrino Foods Addn	3210 Conflans	Freezer Addition	900 SF	\$195,000	Permit Issued	7/24/2018	Irving	Sep-18
6	Valdez Automotive	630 E. Second	Auto Repair	1,000 SF	\$80,000	Permit Pending	8/15/2018	Irving	Sep-18
7	Safstor	3451 N. Country Club Rd.	Indoor Storage	104,317 S.F.	\$6,771,762	Permit Approved	9/6/2018	Irving	Oct-18
8	Metroplex Wheels & Tires	635 S. Belt Line Rd.	Auto Repair	4,658 SF	\$650,000	Permit Pending	10/16/2018	Irving	Oct-18

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	7575 N. Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Apr-18
2	Lucky Texan #10	4455 W. Northgate	Convenience store/gas/laundromat	20,623 SF	\$1,526,038	Permit Issued	2/1/2018	Irving	Sep-18
3	Shell Bldg	6561 Riverside	Retail	13,650 SF	\$875,000	Permit Pending	8/30/2017	Irving	Jan-18
4	Shell Bldg	6581 Riverside	Retail	5,886 SF	\$375,000	Permit Pending	1/22/2018	Irving	Feb-18
5	Market Street	7450 N. S.H. 161	Supermarket	86,631 SF	\$6,583,956	Permit Pending	4/27/2018	Irving	Aug-18
6	Shell Bldg.	7460 N. S.H. 161	Retail	10,058 SF	\$654,010	Permit Approved	5/17/2018	Irving	Aug-18
7	Shell Bldg.	7430 N. S.H. 161	Retail	21,699 SF	\$1,410,435	Permit Approved	5/17/2018	Irving	Aug-18

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
8	Shell Bldg.	7380 N. S.H. 161	Retail	18,208 SF	\$1,183,520	Permit Approved	5/17/2018	Irving	Aug-18
9	Shell Bldg.	7410 N. S.H. 161	Retail	7,150 SF	\$464,750	Permit Approved	5/17/2018	Irving	Aug-18
10	Shell Bldg.	7370 N. S.H. 161	Retail	7,158 SF	\$465,270	Permit Approved	5/17/2018	Irving	Aug-18
11	Shell Bldg.	7440 N. S.H. 161	Retail	4,004 SF	\$260,260	Permit Approved	5/17/2018	Irving	Aug-18
12	Shell Bldg.	7320 N. S. H. 161	Retail	16,650 SF	\$5,076,400	Permit Approved	7/6/2018	Irving	Aug-18
13	Shell Space Addn	1424 N. Belt Line Rd.	Retail	2,674 SF	\$200,000	Permit Pending	8/24/2018	Irving	Sep-18
14	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Pending	10/15/2018	Irving	Oct-18

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Pending	8/30/2016	Irving	Aug-16
2	Texican Hotel	501 W. Las Colinas Blvd.	Hotel (4 bldgs)	110,000 SF	\$17,600,000	Permit Issued	4/21/2017	Irving	Jul-17
3	Element by Westin	606 W. John Carpenter Fwy.	Hotel	105,565 SF	\$14,000,000	Permit Issued	3/1/2018	Irving	Aug-18

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Lupe Tortilla Mexican Rest.	3131 Regent Blvd.	Restaurant	8,834 SF	\$1,200,000	Permit Issued	3/8/2018	Irving	Sep-18
2	Golden Chick/Retail	3511 Regent Blvd.	Restaurant/Retail	2,415 SF/516 SF	\$975,000	Permit Issued	6/5/2018	Irving	Sep-18

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Coppell ISD	1205 Santa Fe	School	111,970 SF	\$30,000,000	Permit Issued	2/16/2018	Coppell	Aug-18
2	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
3	Shell	6121 N. S.H. 161	Medical Office	65,517 SF	\$8,600,000	Permit Issued	5/8/2018	Irving	Oct-18
4	Wonderland Montessori	421 E. Royal Ln.	Day/School	8,471 SF	\$1,270,000	Permit Issued	5/11/2018	Irving	Oct-18
5	Great Hearts Preparatory Academy	3520 World Cup Way	School	40,153 SF	\$7,400,000	Permit Issued	8/16/2018	Irving	Oct-18
6	Tom Landry Elem. Addn	265 Red River Trail	School	16,751 SF	\$9,000,000	Permit Issued	8/17/2018	Irving	Oct-18
7	Multi-Purpose Bldg. CFBISD	455 E. LaVillita Blvd.	School	49,868 SF	\$25,000,000	Permit Issued	8/17/2018	Irving	Oct-18
8	Irving HS Addn	900 N. O'Connor Rd	School	28,905 SF	\$9,800,000	Permit Issued	8/17/2018	Irving	Oct-18
9	MacArthur HS Addn	3700 N. MacArthur Blvd	School	28,302 SF	\$7,400,000	Permit Issued	8/17/2018	Irving	Oct-18
10	COI Maintenance Bldg.	201 S. Sowers	Govt.	263 SF	\$296,000	Permit Pending	10/26/2018	Irving	Oct-18

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Oct-18	23	\$9,884,364	23	\$9,884,364	0	\$0	0	\$0

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

# “Signature Bridge” Under Construction in Irving

## New structure to highlight former Texas Stadium site

By [Ken Kalthoff](#)

Published at 6:22 PM CDT on Oct 5, 2018 | Updated at 6:32 PM CDT on Oct 5, 2018

The City of Irving is looking forward to a signature bridge of its own, over Hwy 114. (Published Friday, Oct. 5, 2018)

Irving will soon have its own “Signature Bridge” with completion of the new structure under construction to cross Texas Highway 114, connecting the old Texas Stadium site with a large development area across the freeway.



The City of Irving is looking forward to a signature bridge of its own, over Hwy 114, Friday, October 5, 2018.

Photo credit: NBC 5 News

The city spent \$11 million left over from the stadium to add special truss features and decorative walkways to the new roadway project being built by the state.

A new DART Rail transit station is planned at the base of the new bridge.

- [VideoU-verse Says Restarts Needed for Customers Still Offline](#)

“It’s going to be a Signature Bridge. It’s going to be a marque infrastructure piece. We wanted to make sure that as people pass under and over that bridge, they knew they were entering into a very special and important

development,” Irving City Manager Chris Hillman said.

The new bridge replaces two small old bridges that once connected the stadium with additional parking across the freeway.

- [Propane Tank Possible Source of House Explosion: Fire Dept.](#)

Mark Patel, the owner of the Irving Days Inn motel that overlooks the former stadium site, said he welcomes any progress after loss of the Cowboys football games.

“It’s a little struggling, mainly because there’s nothing to see here and nothing to point out,” Patel said. “Because of this bridge, hopefully somebody wants to locate their business here in that empty lot.”

- [VideoTwo Lamar High School Girls Killed in a Car Crash](#)

Several plans for office, hotel, residential and retail development on the city owned property have fallen through in the years since Texas Stadium was demolished in April 2010.

The new road has no name yet and new development will not be constructed on the stadium site by the time the bridge is finished. Hillman said the state wants to keep using the city’s property for the next 3 years as a construction staging area for ongoing overpass work. But city officials remain convinced that something big will come along eventually at the site with access to several freeways and DART Rail.

- [UpdatedProsper Council Vows Not to Cooperate on 380 Bypass Option](#)

“We feel that this site is going to be successful for any developer that wants to come in and put in an incredible mixed use development,” Hillman said. “We’re being very careful and very strategic with how we develop this site.”

The city’s 80 acres are part of 400 acres of land that could be developed in the area. The City of Irving created a Public Utility District to provide services.

- [UpdatedFamily of Girl, 9, on Life Support Granted Extension of TRO](#)

New single family homes are under construction on one plot of land previously owned by the University of Dallas. Another residential development is expected soon adjacent to the University.

“At least with that bridge, it is going to look better than it is looking right now,” Patel said.

- [VideoBoyfriend Guilty of Fatally Beating Girlfriend's Daughter, 4](#)

The former stadium site has been mentioned as a possible location for Amazon’s second headquarters. The Dallas area is still in the running for Amazon HQ2 but Downtown Dallas is said to be Amazon’s preferred location if the company chooses North Texas.

Hillman said the Irving site will see major development in the future, one way or another.

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

## **STAFF REPORTS**





## ICVB Memorandum

Date: November 12, 2018  
 To: Maura Gast, FCDME, Executive Director  
 From: Lori Fojtasek, Assistant Executive Director/Sales & Services  
 RE: Sales & Services Department Board Report for September/October 2018

### Convention Sales & Services Staff Activities

Leads Generated	September	YTD	October	YTD
Irving CVB – Hotel Leads	114	1731	163	163
Irving Convention Center Leads	25	799	30	30

#### September

Room Nights Generated	Monthly Goal	September 2018 Actuals	September 2017 Actuals	FY2017-18 Annual Goal	FY2017-18 YTD Actuals	FY 2016-17 YTD Actuals	September Convention Center	Convention Center YTD Actuals
Definite Room Nights	19139	30890	35716	229657	248409	225232	2789	21126
Lost Room Nights		79007	7344		388206	237039	21784	135937

#### October

Room Nights Generated	Monthly Goal	October 2018 Actuals	October 2017 Actuals	FY2018-19 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	October Convention Center	Convention Center YTD Actuals
Definite Room Nights	18587	15275	12541	223040	15275	12541	1855	1855
Lost Room Nights		16290	16829		16290	16829	8210	8210

## Travel & Activity

September	Organization	Event	Location
6-10	Professional Fraternities Association	Annual Convention	Wichita, KS
22-24	Texas Society of Association Executives	Annual Meeting	Galveston, TX
28-30	Visit Irving/Collinson Publishing	Connect Familiarization Trip	Irving, TX

October	Organization	Event	Location
1-5	Visit Irving	State Association Sales Calls	Austin, TX
8-9	Visit Irving/Irving Convention Center	Quarterly Client Luncheon	Austin, TX

## Customer Services Activity September/October 2018

Groups Served	
September	13
2017-2018 YTD	212
October	23
YTD	23

### Proclamations/Welcomes/Flags/Mayor Letters:

- Mayor Letter – East African Chamber of Commerce, Friday, October 6, 2017
- Mayor Letter- Texas Council of Social Studies, October 11, 2017
- Welcoming – SW Commission on Religious Studies, Saturday, 3/10/18, Councilmen Webb
- Mayor Greeting and Proclamation - Texas State Association of Parliamentarians, May 5, 2018
- Ribbon Cutting – Opening Ceremony for DFW Minority Council on May 8, 2018
- Mayor Greeting Lutheran Church Missouri Synod on June 14, 2018
- Mayor Greeting and Proclamation- Texas Youth Conference on June 14, 2018
- Mayor Stopfer welcoming – Texas Industrial Vocational Association, Monday, July 16
- Welcome/Opening meeting – VRM Mortgage, July 17, Councilman Allen Meager
- Mayor welcoming/open meeting – Texas Probation Association, Sunday, August 5
- Mayor Welcoming, TX Flag and Proclamation – Order of Eastern Star, August 16
- Welcoming and Proclamation – GFWC October 27, 2018, Lori Fojtasek

### Pending

- Dr. Tim LaHaye Pre Trib Conference, December, 2018, Mayor or Council Representative

## September Servicing & Inventory

Service Type	# of Groups Served in September	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayor/City Council Appearance
Name Badge-Lanyard Services	10	3800 Badges/ Lanyards
Pens/bags	6/4	1945 pens/1254 Bags
Promotional Materials	8	1800+
Staffing Services	6	68 Hours

**Event Location:** Hotels: 7 Irving Convention Center: 4 Other: 2

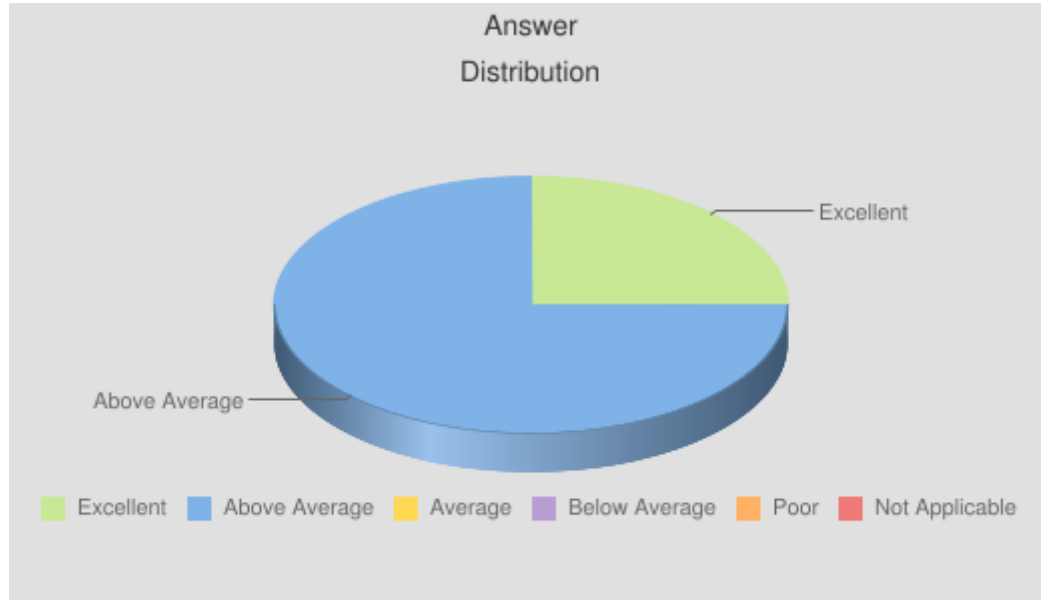
## October Servicing & Inventory

Service Type	# of Groups Served in October	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	ICVB Appearance
Name Badge-Lanyard Services	14	4000 Badges/Lanyards
Pens/bags	12/8	3200 Pens/1644 Bags
Promotional Materials	8	2300+
Staffing Services	11	418 Hours

**Event Location:** Hotels: 15 Irving Convention Center: 7 Other: 1

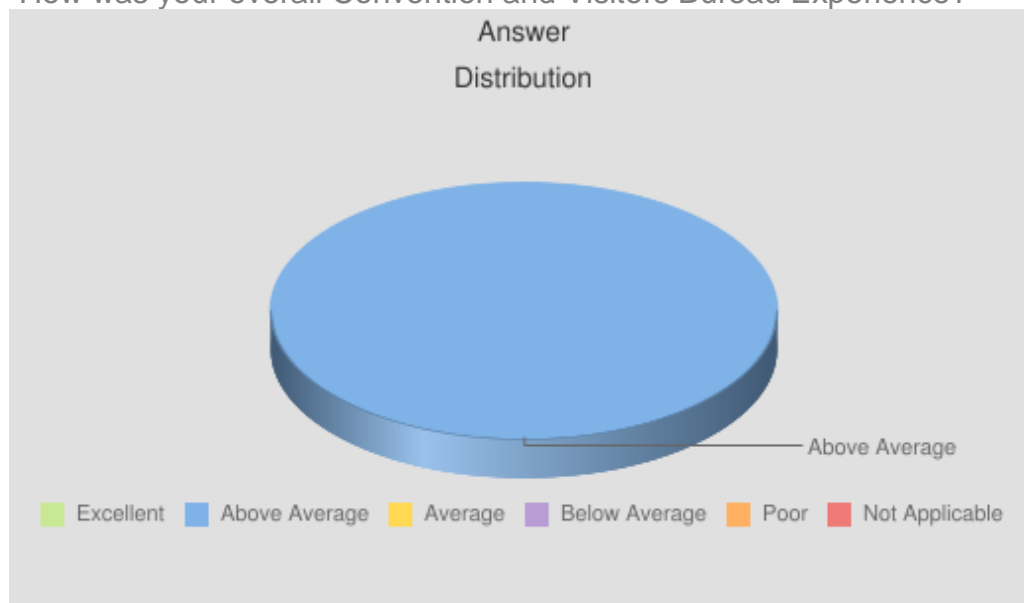
## Customer Service Satisfaction Survey Results September 1-30, 2018

How was your overall destination experience?



9/01/2018 – 9/30/2018  
Score: **.85/ 100.0**

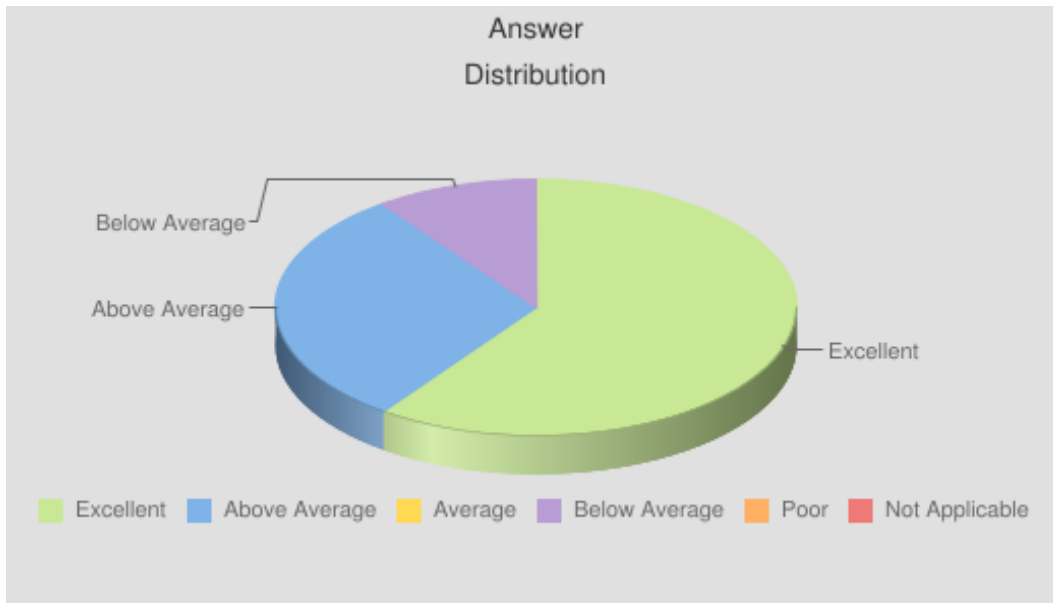
How was your overall Convention and Visitors Bureau Experience?



9/01/2018 – 9/30/2018  
Score: **.100/ 100.0**

## October 1-31, 2018

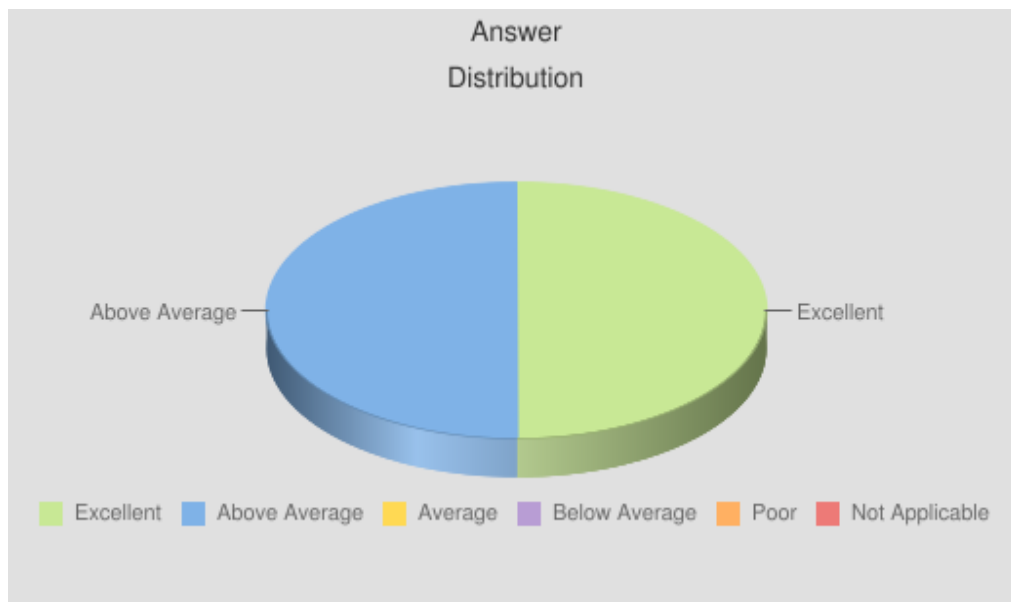
How was your overall destination experience?



10/01/2018 - 10/31/2018

Score: 88.0/100.0

How was your overall Convention and Visitors Bureau Experience?



10/01/2018 - 10/31/2018

Score: 90.0/100.0

## Definite Bookings November 2018 – February 2019

Customer	Meeting	Arrival	Departure	Attendees	Rooms
The Navigators	Juntos Conference	11/1/2018	11/4/2018	350	436
BMW Car Club of America	BMW Car Club of America	11/1/2018	11/5/2018	650	435
Delta Air Lines, Inc.	Delta Crew-NOVEMBER 2017-	11/1/2018	11/2/2018	599	599
Oticon Inc.	Oticon November 2018 Meeting	11/1/2018	11/2/2018	80	90
Maritz Travel - A Maritz Global Events Company - Fenton	Deltek Insight 2018	11/2/2018	11/7/2018	829	1066
Austin Metro Hockey Association	Texas Junior Stars	11/2/2018	11/3/2018	15	30
The Monitoring Association	2018 TMA Fall Operations Management Seminar	11/4/2018	11/7/2018	120	240
Electronic Security Association	2018 Chapter Orientation	11/4/2018	11/5/2018	45	80
Ethics and Compliance Initiative	ECI Best Practice Forum - Building A Respectful Workplace	11/4/2018	11/7/2018	100	183
Performance Food Group	Thrive Foods Summit	11/5/2018	11/6/2018	160	224
Classic Elegance Coaches	Classic Elegance - Titans	11/5/2018	11/6/2018	50	14
American College of Emergency Physicians	EMBRs Meeting November 2018	11/5/2018	11/12/2018	25	168
National Football League	NFL Officials Titans	11/5/2018	11/6/2018	12	12
McKesson Corporation	2018 Supplylogix Customer Advisory Board Meeting	11/5/2018	11/7/2018	20	32
Dr. Pepper Snapple Group	2018 7UP BMC/BA & Snapple Meeting - Fall **UPDATED	11/5/2018	11/7/2018	50	178
Greystar Management Services, LP	National Leadership Development Cohort 3	11/6/2018	11/8/2018	35	35
National Service Committee NSC	NSC Conference	11/6/2018	11/13/2018	250	425
Southern Glazers Wine and Spirits	Southern Glazer's Wine and Spirits Texas Sales Recruiting Room Block	11/6/2018	11/8/2018	45	100
Independent Insurance Agents of Dallas	All Industry Day 2018	11/7/2018	11/8/2018	500	30
Dallas Dance Festival	Dallas Dance Festival 2018	11/8/2018	11/11/2018	374	466
Christian Church Foundation	Christian Church Foundation Board of Directors Meeting	11/8/2018	11/11/2018	50	84
IEEE Electronic Packaging Society	Electronic Components and Technology Conference Planning Meeting 2018	11/8/2018	11/10/2018	75	75
BioTE Medical	Nov-18	11/8/2018	11/10/2018	200	310
Texas Public Risk Management Association	Texas PRIMA 2018 Annual Conference & Exhibition	11/9/2018	11/14/2018	700	866
Texas Public Risk Management Association	Texas PRIMA 2018 Annual Conference & Exhibition	11/9/2018	11/14/2018	700	866
Assemblies of God/Marriage	Marriage Retreat	11/9/2018	11/11/2018	80	80
Austin Metro Hockey Association	Texas Junior Stars	11/9/2018	11/10/2018	15	30
MicroStrategy	MicroStrategy Power Up Dallas	11/11/2018	11/12/2018	197	300

Customer	Meeting	Arrival	Departure	Attendees	Rooms
McKesson Corporation	Change Healthcare Board Dinner and Meeting Nov 2018	11/12/2018	11/14/2018	30	46
Americold Logistics	Leadership Academy November 12, 2018	11/12/2018	11/15/2018	35	105
American Legal and Financial Network	0023RM ALFN Intersect November 2018	11/12/2018	11/14/2018	120	96
TD Bank	TD Bank Auto Finance Sales Conference	11/12/2018	11/14/2018	200	555
American Red Cross	American Red Cross - Donor Recruitment Training	11/12/2018	11/15/2018	15	48
American Country Dance Association	2018 ACDA Nationals	11/13/2018	11/19/2018	300	230
Pathways Core Training Inc.	Pathways Monthly November 2018	11/13/2018	11/16/2018	110	100
USA Judo	2018 USA Judo National President's Cup	11/13/2018	11/18/2018	500	294
Vizient, Inc.	Network Management Team Meeting	11/14/2018	11/15/2018	25	40
American Airlines	AA-Reservations Leadership Fall Meeting	11/14/2018	11/16/2018	180	200
ANIME North Texas Con	ANIME	11/15/2018	11/19/2018	1000	327
Austin Metro Hockey Association	Texas Junior Stars	11/16/2018	11/17/2018	15	30
Washington Redskins Football Club	Washington Redskins vs Dallas Cowboys 2018	11/19/2018	11/22/2018	200	225
Classic Elegance Coaches	Classic Elegance - Redskins	11/22/2018	11/23/2018	50	22
National Football League	NFL Officials Redskins	11/22/2018	11/23/2018	12	12
Dallas West Indies United	Dallas West Indies United - 2018 Annual Banquet and Gala	11/23/2018	11/24/2018	300	41
New Orleans Saints Football Team	New Orleans Saints vs Dallas Cowboys 2018	11/26/2018	11/29/2018	200	382
Restoring Families Across America	Value of Life Conference	11/26/2018	12/1/2018	800	1070
Classic Elegance Coaches	Classic Elegance - Saints	11/29/2018	11/30/2018	50	14
American College of Emergency Physicians	ACEP Chapter Execs Leadership Summit Room Block November 2018	11/29/2018	12/1/2018	30	54
National Football League	NFL Officials Saints	11/29/2018	11/30/2018	12	12
FLAG USA	FLAG USA November 2018	11/29/2018	11/30/2018	50	60
The Pre-Trib Research Center Calvary University	Pre Trib Conference	11/30/2018	12/6/2018	400	397
United Network for Organ Sharing	UNOS December 2018 Board Directors' Meeting	12/1/2018	12/3/2018	800	263
Mercedes-Benz USA, LLC	Mercedes-Benz USA - Golf Event	12/1/2018	12/5/2018	285	885
McKesson Corporation	LTL FY19	12/2/2018	12/6/2018	25	125
Americold Logistics	Leadership Academy December 3, 2018	12/3/2018	12/6/2018	35	105
Greystar Management Services, LP	National Leadership Development Cohort 5	12/4/2018	12/6/2018	35	35
Nectar Service Corporation	Nectar CAB & PAC	12/4/2018	12/5/2018	50	100
BioTE Medical	Dec-18	12/6/2018	12/8/2018	200	310
Classic Elegance Coaches	Classic Elegance - Eagles	12/8/2018	12/9/2018	50	22
National Football League	NFL Officials Eagles	12/9/2018	12/10/2018	12	12

Customer	Meeting	Arrival	Departure	Attendees	Rooms
Fresenius Medical Care	December 2018-Clinical Manager's West Training	12/10/2018	12/14/2018	60	240
American Red Cross	American Red Cross - Donor Recruitment Training	12/10/2018	12/13/2018	15	48
MCR Hotels	MCR Hotels Holiday Event	12/11/2018	12/14/2018	250	130
Classic Elegance Coaches	Classic Elegance - Buccaneers	12/22/2018	12/23/2018	50	22
Tampa Bay Buccaneers Football Team	Tampa Bay Buccaneers vs Dallas Cowboys 2018	12/22/2018	12/23/2018	200	184
National Football League	NFL Officials Buccaneers	12/23/2018	12/24/2018	12	12
International Youth Fellowship	2018 English Camp and Student Group	12/25/2018	12/29/2018	1000	330
Cotton Bowl Athletic Association	Cotton Bowl University Room Block 2018	12/27/2018	12/29/2018	150	231
Dallas Star Elite Hockey Club	NHL Youth Cup Hockey Tournament 2019	1/3/2019	1/6/2019	500	714
Pathways Core Training Inc.	Pathways Monthly January 2019	1/4/2019	1/19/2019	100	272
Mohawk Industries	Mohawk Industries - 2019 Annual Product Meeting	1/8/2019	1/11/2019	900	410
Challenge Youth Planning	Challenge Youth Conference	1/10/2019	1/14/2019	600	320
Mayo Medical Laboratories	2019 MML Business Plans Central/West	1/14/2019	1/17/2019	90	160
Society for Information Management	2019 SIM Advanced Practices Council	1/14/2019	1/15/2019	24	48
Southwest Conference Rural Letter Carriers Association	Annual Conference for 2019	1/17/2019	1/20/2019	250	267
Boy Scouts of America	Boy Scouts - World Scout - Committee Meetings	1/17/2019	1/21/2019	70	247
Kempke's Music	Music Winter	1/20/2019	1/22/2019	150	125
National Athletic Trainers' Association	NATA Joint Committee Meeting 2019	1/22/2019	1/27/2019	410	618
Gaelco Darts USA	Gaelco Darts Tournament #1 2019	1/23/2019	1/28/2019	310	315
Art of Movement (Dance)	Art of Movement 2019	1/24/2019	1/27/2019	248	276
Sarnova	Bound Tree Winter 2019 ATS Meeting	1/28/2019	1/30/2019	100	390
Youth America Grand Prix	Youth America Grand Prix 2019 - ATTENDEES	1/29/2019	2/3/2019	200	105
American Society of Pediatric Hematology Oncology	ASPHO 2019 Review Course	1/29/2019	2/2/2019	200	483
Whole Heart Ministries	Whole Heart Ministries	1/31/2019	2/3/2019	800	485
Youth America Grand Prix	Youth America Grand Prix 2019 - STAFF Rooms	1/31/2019	2/3/2019	80	45
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/1/2019	2/11/2019	200	583
Pathways Core Training Inc.	Pathways Monthly February 2019	2/1/2019	2/16/2019	100	272
John Deere Company World Headquarters	CEO Summit-2019	2/2/2019	2/7/2019	300	900
The American Academy of Otolaryngic Allergy	2019 AAOA Interactive Allergy and Rhinology Course	2/7/2019	2/9/2019	150	215
Frank Glazier Football Clinics, Inc.	Glazier Clinics 2019	2/7/2019	2/10/2019	500	347



Customer	Meeting	Arrival	Departure	Attendees	Rooms
Boy Scouts of America	National Executive Board & Committee Meeting Feb 2019	2/10/2019	2/12/2019	100	153
TexSom	TEXSOM International Wine Awards	2/16/2019	2/20/2019	200	310
LSG Sky Chefs	HR Conference	2/18/2019	2/20/2019	35	84
Texas & New Mexico Hospice Organization	Texas & New Mexico Hospice Organization	2/20/2019	2/24/2019	350	585
Freedom Founders	Freedom Founders February 2019	2/20/2019	2/24/2019	350	200
Alpha Sigma Alpha Sorority	Alpha Sigma Alpha	2/21/2019	2/23/2019	250	100
Southern Baptists of Texas Convention	Evangelism Conference	2/22/2019	2/28/2019	3500	465
Diversified Crop Insurance Services	Adjuster Training	2/25/2019	2/28/2019	100	300
The Maize Inc.	Corn Party - Annual Siteo Conference	2/26/2019	3/2/2019	375	785

\*\*Items highlighted above are Target Industries for Irving

# Annual Lost Business Report



# Marketing Communications

**To:** Maura Gast, Executive Director

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

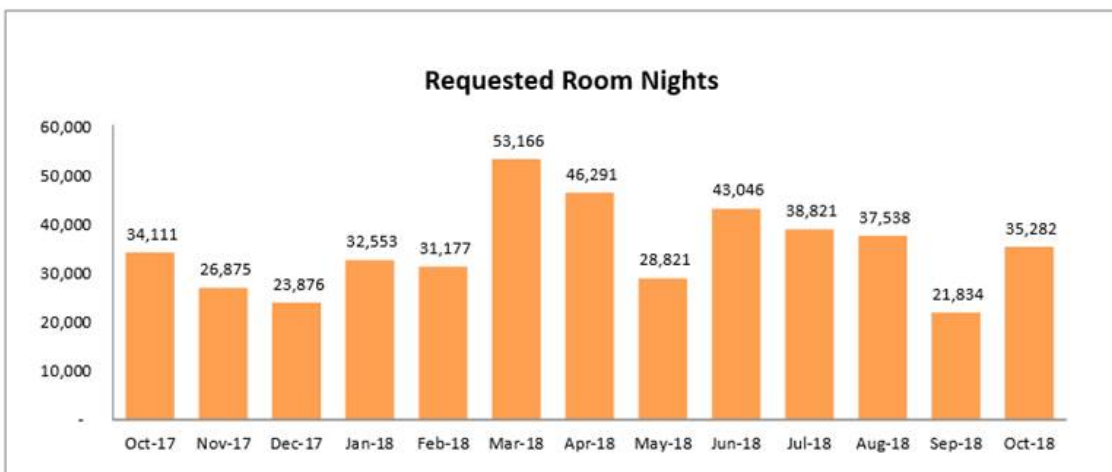
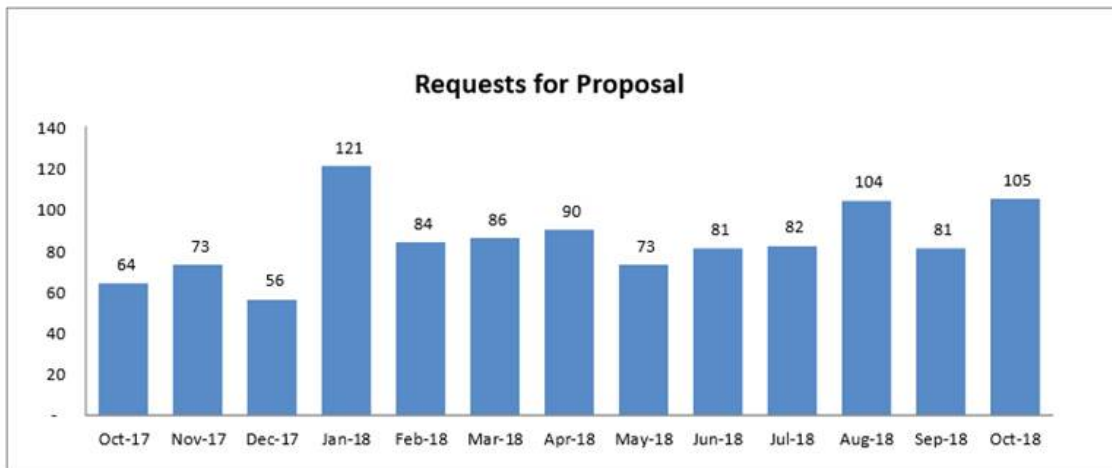
**Date:** November 17, 2018

**Re:** FY 17-18 Year-End/October Board Report

## Marketing and Advertising Analytics

### RFPS

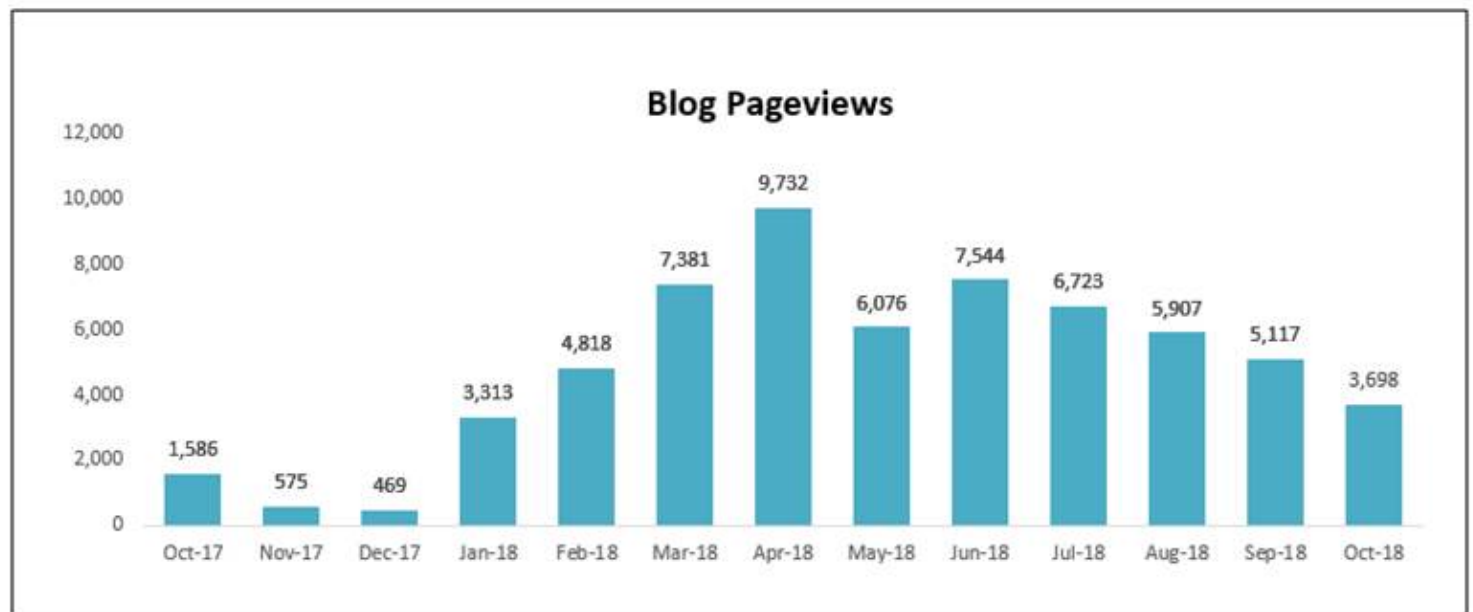
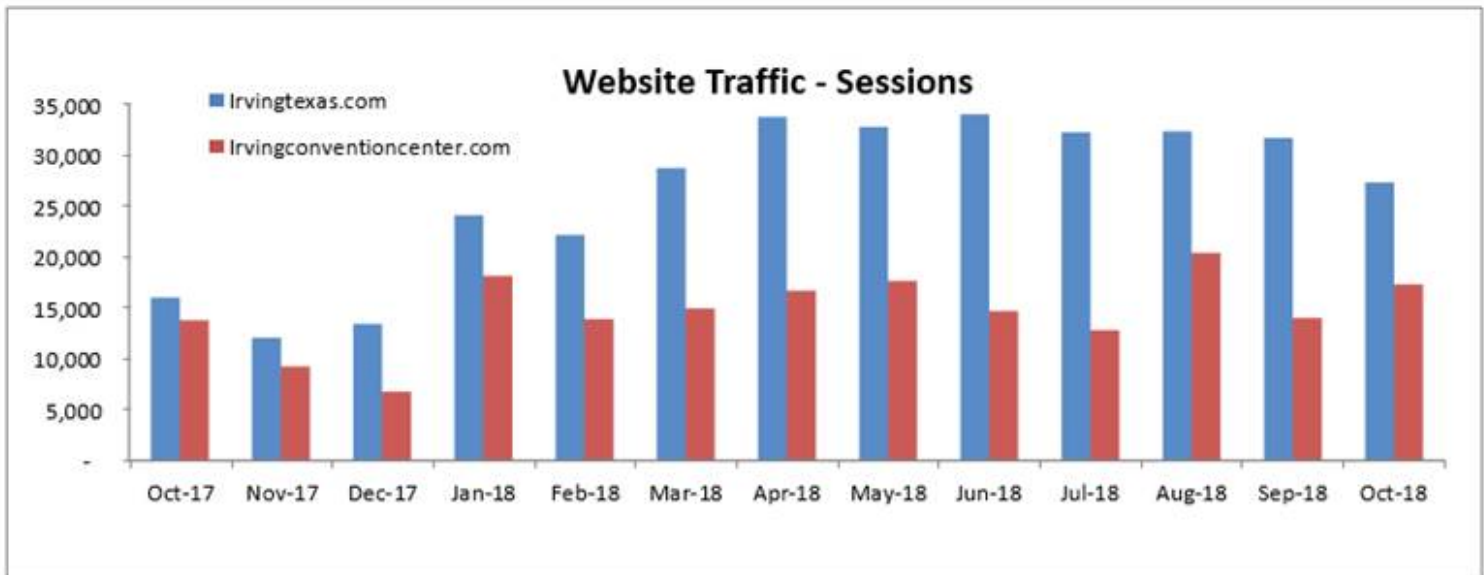
This past year, the bureau received the highest number of RFPs and associated room nights to date. In FY 2017-18, there were **995 RFPs** and **418,109 associated room nights**, which is a 26% increase in the number of RFPs and 62% increase in the number of room nights.



## Website Traffic

Website traffic increased to an all-time high of **485,925 total sessions** and **376,542 total users** visiting both websites in 2017-18, which was a **59% increase** over last year. Most of this traffic was to the Visit Irving site, which had 313,097 sessions and 243,207 users and was the highest amount of traffic to date with an 84% increase over the previous year. The Irving Convention Center website also performed well with the second highest amount of traffic to date with 172,828 sessions and 133,335 users, which was a 27% increase over the previous year. This year, the marketing team will focus on improving SEO and website content for the Irving Convention Center website to improve traffic and usability.

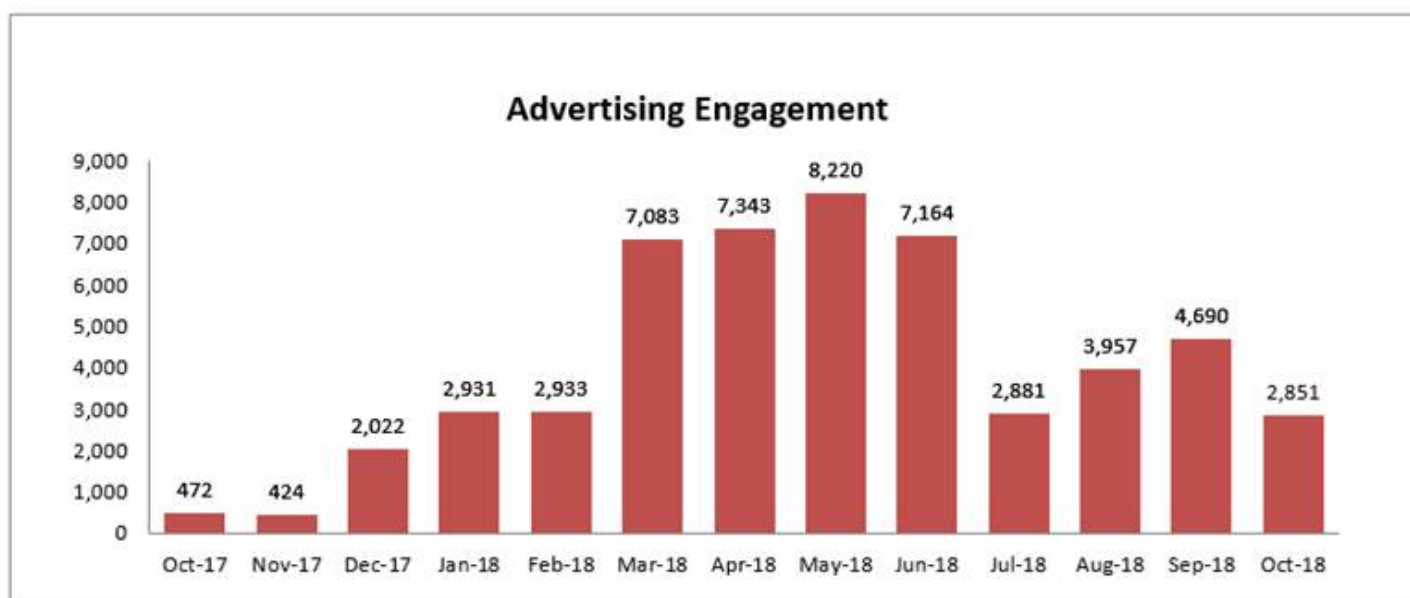
The newly redesigned blog received **59,094 pageviews** for the year. The top blog post in 2017-18 was "Irving, Texas Bluebonnets Guide" with 2,315 pageviews, "6 Places to Get Meals for \$6 or Less Around Irving" with 2,259 pageviews, and "3 Things You Need to Know about Toyota Music Factory" with 2,193 pageviews.



## Advertising and Paid Search

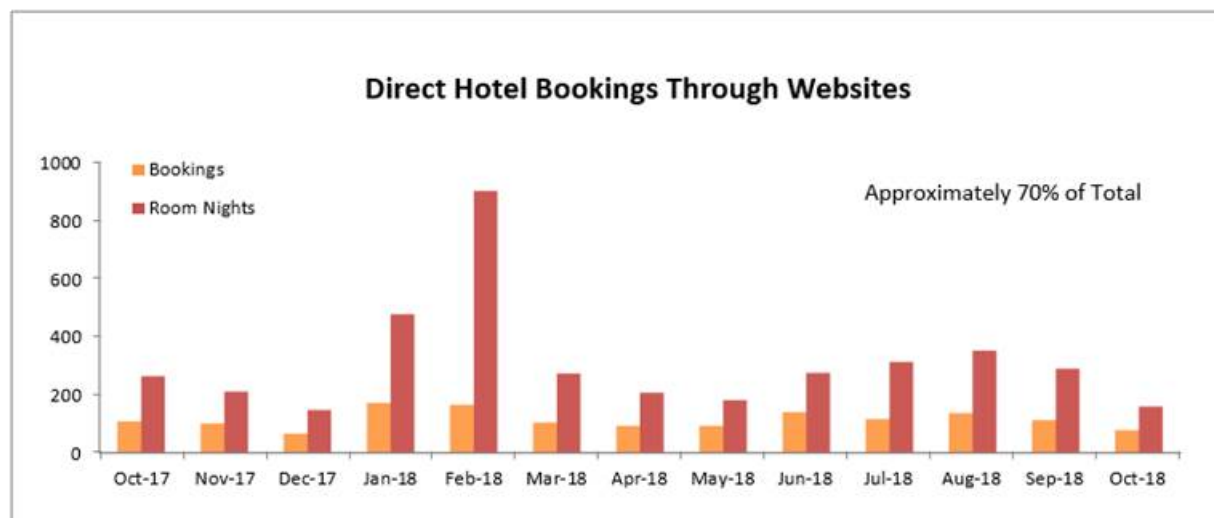
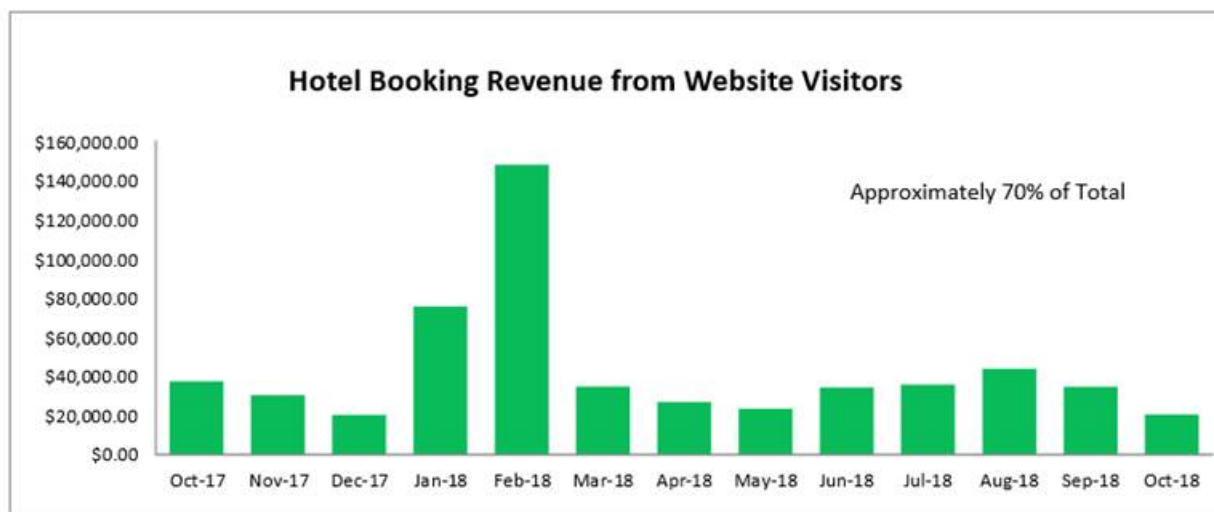
Advertising engagement increased dramatically in 2017-18 with a total of **50,120 advertising impressions** and **14,775 site visits**, which is a **632% increase in impressions** over the previous year and a **196% increase in site visits**. Top performers were MPI with 9,471 impressions and 2,404 site visits, iExplore with 7,216 impressions and 3,818 site visits, Connect with 6,655 impressions and 2,943 site visits and Tegna Media with 5,141 impressions and 3,590 site visits.

The Google Adwords paid search campaign also performed very well in 2017-18 with **623,838 impressions** and **69,317 site visits** that accounted for **116 RFPs**. This was a 223% increase in site visits and 50% increase in RFPs over last year.



## Hotel and Flight Bookings

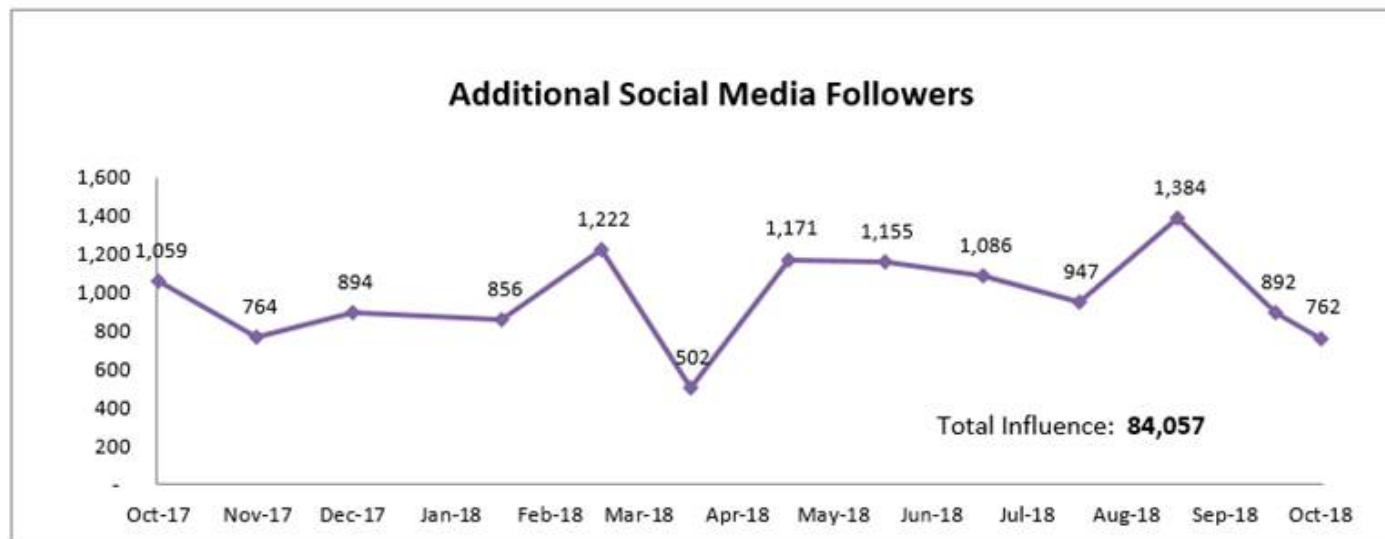
Information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. In 2017-18, these individual travelers booked **1,407 hotel reservations**, which accounts for **3,892 room nights** and **\$544,693 in hotel revenue**. These travelers also booked **3,835 flights**.



## Social Media, *cont.*

### Social Media

Social media added **11,932 new followers** in 2017-18 for a total influence of **83,295**. The Visit Irving Facebook page saw the most substantial increase with 9,483 new likes. The second most significant increase was the Visit Irving Instagram with 945 new followers followed by the Irving Convention Center Facebook Page with 816 new likes. The total check-ins for the Irving Convention Center Facebook page at the end of September was 176,429.



IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
<b>Visit Irving Texas</b>	<b>54,259</b>		<b>5,533</b>	<b>5,376</b>	<b>591</b>
<i>Impressions</i>	58,582		7,123	16,783	
<i>Profile Visits</i>	72,415		373		
<b>Convention Center</b>	<b>12,537</b>	<b>182,007</b>	<b>2,485</b>	<b>1,911</b>	<b>276</b>
<i>Impressions</i>	987,862		6,463	401	
<i>Profile Visits/Users</i>	405,881		233		
<b>Impacting Irving</b>	<b>1,073</b>				

*Through/For Oct 2018*

**Hashtag** – #VisitIrving

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

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

Social Post of the Month



Earned Media Analytics

IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	417,732,153	111,009,256	187,711,911	346,747,069	1,063,200,389
ADVERTISING EQUIVALENCY*	\$904,213	\$1,020,837	\$1,736,336	\$3,207,409	\$6,868,795
PUBLIC RELATIONS VALUE**	\$2,712,639	\$3,062,511	\$5,209,008	\$9,622,227	\$20,606,385

\*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.



For the second year, the ICVB co-sponsored with the Irving-Las Colinas Chamber of Commerce the Park Place Luxury & Supercar Showcase, held Oct. 13 at the Four Seasons Resort and Club. Sponsor activation primarily consisted of caricature artists, which drew a large crowd. The communications department partnered with the Four Seasons to bring in a press trip, with the Supercar Show as the featured event.

Eight national and regional journalists representing publications such as *USA Today*, *Texas Journey*, *PaperCity* (a story from the press tour has already run in this publication), *American Way*, *Robb Report*, *Modern Luxury*, *AAA Home and Away*, *360 West*, *Prime Living* and *Bayou City Magazine* also toured and experienced the Toyota Music Factory; had breakfast at Big State; visited the Mustangs of Las Colinas; and enjoyed a Dallas Cowboys game.

## **Attachments**

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- ✚ Taste of the Toyota Music Factory Influencer Event recap
- ✚ "All facets of the Texas group market are in expansion mode," *Meetings Today*, Sept 2018
- ✚ "Top 25 Women in the Meetings Industry 2018," *Meetings & Conventions*, Oct 1, 2018
- ✚ "Supercar Showcase Puts Dream Rides Within Reach – Living Like a Rockefeller for a Day," *PaperCity*, Oct 19, 2018 (From Oct 2018 Press Trip)
- ✚ FY 2017-18 Social Stats (Visit Irving Social Media Impact Numbers)
- ✚ FY 2017-18 Insights (Irving Convention Center Social Media Impact Numbers)

# TASTE OF THE TOYOTA MUSIC FACTORY

## INFLUENCER EVENT

### EVENT GOALS:

- Dispel any rumors that TMF has closed.
- Aid the metroplex in understanding the entirety of the entertainment complex – More than Music!
- Educate the community about the wide variety of offerings at TMF in addition to the Pavilion.
- 

### SECONDARY GOALS:

- Collect amazing photos from the event for social media updates.
- Collect content for social sharing and content on your websites.
- Create a reputation for throwing first-class events with great logistics, good swag, fun perks, good prizes, etc.

### OBJECTIVES:

- Showcase every tenant.
- Secure influencer coverage of the offerings of each tenant.
- Network with local bloggers and build relationships to partner on brand work in the future.

## OVERVIEW

- 90% of consumers trust peer recommendations, and only 33% of consumers trust ads.
- Instagram is the best platform to interact with the public.
- In 2019 Instagram will be seven times more popular than Facebook and 30 times more so than twitter
- Thirteen influencers attended.
- Individual Instagram posts garnered more than 2,500 likes.
- Each photo and video from Instagram Stories were viewed between 250 and 550 times on the VisitIrvingTx Instagram page alone. This does not include the number of views on the influencer's Instagram page.
- Many of the influencers have expressed interest in running contests with TMF prizes and future collaboration.

# INSTAGRAM POSTS



dallasfoodwanderer • Following

dallasfoodwanderer Happy Friday! I had no idea @tcbu.musicfactory had hand scooped frozen yogurt #mindblown | This is the cotton candy + strawberries & cream hand model: @sherry\_vu

#dfw #dallas #visittexas #dallasfoodie #dallasblogger #dallasfood #dallasfoodblogger #dallasfoodnerd #dallasfoodies #foodie #foodstagram #foodbloggers #feedfeed #gooddeats #igfood #instafood #instayum #foodlove #foodisfuel #foodcoma #foodporn #bestfood #foodaddict #tcbu #toyotamusifactory #irvingtx #froyo #icecream #eeeeats

View all 17 comments

thechicagoodlife I grew up eating TCBY! I love it

187 likes

SEPTEMBER 21

Add a comment...



theeatsblog • Following

theeatsblog Life is better with ice cream.

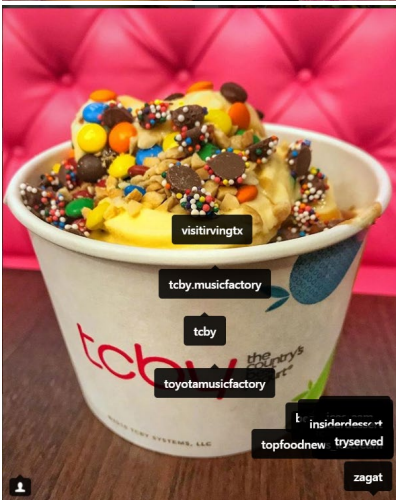
@Tcbu

#food #foodie #foodpics #foodphotography #foodiesofdallas #dallasfoodie #dallas #foodgasm #nomnom #eatingfortheinsta #hungry #EEEEEEATS #foodbloggers #foodgawker #instafood #foodlover #foodstyling #gooddeats #foodshare #foodlover #myfab5 #icecream #sweets #justdesserts #dessertstagram #desserts thejonnayavocado Add & thank me later! -JA #GREENDREAM

298 likes

SEPTEMBER 11

Add a comment...



flybyeats • Following

flybyeats Pardon me while I go look for an even bigger bowl | Big thanks to the folks at @toyotamusifactory @tcbu.musicfactory and @visitirvingtx for having me! | #irving #dfw #FlybyEats #morethanmusic #visitirvingtx #tcbu

View all 17 comments

teresacesario :

flybyeats @teresacesario

foodecall That looks so good! :-)

flybyeats @foodecall

176 likes

SEPTEMBER 10

Add a comment...



leisureyleah • Follow

leisureyleah Who knew @yardhouse at @toyotamusifactory had such delectable desserts?! I didn't! This Cheesecake and Mini Peach-Apple Cobbler were insane!! #Hosted #Visitirving

View all 5 comments

theburmesemom Craving desserts now

steph\_co Yard house is one of my favaaaas!

alexandra\_h\_h I love this!

177 likes

SEPTEMBER 12

Add a comment...



dallasfoodwanderer • Following

dallasfoodwanderer This Lava Roll from @kabukirestaurants at @toyotamusifactory is on

#dfw #dallas #visittexas #dallasfoodie #dallasblogger #dallasfood #dallasfoodblogger #dallasfoodnerd #dallasfoodies #foodie #foodstagram #foodbloggers #feedfeed #gooddeats #igfood #instafood #instayum #foodlove #foodisfuel #foodcoma #foodporn #bestfood #foodaddict #sushi #toyotamusifactory #irvingtx #kabuki #eeeeats

View all 12 comments

kasiasofia\_now Great pic

mother\_gypsy @shelleyfrench find this and eat it for me

181 likes

SEPTEMBER 12

Add a comment...



in\_dfwfamily • Follow

in\_dfwfamily Oh, someone needed ideas for lunch / dinner today. I got you, check out @kabukirestaurants at the Toyota Music Factory in Irving! #hosted @toyotamusifactory

in\_dfwfamily

#sushi #foodie #dallasfoodie #toyotamusifactory #childhoodmemories #exploringfamiles #kindredmemories #influencer #dallasinfluencer #adventure #culture #bucketlist family #bucketlist #summervacay #explore #travel #dallasmom #dfwkids #dallaskids #uxurytravel #texastravel #japenese food #texasmom #virgoseason

65 likes

SEPTEMBER 12

Add a comment...



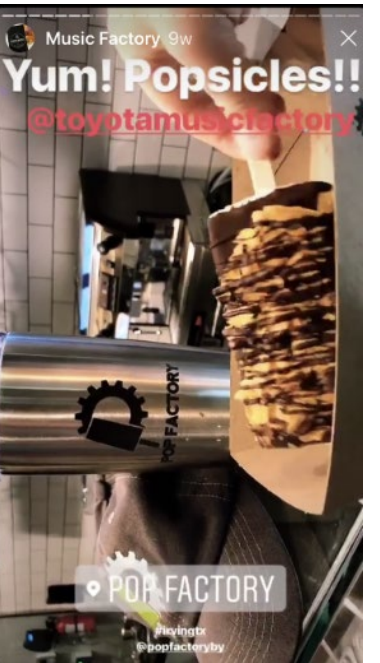




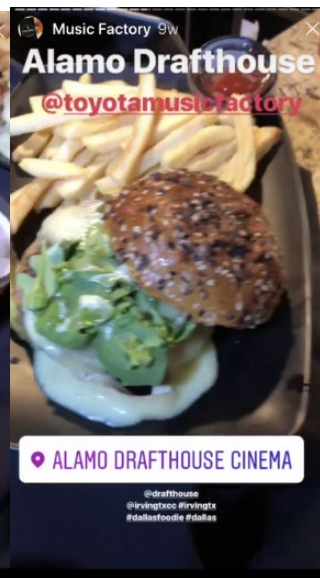
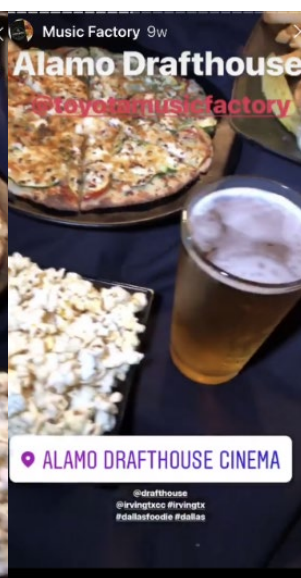
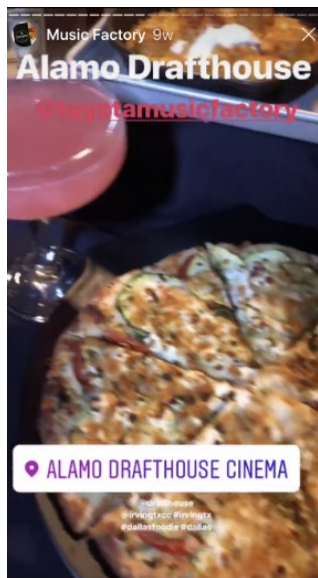


## INSTAGRAM STORIES – VIDEO











# INSTAGRAM STORIES – PHOTOS

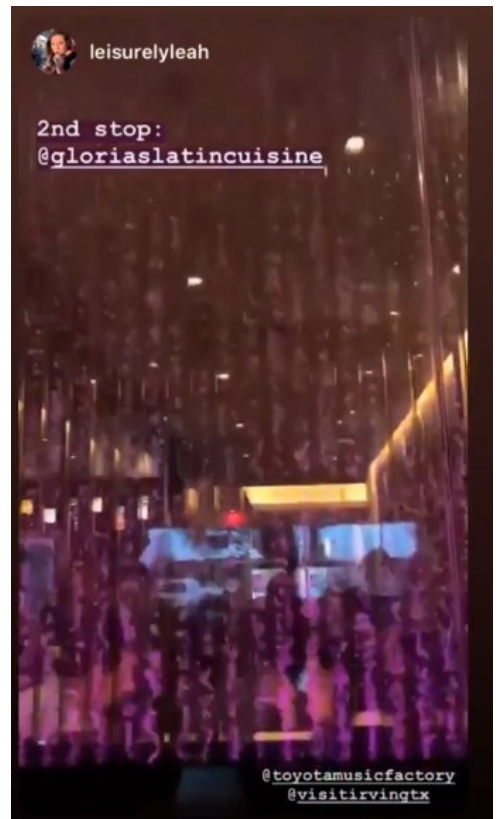


@dallaslovelist



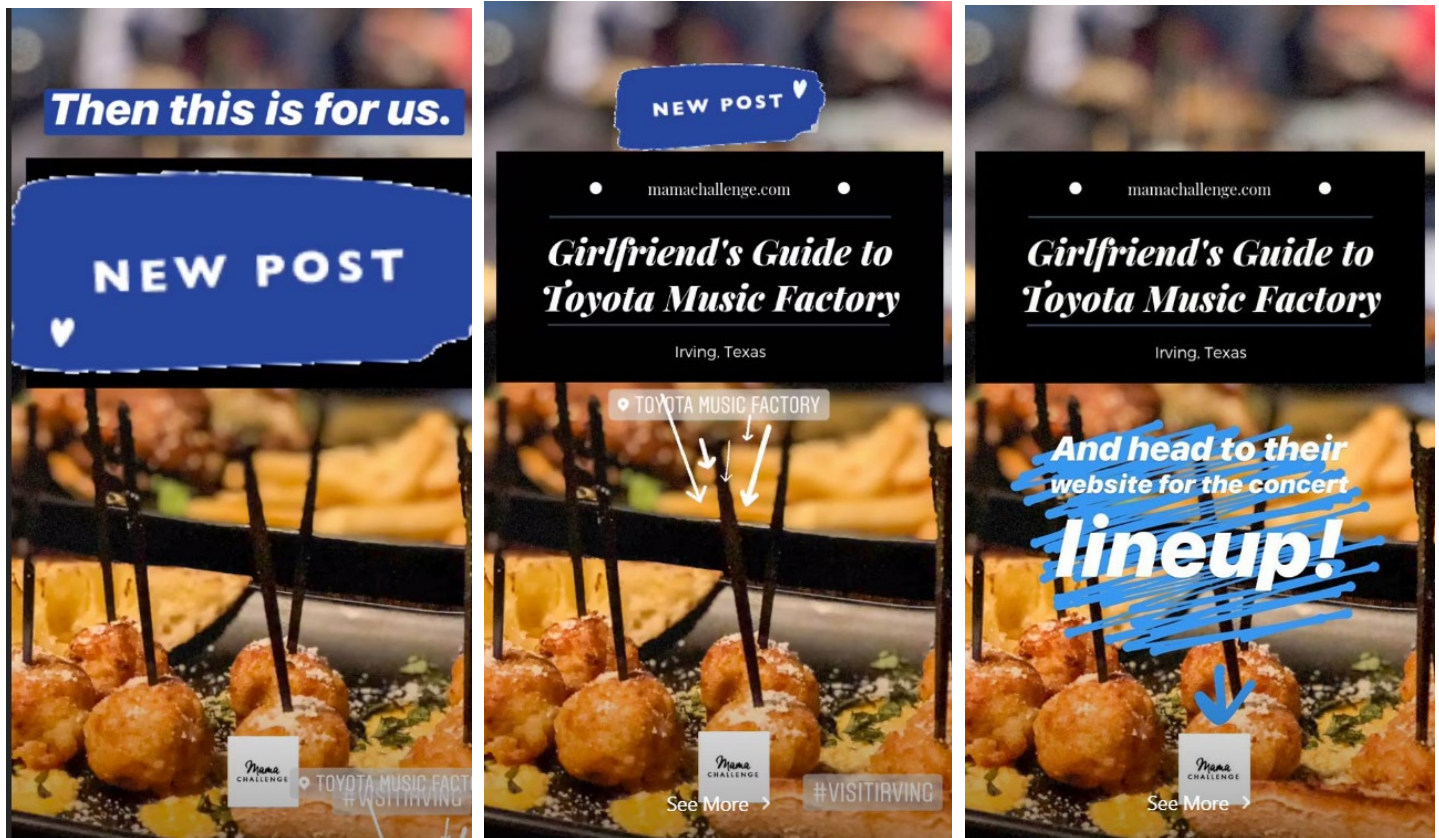


@leisurelyleah

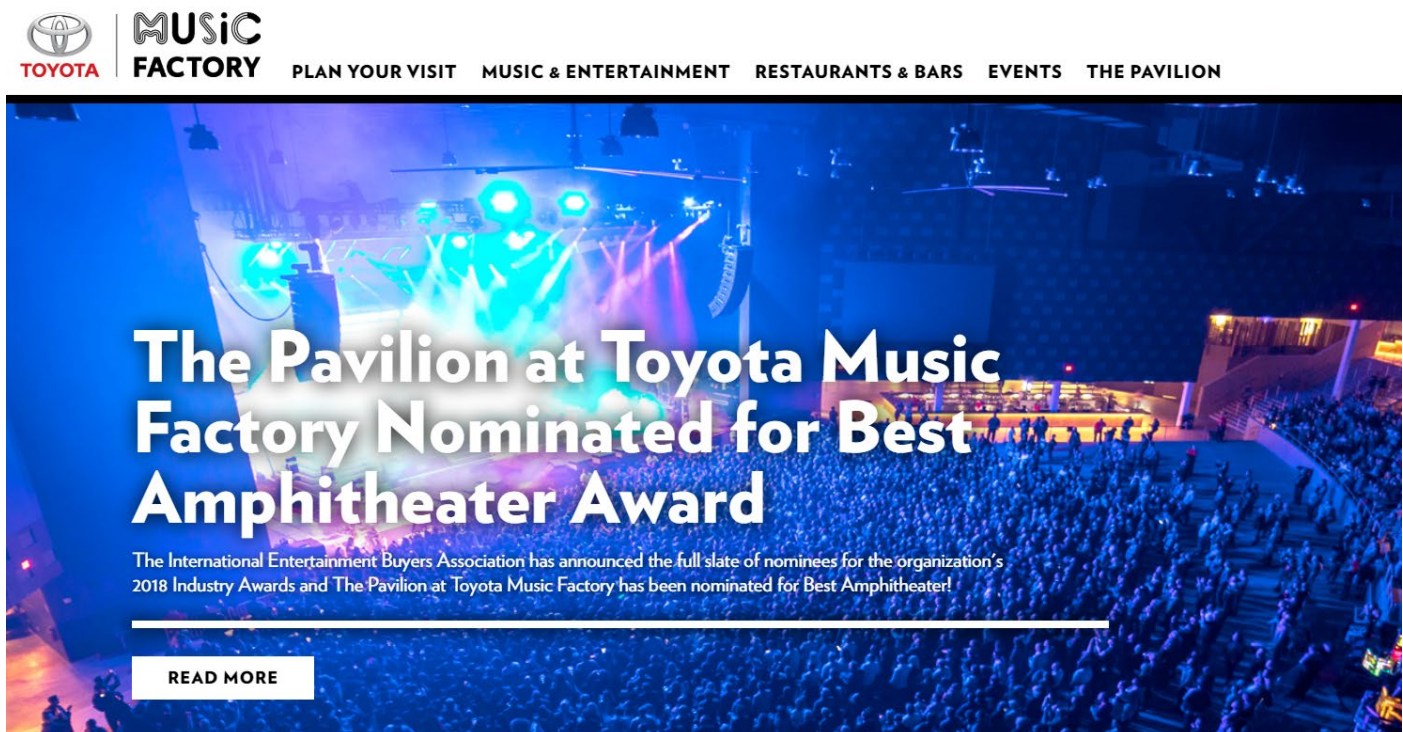




@mamachallenge



The posts above link directly to:



# BLOG POST



FEATURED ON TV FOR MOMS FOOD PARENTING DFW TRAVEL TECH HEALTH STYLE GIVEAWAYS

## Girlfriend's Guide to the Toyota Music Factory



November 6, 2018 By Autumn Rose Reo — Leave a Comment



Toyota Music Factory makes it easy for friends + food + fun. No decisions necessary – just go and get ready for the fun to happen with this Girlfriend's Guide to the Toyota Music Factory in Irving.

It's no shocker anyone who knows me that I'm very indecisive about where I want to eat.

Whether it's going through a drive-thru or headed out for something a little more special than a normal Friday night, I deliberate forever about not just where to eat, but what to eat.

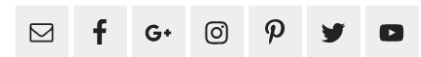
### MEET THIS MAMA: AUTUMN ROSE REO



Get REAL Solutions for REAL Parents that Work! From recipes, things to do, parenting tips (and fails) and how to cope with everything in between, she'll share all the

best ways to take on your (mama) challenges...

<https://www.mamachallenge.com/about/>





Think that's annoying?

Just get me together when one of my girlfriends and we might as well start talking about it at breakfast time so we have something narrowed down by the time it's actually dinner. However, I've learned that it isn't just us – it's also most women in general. There's something about making all these other big choices in life that a meal just stops us in our tracks (unless it's Starbucks, well #becausecoffee.) And while the idea of making lists, creating jars with names to randomly pick, or just going off the first thing that comes to mind seems like it would narrow down the choices, it doesn't.



However, **Irving has figured out the secret** for one-stop food + fun that can make us all happy...Toyota Music Factory. With a name like that it's obvs that it's a music place (one of the best in my opinion for both indoor and outdoor intimate concert experiences), but there's also a movie theatre for your viewing pleasure AND tons of restaurants (from cheese and wine to ice cream like you've never had), it's all in one place in the middle of the metroplex – easy to find, easy to park, and even easier to have a memorable and decision-free evening (or afternoon!) Each spot is only steps from the other and each experience is entirely different, so even if you can't make a decision on one place to go – do a few like a progressive dinner (where you don't have to make anything!)

There are many options, but I have some of my top picks – ready for you to pick on just a Monday night or a big night out before (and after) the concert (true story, I even went out one night by myself to see Matchbox Twenty and had a blast – with no one but little ole me.)

## Don't Miss This: Irving Music Factory Picks

### Nosh & Bottle Market

One word: charcuterie. There's nothing quicker to my heart than a meat and cheese plate...except a beautiful glass of wine to go with. So naturally this hybrid neighborhood market/wine spot is the perfect place to start a night (or if you are loving the mood, then stay until they send you home or they pull out a chair with you.)



### Top Round Roast Beef

I wasn't ready to love this place as much as I did – as roast beef isn't normally my dinner bell. But I was quite taken – not just by the amazing “chef driven” food, but the hospitality of Top Round Roast Beef. There was so much to learn about the philosophy too and the customer service was off the charts. And yes, while you can get a great frozen custard, you can score a beer or glass of wine!





## Gloria's Latin Cuisine

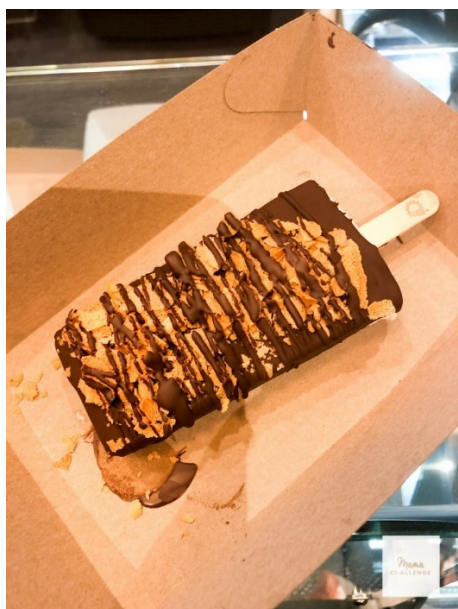
This staple is always one of my favorites, which is why so many people go to it as their destination for a little somethin' different than just Tex-Mex...it's a mix of Salvadorian, Mexican and Tex-Mex dishes. And don't miss the margaritas – especially since Gloria's has happy hour ALL. DAY. LONG.



---

## Pop Factory

Oh jeez – get ready for all your dessert dreams to come true, but even better – because they're healthy (or at least healthier than normal when it comes to sugar.) Combinations with everything from strawberries, green tea, and much more exotic – you can get it customized, dipped, or whatever you want – on a stick.





## Kabuki Japanese Restaurant

If you're looking for a night to put on the heels, this is your spot (but they don't care if you choose flip flops either.) The menu gives you both the old and new taste of Japanese cuisine – especially the sushi rolls. With many kids choices, gluten free and veggie options this is a great go-to for the whole brood, but I suggest leaving them at home and gathering the girls for the sangria. It's worth the drive just for that.





## The Pavilion at Toyota Music Factory

When I heard about the concept for this facility, I was giddy. But when I finally go to go and experience the place, I was ELATED. I'd always loved outdoor music venues with lawn seating, but of course, it does stink when it rains or it's miserably cold. The Pavilion gives you both options – and just a few minutes down the road in the middle of DFW. And since you have so many places to go before and after a show, it's a no brainer this place is where to to go.



## Alamo Drafthouse Cinema

You'll never watch movies the same way after an evening at the Alamo. Yes, you have movies, but there's the mighty good food and drinks AND the super comfortable loungers you sit in while you watch your movie and have dinner. Or you can always skip the movie – and go for drinks after the show.



### Thirsty Lion

Don't be caught off guard at the Thirsty Lion – it's definitely not just drinks. There's food for days as well as room for groups – small and large. But the drinks are definitely worth the time...just be careful to not start there unless you're going to stay there...because otherwise, you won't leave.



## Other Good Choices (for Next Time):

**Grimaldi's Brick Oven Pizzeria**

**Boi Na Braza**

**Freshii**

**TCBY**

**Yard House**

Get the full lineup including several new restaurants, including concerts, movies, and more on the [website](#).

## Texas

Return

September 2018

### All facets of the Texas group market are in expansion mode

by [Jeff Heilman](#)

The numbers are in, and from bookings and delegate spend to capital investment and economic development, virtually every Lone Star State destination is reporting robust, often record, group growth and returns. In true Texas frontier spirit, the drive is on for even more.

#### Metroplex Moxie

With record sales and booming hotel growth, Dallas exemplifies the market's strength.

"Our sales team booked 2.4 million future room nights and 42 citywide events in fiscal 2016-2017," said VisitDallas President and CEO Phillip Jones. "Records for both categories, this work produced \$1.96 billion in future economic impact."

Presently offering some 13,000 downtown rooms and 80,000-plus area rooms, Dallas is second behind New York City in U.S. hotel rooms under construction, with 18 recently opened properties and another 37 projects adding some 5,800 new rooms to the pipeline.

Growth strategies include attracting more medical meetings.

"Dallas has some of the world's most advanced medical facilities, a thriving research scene and some of the greatest minds in the health sciences," Jones said.

"These characteristics, paired with Dallas hospitality, more than ideally position our city for industry meetings."

Fort Worth, the nation's fifth-fastest growing metropolitan area and now America's 15th most populous city, is also investing in hotel growth.

"Limited inventory and high demand are driving the addition of nearly 1,000 rooms through several new developments currently underway in the downtown core," said John Cychol, Visit Fort Worth's vice president of meeting sales. "New experiential marketing initiatives, such as Fort Worth Stories, featuring first-hand stories from and interactions with local ambassadors, are resonating well with meeting planners and producing increased bookings."



Six Flags over Texas, Arlington entertainment district



With much to promote in blockbuster new investments, including the Texas Live! entertainment district and its anchoring Live! By Loews hotel, conversion of the Arlington Convention Center into the nation's largest esports stadium and new Globe Life Park baseball stadium, Arlington's top priority is raising national awareness of the destination.

"Our full brand repositioning, complete with new media tactics, strategy and creative overhaul, has yielded fantastic results," said Jon Hixon, vice president of sales for the Arlington CVB. "Geared for successful events and famous for fun, Arlington has hosted 35 percent more events in 2018 over last year, with 13 percent growth in booked room nights, and is on pace for a banner year."

Influenced by a strong corporate market, Fortune 500 stronghold Irving remains a short-term market.

"Corporate is driving high performance and a high rate of return business at our hotels and the Irving Convention Center," reported Irving CVB Executive Director Maura Allen Gast.

Opened in fall 2017, the Toyota Music Factory, featuring two dozen-plus dining and nightlife options, is extending Irving's appeal.

"Easily accessed by conventioners and guests at our 75-plus hotels, this compact, efficient and distinctly cosmopolitan entertainment component has allowed Irving to evolve its positioning for groups," Gast said. "Other developments, including a new Heritage District art gallery and new museum featuring a Smithsonian Spark!Lab, will continue to provide new and distinctive experiences for returning guests."

Plano is also building on its corporate bedrock.

"Our mandate is meeting the needs of the business traveler," said Visit Plano Executive Director Mark Thompson. "Over the past several years, we have expanded airlift, increased hotel options and optimized business amenities, space and services. Expressed by our new 'Visit Plano, It's All Here' tagline, there's no need to venture beyond the city limits for anything."

Groups are getting the message.

"Event bookings are up 24 percent and room night bookings up 18 percent over 2017," Thompson said. "Our meetings business is better than ever, and with interest in Plano and our industry partners only rising, we don't see this slowing down."

"Actualized business is up over 2017 by about 25 percent in booked groups, with corresponding room nights up 40 percent," Roe said. "Future bookings are up 8 percent so far this fiscal year. To strengthen and expand our market, we are aggressively pursuing financial, medical and national association business."

Frisco is also diversifying its off-site and overnight appeal. Future projects include the National Soccer Hall of Fame (October 2018); new 325-room AC Marriott/Residence Inn close to The Star; new 303-room Hyatt Regency Stonebriar with a conference center attached to the Stonebriar Centre mall; and in 2020, the indoor/outdoor Music City Frisco.

Home of DFW International Airport, the region's \$38 billion economic engine that offers 1,800 daily flights providing service to 200-plus domestic and international destinations, Grapevine is leveraging its centralized U.S. location—and strong local leadership—to maintain strong meetings momentum.

"Consistency at multiple levels of leadership has led to a robust tourism master plan founded in intentional development," said Brady Closson, managing director of sales and marketing for the Grapevine CVB.

"City-approved projects include three new hotel brands that will add 1,440 guest rooms to our current inventory of 5,714 and existing 1 million-plus square feet of flexible meeting space," Closson added.

Home / Best Of / Top Women in Meetings

# Top 25 Women in the Meetings Industry 2018

Our fourth annual ranking presents a select list of high achievers committed to bettering the world of meetings and beyond.

by the M&C Staff

October 1, 2018



## Maura Allen Gast, FCDME

In 2017, Irving, Texas, welcomed some 3.75 million visitors who spent \$2.68 billion and supported 22,168 jobs. Maura Gast has been dedicated to upping those statistics for more than 27 years, starting at the [Irving Convention and Visitors Bureau](#) as director of the film commission and cycling through other roles before taking the helm as the bureau's

executive director in 2003.

Among Gast's successes are the building of both the [Irving Convention Center](#), which opened in January 2011, and a headquarters hotel, the 350-room [Westin Irving Convention Center at Las Colinas](#), which opens in January. "Most of the time we inherit those opportunities," says Gast, who has chaired [Destinations International](#) and is now an executive on two of its committees. "We seldom get the luxury to see all these things through."

Share: [Facebook](#) [Twitter](#) [Pinterest](#) [LinkedIn](#) [Bookmark](#)

# CULTURE / CARS

## Supercar Showcase Puts Dream Rides Within Reach — Living Like a Rockefeller for a Day

When a Golf Course Becomes a Green Garage for Ferraris and Rolls-Royces

BY IRENE MIDDLEMAN THOMAS // 10.19.18

PHOTOGRAPHY MARK RUSH PHOTOGRAPHY





**I** never dreamed I'd someday sit in the back seat of a classic Silver Cloud Rolls-Royce holding a crystal whiskey glass. It must have been my gorgeous bright blue fascinator that attracted the car's owner to invite me to do so at the [Park Place Luxury & Supercar Showcase](#).

The luxury car show was launched in 2017 as a celebration of the 30th anniversary of Park Place Dealerships, a 22-location luxury and high-performance dealer in the Dallas-Fort Worth region.

Specializing in such makes as Mercedes, Rolls-Royce, Bentley, Lotus and Maserati, Park Place's chairman and CEO Ken Schnitzer notes that the annual event raises thousands of dollars for [Momentous Institute](#). The therapeutic services organization helps more than 6,000 children and their family members annually, sponsored by the Salesmanship Club.

This year's Luxury & Supercar Showcase, held on the fairways of the TPC Championship Golf Course of the 400-acre [Four Seasons Resort](#) and Club Dallas in Irving-Las Colinas, drew some 2,850 people despite the almost unceasing thunderstorms.

Scores of luxury, rare, vintage and high-performance cars were exhibited, including such world-famed automobiles as the 1933 Rolls-Royce Phantom II Continental built for heiress Barbara Woolworth Hutton. Seventy-five collectors showed their vehicles in the Concours.

Best in Show was awarded to the 1966 Ferrari 275 GTB 6C. Among the 50 vehicles in the New Car Concours were the new Rolls-Royce Cullinan SUV, Bentley Bentayga V8, Range Rover SV Coupe and Porsche Cayenne. As I admired a blazing red Ferrari which an 11-year-old boy told us he owned, his proud papa alongside nodded in agreement

"I bought it for him when he was three," he said. "Only four more years until he can legally drive!"

## **Fast Fashion**

The [Highland Park Village](#) Fashion Show, with a predictably, yet impossibly thin, model lineup, was well-attended, sponsored by the shops at the Village. Yet perhaps the most hoopla came around the Haute Hat Contest, judged by Shane Walker Design.

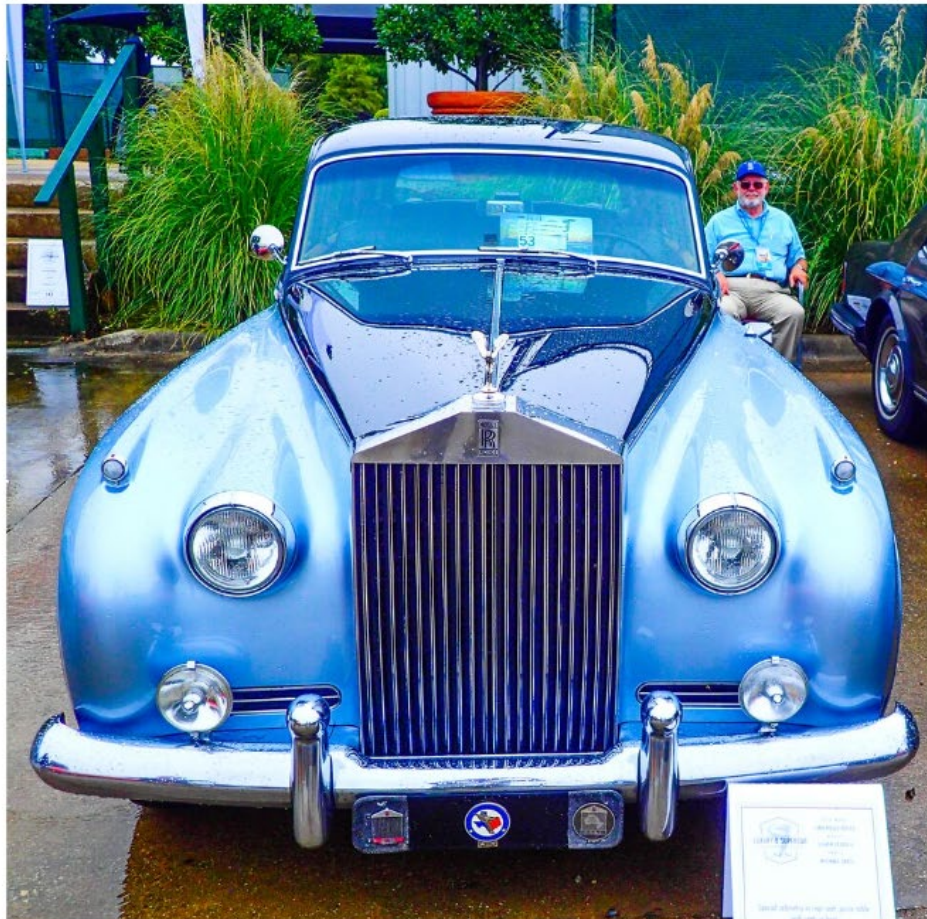
There was everything from wacky to elegant to whimsical, as in the Paddington Bear raincoat and hat, perfect for this soggy day. Entertainment included The Texas Gentlemen, the Irving Symphony Orchestra and The Studio 54 Band.

In the VIP lounge, where folks huddled to stay warm and dry, it was all about the food and cocktails, with such gourmet offerings as Italian meatballs, mixed ceviche, short ribs with polenta, grilled shrimp, various sliders and such playful sweets as banana cream pie-flavored cotton candy and sorbets made on the spot with liquid nitrogen.

Attendees' attire was dampened by the weather, but many, myself included, sported elegant hats and clothing, a la Kentucky Derby tradition. Hatmakers, such as Milano Hat Factory of Garland, created fedoras and fascinators, including my own.

When the skies finally cooperated, throngs dashed outdoors to tour the autos and dealer sales booths.

"Yes, we have already had two deals come through today," a McLaren salesman told me. "Rain or shine, this is the place to be today for car lovers."







3

11

*The PaperCity contributor loved her time in the Silver Cloud.*

PHOTOGRAPH BY MARK ROSE PHOTOGRAPH BY



4

11

*This dapper father-and-son duo stood in front of the family's Ferrari.*





$\frac{9}{11}$ 
*The Haute fashion show infused some elegance into the car show.*



$\frac{10}{11}$ 
*The eager audience took in the fashion show.*



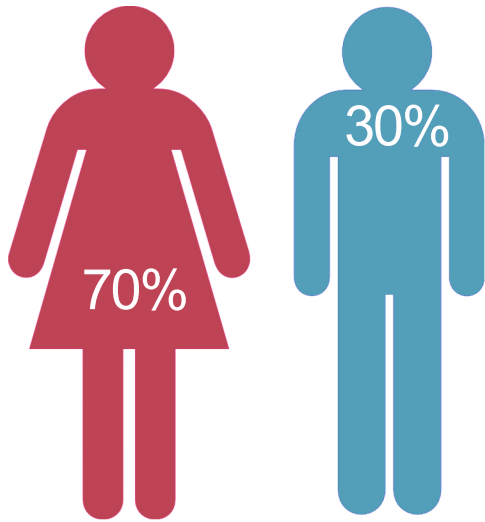
11

11

*Contestants were excited about the Haute Hat Contest.*

# IRVING TEXAS

Social Media Facts - 2017-2018



Geographical Breakdown

DALLAS  
IRVING  
FORT WORTH  
ARLINGTON  
HOUSTON  
GRAND PRAIRIE  
SAN ANTONIO  
PLANO  
GARLAND  
MESQUITE

## FOLLOWERS



53,653 ↑ 9,483



5,499 ↑ 185



5,354 ↑ 945



## FACEBOOK



2,095,939 IMPRESSIONS



1,509,502 USERS



## TWITTER



245,914 IMPRESSIONS



8,777 PROFILE



## INSTAGRAM



247,164 IMPRESSIONS



**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 any content associated with the page.



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



# WHERE LOCATION MEETS INNOVATION



## Social Media Insights – 2017- 2018



FACEBOOK >



**Followers 12,478**



**816**



**8,534,951**

IMPRESSIONS



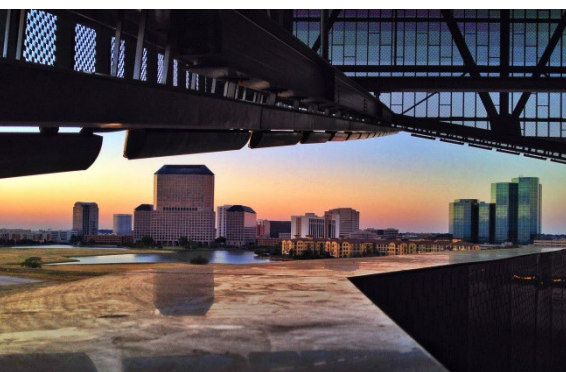
**3,925,337**

USERS



**182,007**

CHECK-INS



TWITTER >



**Followers 5,499**



**189**



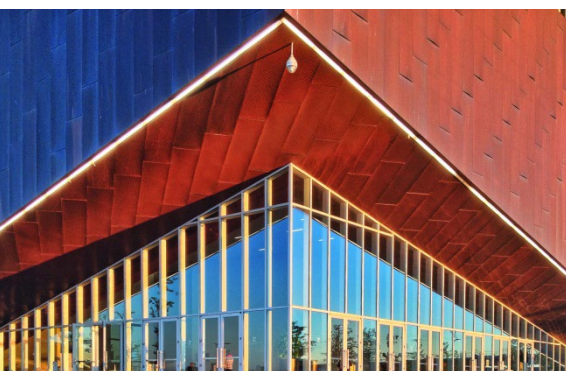
**245,914**

IMPRESSIONS



**8,777**

PROFILE VISITS



INSTAGRAM >



**Followers 5,354**



**945**



**247,164**

IMPRESSIONS

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ICVB MEMORANDUM

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DATE: 11/14/2018  
TO: Maura Gast  
FROM: Mike Zumbaugh  
RE: STR and AirBNB Data Reports

This summary refers to September hotel activity, as the October data has not yet been received.

**STR**

Irving's hotel occupancy rate for September remained higher than Texas & US figures at 74.4%, and the YTD figures remained higher than both as well at 74.2%. When comparing current month's occupancy numbers to last year, Irving's occupancy had a slight decline of -3.1%, while Texas figures were down -11.7% and the US was down -2.1% for the month. The large decline in Texas occupancy was due to the need for hotel rooms after Hurricane Harvey last year. Therefore, Texas slid to only 1.6% in YTD occupancy growth, and Irving attained a 0.3% YTD growth.

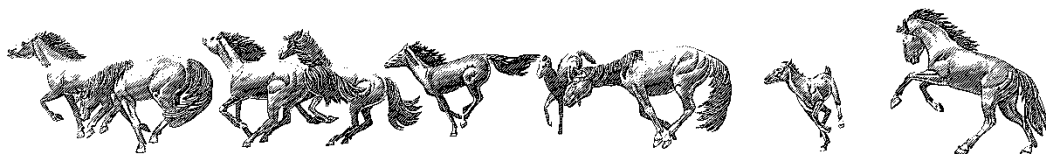
For average daily rate, Irving was \$109.03, up 2.3% in September compared to last year, leaving Irving's YTD average daily rate at \$108.53, up 1.8% over last year. Both current and YTD ADR figures were ahead of Texas' numbers.

**AirBNB**

There were 289 active listings in Irving which is a 49.7% increase in listings over last year's figure of 193. Irving currently has 161 active hosts, up from 152 last month.

The YTD average daily rate through September is \$143.76, which is up 3.7% over last year, with a YTD occupancy percentage of 63.5%, up 11.6% over last year. For the hotel comparable subset, the YTD average daily rate through September is \$88.17, up 8.0% over last year, with YTD occupancy at 64.0%, up 10.8% from last year.

All STR & AirBNB graphs are accessible via the board web portal and can be found at [www.irvingtexas.com/board](http://www.irvingtexas.com/board).



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

## **CONVENTION CENTER**



November 9, 2018

TO: Maura Gast, Executive Director ICVB  
FROM: Verenis Pedraza, SMG Director of Finance  
Matt Tungett, SMG Director of Sales  
SUBJECT: **Monthly Financial & Sales Report – September 2018**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>68,289</b>	<b>90,542</b>	<b>112,453</b>	<b>832,799</b>	<b>1,021,121</b>	<b>917,234</b>
Ancillary Income	<b>374,785</b>	<b>326,425</b>	<b>374,445</b>	<b>4,083,543</b>	<b>3,245,450</b>	<b>3,528,132</b>
Total Event Income	<b>443,074</b>	<b>416,967</b>	<b>486,898</b>	<b>4,916,342</b>	<b>4,266,571</b>	<b>4,445,366</b>
Other Income	<b>54,244</b>	<b>33,063</b>	<b>121,000</b>	<b>659,977</b>	<b>517,089</b>	<b>490,371</b>
Adjusted Gross Income	<b>497,318</b>	<b>450,030</b>	<b>607,898</b>	<b>5,576,319</b>	<b>4,783,660</b>	<b>4,935,737</b>
Indirect Expenses	<b>(587,597)</b>	<b>(538,603)</b>	<b>(514,215)</b>	<b>(6,666,038)</b>	<b>(6,178,660)</b>	<b>(6,015,488)</b>
Net Income (Loss)	<b>(90,279)</b>	<b>(88,573)</b>	<b>93,683</b>	<b>(1,089,719)</b>	<b>(1,395,000)</b>	<b>(1,079,751)</b>

- This month's direct event income fell short of budget by a little over \$21,000 largely due to high security costs for several events that included Ultimate Women's Expo, Interface MA, Dell Technology Forum, OP Live and SWSCC.
- Catering numbers were carried by Dell Technology Forum, QuikTrip, SWSCC, North TX Commission & The Great Harvest. Together, these events produced north of \$260,000.
- We finished the month ahead of budget by almost \$1,500; YTD we finished \$305,281 ahead of budget.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>495,031</b>	<b>469,725</b>	<b>471,587</b>	<b>5,563,041</b>	<b>4,433,095</b>	<b>4,910,728</b>
Net Income/(Loss)	<b>313,222</b>	<b>285,225</b>	<b>310,242</b>	<b>3,473,129</b>	<b>2,688,249</b>	<b>3,047,621</b>
Net Income/(Loss) %	<b>63.27%</b>	<b>60.72%</b>	<b>65.79%</b>	<b>62.43%</b>	<b>60.64%</b>	<b>62.06%</b>



## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
21	270	15,355	270,178
Current Year	Current Year	Current Year	Current Year
25	258	15,730	248,404
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
2,789	21,126	1	100%
Current Year	Current Year	This Month	Current Month
7,852	19,628	71	92.4%
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
27	267	1.25	3.14
Current Year	Current Year	Tons Composted	Tons Recycled
26	268	42%	496,842
Prior Year	Prior Year	Landfill Diversion Rate	Gallons of Reclaimed Water Used

## **Target Industry Bookings**

US Bank – October 2018

Medical City Health – March 2019

Pri-Med – June 2019

## **October and November at a Glance**

- |                           |  |
|---------------------------|--|
| • October 5-6             | Atul Purohit Live Garba                      |
| • October 10-13           | University of Dallas Ministries Conference   |
| • October 18-21           | Fan Days 2018                                |
| • October 24-27           | Worship Summit                               |
| • October 28-29           | Hi India Garba                               |
| • October 29              | Irving Firefighters Exam                     |
| • October 30 – November 3 | Renny McLean Ministries                      |
| • November 2-4            | Catholic Action for Faith and Family         |
| • November 5              | Dallas Business Journal NTX HQ               |
| • November 7-8            | IIAD Jim Millerman Insurance Convention      |
| • November 10-14          | Texas PRIMA Annual Convention                |
| • November 14             | City of Irving Annual Service Awards Banquet |
| • November 16-18          | USA Judo Dallas Invitational                 |
| • November 23-25          | Dallas Fantasy Fair                          |

cc: Tom Meehan, General Manager, SMG



November 9, 2018

TO: Maura Gast, Executive Director ICVB  
 FROM: Verenis Pedraza, SMG Director of Finance  
 Matt Tungett, SMG Director of Sales  
 SUBJECT: **Monthly Financial & Sales Report – October 2018**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>99,584</b>	<b>144,511</b>	<b>94,511</b>	<b>99,584</b>	<b>144,511</b>	<b>94,511</b>
Ancillary Income	<b>359,102</b>	<b>262,566</b>	<b>398,477</b>	<b>359,102</b>	<b>262,566</b>	<b>398,477</b>
Total Event Income	<b>458,686</b>	<b>407,077</b>	<b>492,988</b>	<b>458,686</b>	<b>407,077</b>	<b>492,988</b>
Other Income	<b>21,305</b>	<b>81,093</b>	<b>130,093</b>	<b>21,305</b>	<b>81,093</b>	<b>130,093</b>
Adjusted Gross Income	<b>479,991</b>	<b>488,170</b>	<b>623,081</b>	<b>479,991</b>	<b>488,170</b>	<b>623,081</b>
Indirect Expenses	<b>(560,373)</b>	<b>(573,396)</b>	<b>(646,493)</b>	<b>(560,373)</b>	<b>(573,396)</b>	<b>(646,493)</b>
Net Income (Loss)	<b>(80,382)</b>	<b>(85,226)</b>	<b>(23,412)</b>	<b>(80,382)</b>	<b>(85,226)</b>	<b>(23,412)</b>

- October's direct event income was short \$44,000 due to concessions made to programs contributing a large number of guest rooms to Irving.
- Fan Days, University of Dallas, GameStop and ServiceNow helped contribute to surpassing this month's event income budget by over \$50,000.
- Indirect expenses for the month were on target, coming in under budget by \$13,000.
- We finished our first month ahead of budget by about \$5,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>419,249</b>	<b>295,039</b>	<b>501,189</b>	<b>419,249</b>	<b>295,039</b>	<b>501,189</b>
Net Income/(Loss)	<b>259,698</b>	<b>190,764</b>	<b>326,765</b>	<b>259,698</b>	<b>190,764</b>	<b>326,765</b>
Net Income/(Loss) %	<b>61.94%</b>	<b>64.66%</b>	<b>65.20%</b>	<b>61.94%</b>	<b>64.66%</b>	<b>65.20%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
21	21	32,217	32,217
Current Year	Current Year	Current Year	Current Year
33	33	30,631	30,631
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,855	1,855	5	84%
Current Year	Current Year	This Month	Current Month
245	245	5	84%
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
19	19	2.90	3.97
Current Year	Current Year	Tons Composted	Tons Recycled
25	25	44%	2,000
Prior Year	Prior Year	Landfill Diversion Rate	Pounds of Repurposed Pallets



## **Target Industry Bookings**

Preston Hollow Capital Meeting – October 2018

Enterprise Financial Group – December 2018

Berkshire Hathaway – February 2019

Hilti – June 2019

## **November and December at a Glance**

- October 30 – November 3 Renny McLean Ministries
- November 2-4 Catholic Action for Faith and Family
- November 5 Dallas Business Journal NTX HQ
- November 7-8 IIAD Jim Millerman Insurance Convention
- November 10-14 Texas PRIMA Annual Convention
- November 14 City of Irving Annual Service Awards Banquet
- November 16-18 USA Judo Dallas Invitational
- November 23-25 Dallas Fantasy Fair
- November 30 – December 1 The Crown Cheer and Dance Championship
- December 3-5 TechMedia
- December 10-11 Salvation Army Super Lunch
- December 13 Irving Hispanic Chamber of Commerce



cc: Tom Meehan, General Manager, SMG

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 Dallas Fantasy Fair *	26 ICVB Board of Directors Meeting	27 DFW Business Group on Health 14th Annual Forum	28	29 HCA	30 Westin Job Fair Muscular Dystrophy Association Uncork a Cure The Crown Cheer & Dance Championship	1 Empower Texans Press Club of Dallas Hugh Aynesworth Awards
2 Destinations International Hope Filled Holiday	3 TechMedia	4	5 Employee Gathering	6	7 ICVB Board Development Meeting DFW HDI Analyst of the Year Banquet	8
9	10 American Lung Association Super Lunch 2018 *	11 Employbridge Holiday Party	12	13 MCR Holiday Party Irving Hispanic Chamber of Commerce	14 ICVB Executive * Committee Meeting Rushmore Loan Management Holiday Party EFG Holiday Party Forterra Holiday Party	15 Valley Ranch Islamic Center Fundraising Event
16 NRI JANASENA DFW Church Worship Service *	17 ICVB Board of Directors Meeting *	18	19	20	21	22
23	24	25	26	27	28	29

Green - Definite  
 Red - Prospect  
 Blue - Tentative  
 \* - Public Show

January 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>30</div>	<div>31</div>	<div>1</div>	<div>2</div>	<div>3</div>	<div>4</div>	<div>5</div>
				Hilti's Annual Manager's Meeting		
<div>6</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>	<div>11</div>	<div>12</div>
Hilti's Annual Manager's Meeting						Las Colinas Bridal Show *
<div>13</div>	<div>14</div>	<div>15</div>	<div>16</div>	<div>17</div>	<div>18</div>	<div>19</div>
Las Colinas Bridal Show *		DECA District 7	TD Industries Quarterly Meeting	Coldwell Banker		
DECA District 11				Texas Prime Meet *		
				Kimley Horn TX Kickoff		
<div>20</div>	<div>21</div>	<div>22</div>	<div>23</div>	<div>24</div>	<div>25</div>	<div>26</div>
Texas Prime Meet *	Child Care Associates			TXU Annual Kick Off		Educational First Steps
Zest Fest *						
<div>27</div>	<div>28</div>	<div>29</div>	<div>30</div>	<div>31</div>	<div>1</div>	<div>2</div>
Zest Fest *		IBAT 2019 Regional Meeting-Luncheon		North Texas Comic Book Show *		
		2019 State of the City Annual Banquet	2019 Management Kickoff (Mr. Cooper)			

February 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
Zest Fest *		IBAT 2019 Regional Meeting-Luncheon			North Texas Comic Book Show *	
		2019 State of the City Annual Banquet	2019 Management Kickoff (Mr. Cooper)			
3	4	5	6	7	8	9
North Texas Comic Book Show *				AATC - Maintenance Mania	Focus North Texas	Irving Fire Department Banquet
			Franklin Covey 2019 Dallas Leader in Me Symposium			Delta Sigma Theta Luncheon
						Victory Athletic Cheerleading Competition
10	11	12	13	14	15	16
	Vistage Executive Summit 2019		IAEE DFW Presidents Day Luncheon	IHIAM		
			Berkshire Hathaway		Gateway Church - Father/Daughter Dance	
17	18	19	20	21	22	23
	Grocer's Supply Food Show		Scrapbook Expo 2019 *			
TexSom International Wine Awards 2019						
24	25	26	27	28	1	2
Southern Baptists of Texas Evangelism Conference				Camden Awards Luncheon		Family Promise of Irving Gala *
				6th Annual IES Quality Summit		DFW Sport Clips Awards and Gala



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

## **INDUSTRY REPORTS / BOARD PARTNERS**



# Las Colinas' Four Seasons Hotel Bought by New York Developer

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Published: 05 November 2018

A Las Colinas property that is considered one of the country's top hotels and resorts has been purchased by a New York investor.

The Four Seasons Resort and Club Dallas at Las Colinas has been purchased by an affiliate of Manhattan-based Extell Development, deed records show. Since 2014, the 431-room luxury Irving golf course hotel, conference center and spa has been owned by a company set up by Blackstone Real Estate Advisors.

Terms of the sale were not disclosed but four years ago, Blackstone paid an estimated \$150 million for the property. Since then, the hotel has had more than \$4 million in upgrades.

Until this year, the Four Seasons was best known locally as the home of the annual Byron Nelson Championship golf tournament. The tournament moved to Dallas beginning this year.

The Four Seasons was built in 1984 and had major additions in the late 1990s and in 2000. It's won national awards for the accommodations and spa facilities.

Extell officials did not return phone calls asking for details on their plans for the property.

New owner Extell Development is a major New York property owner and developer that has hotels including the Four Seasons in Vail, the Intercontinental in Boston and the Park Hyatt New York and W Hotel Times Square.

Extell Development has been in business since 1989 and has a large New York portfolio of residential, office and mixed-use properties.

Presented by [Dallas Morning News](#), November 2, 2018



## Irving Museum and Heritage Center Building Remodeling Project

Transportation and Natural Resources Committee  
November 14, 2018



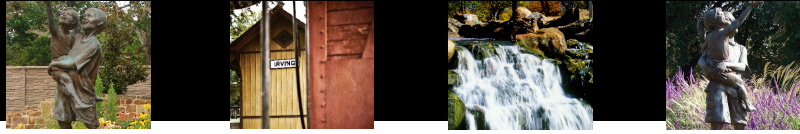

### Background

- Built in 1977, the building served as home for the city's Central Library Facility
- The Library operations move to the South Library Building in 2015
- In 2017, the second floor was renovated for the innovation center and the first floor restrooms and foyer were renovated
- The Irving Archives and Museum (IAM) will be the central hub of the City of Irving's museum system
  - Irving Archives, Ruth Paine House, Jackie Townsell Bear Creek Heritage Center and the Mustangs of Las Colinas and Museum

### Funding

- Heritage and Museum Fund
  - Budgeted \$1,500,000 FY 2018-19 for construction and renovation work.

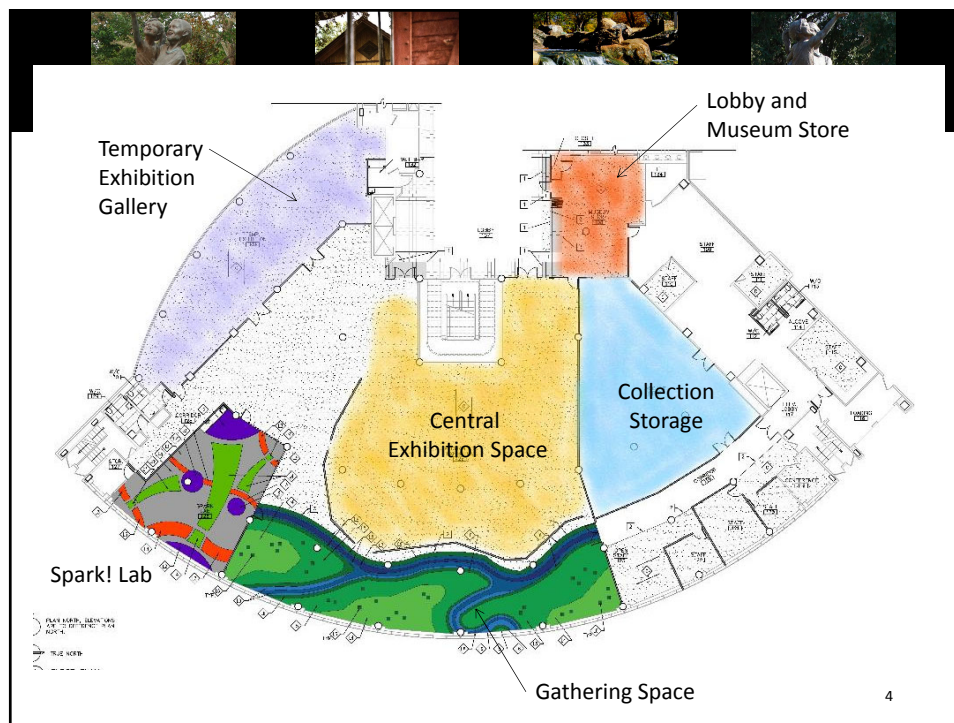
2



## Project Information

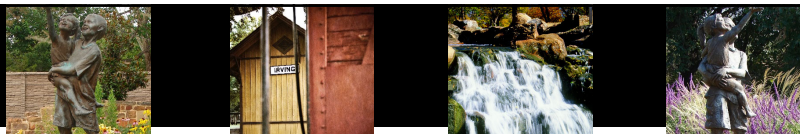
- The work to be performed under this contract consists of selective demolition and new construction and will encompass 22,000 square feet on the first floor and will feature the following elements:
  - Lobby and Museum Store
  - Temporary Exhibition Gallery
  - Spark! Lab,
  - Central Exhibition Space
  - Collection Storage
  - Office Space and renovation of restrooms

3



4





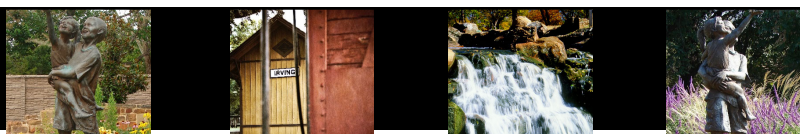
### Bid Results:

- Bids were received from 8 bidders
- Schmoldt Construction, submitted the lowest responsive responsible bid of \$1,378,223.00, which is \$121,777.00 (8.8%) below the project estimate
- Staff recommends the following alternates be awarded which will bring the recommended award total to \$1,474,333.00 which is \$25,667.00 (1.7%) below the project estimate.

#### ADD ALTERNATES

Alternate #1	Roller Window Shades at Exterior Walls	\$20,000.00
Alternate #2	LED Light Fixtures	\$9,700.00
Alternate #3	LED Light Diffusers	\$3,000.00
Alternate #4	Perimeter Museum Exhibit Walls	\$13,410.00
Project Contingency		\$50,000.00
Total Award		\$1,474,333.00

5



### Recommended Bid Award

- Schmoldt Construction is a 16 year old company doing extensive remodels/renovations, parks, sports facilities and new construction builds.
- Awarding a Contract to Schmoldt Construction, in the Amount of \$1,474,333.00 for the Irving Museum and Heritage Center Building Remodeling Project is on the November 15<sup>th</sup> City Council Agenda

6



## Timeline

- October 23, 2018 – Bid closes for construction and remodeling
- November 15, 2018 – Bid award
- January 2019 – Construction begins on IAM
- February 2019 – Training for staff and volunteers by the Smithsonian for the Spark!Lab begins
- Summer 2019 – Opening of temporary exhibit space and Spark!Lab
- October 5, 2019 – Targeted Grand Opening of IAM

7

## Questions



8





# SPIRIT OF LASCOLINAS

INSIDE: We Yogis at Gables Water Street teaches "yoga for all"

Bi-Monthly Newsletter of LAS COLINAS ASSOCIATION



OCTOBER 2018



## WRIGHT INSPIRED HOMES EMBODY UNIQUE BEAUTY

By Amanda Star Cline

Las Colinas has many neighborhoods, and the wonderful thing about them is that they are all different. One neighborhood might have Mediterranean style homes, while another one might have Dutch Colonial homes or a mix of several styles. No two neighborhoods look entirely the same.

Over our 45+ year history, many beautiful homes have been built. However, Las Colinas has a few interesting homes that have elements influenced by the style of architect Frank Lloyd Wright. These homes were built before 1975. Wright designed offices, churches, homes, hotels, New York's famous Guggenheim Museum, and many other structures. Wright also trained many students at his studio, Taliesin – West in Scottsdale, Arizona, which would later become the Frank Lloyd Wright School of Architecture. But what does this have to do with Las Colinas?

There are several styles of homes in University Hills. One particular home was showcased in Southern Living Magazine in March of 1971. The home on Northgate was designed in 1965 by award-winning architect David Webster George, who studied with Wright at Taliesin West. George was inspired by numerous architects and movements, but he preferred Craftsman-style architecture. This is revealed with low-pitched roof lines, exposed rafters and vaulted ceilings in the Northgate home. Other elements of Craftsman-style architecture include shingles, hand-crafted stone and/or woodwork, and mixed materials throughout the structure. Modular grids, which are common in George's work, direct terra cotta colored floor tiles and it is important to note that there is not a half tile in the house. Symmetry was very important to George and each tile was laid in its entirety.

CONTINUED ON PAGE 4





## Property of the Month

4215 St. Andrews



## LCA NEWS

**SAFETY:** October 7th-13th is **National Fire Prevention Week** which means it's time to check your smoke detector. Push the test button on the detector, on most detectors, it's the only button. Do you hear a loud noise? If so, your smoke detector works! But if you don't hear anything, change the battery or get a new smoke detector. If your smoke detector is connected to your monitored alarm system, place it on test first with your monitoring company. You can call LCA Dispatch any time (972) 541-1312.

**ARCHITECTURAL CONTROL:** Thinking about adding an outdoor firepit or hot tub? Make sure you submit your ACC application first! The ACC submission form can be found at our website at [https://lascolinas.org/architectural-](https://lascolinas.org/architectural-control/)

[control/](mailto:plans@lascolinas.org). For questions, email [plans@lascolinas.org](mailto:plans@lascolinas.org).  
**HOURS:** LCA offices will close at noon on Wednesday, November 21st and reopen on Monday, November 26th in observance of Thanksgiving.

**PROPERTY COMPLIANCE:** Las Colinas has lots of dog lovers! Please remember to always pick up after your pet.

**COMMON PROPERTY:** Younger trees need tree stakes for stability, but when the trees are over 2 years old, the stakes are no longer needed. As we prepare for winter, please remove tree stakes for older trees to ensure optimum conditions for growth. When it comes to plants, October is a great time to winterize yards and replace declining plants and trees.

## OCTOBER AND NOVEMBER COMMUNITY EVENTS

The **Park Place Luxury & Supercar Showcase** will be at the Four Seasons Resort and Club Dallas at Las Colinas on October 13, 2018. View luxury cars from brands Rolls-Royce, Bentley, Mercedes-Benz, Jaguar, McLaren, Bugatti, Maserati, Porsche, Land Rover, Volvo, and more! Get your tickets at <https://www.parkplace.com/Supercar-Purchase-Tickets>.

Pavilion at Toyota Music Factory will host A **Paranormal Evening with Alice Cooper** on Tuesday, October 16th at 8:00

pm. Through October and November, you can anticipate **4U: A Symphonic Celebration of Prince, Blue October, Nine Inch Nails, and many more!** Check out the Pavilion at Toyota Music Factory schedule at [www.livenation.com](http://www.livenation.com).

The **Pet Paradise Las Colinas Puppy Social** will be held at 6150 Riverside Drive on October 27th from 2 pm to 4 pm. For details, call (972) 401-3647. Vaccines and RSVP required.



## FEATURED BUSINESS **We Yogis**



**We Yogis** opened July 14th to add to the eclectic group of shops and restaurants in the Water Street development across from Williams Square. They already have three locations in Dallas but now are catering to Las Colinas residents with their new studio on O'Connor Blvd. They offer classes ranging from beginner level to advanced level and seek to fit all types of schedules with classes offered seven days a week at a variety of times. The founders of **We Yogis** wanted to create a yoga studio that could accommodate everyone and provide "yoga for all" in a non-judgmental and non-intimidating environment.

**We Yogis** instructors have years of experience in instructing yoga and other types of fitness. Some have 16+ years of experience. They have sculpting classes along with their many different types of yoga classes. They have deep relaxation classes, beginner's yoga, and fast-paced yoga classes.

The atmosphere of **We Yogi's** lives up to its founders' principles; upon walking in you are greeted

warmly and checked in for your class. The interior is comfortable and calming. They have a changing room and two restrooms; perfect if you want to come straight from work and change into your yoga clothes there. You can rent a mat if you don't have your own and they have bottled water and a water fountain. They also have yoga apparel, mats, water bottles, and other yoga goodies for sale. The studio makes you feel at home and tries to assist you in any need you may have.

**We Yogis** is located at 5240 O'Connor Blvd. Suite 166. They teach classes seven days a week. You can access their class schedule at <http://weyogis.com/pages/we-yogis-las-colinas-schedule>. Their schedule will be changing soon to help accommodate professionals trying to make it to a class after work. They offer memberships and per class pricing. Child care is available as well! They also have pricing for couples or friends who want to get monthly memberships together.





*Inside the Wingren home that was designed by Gary Shaffer. Notice the natural lighting and unique angles.*

*Photography by Jessica Hubble*





#### CONTINUED FROM FRONT PAGE

Another notable feature is the foldable wooden shutters affixed to the larger windows. They can be folded to the sides, revealing the entire window or brought in towards the center to block out the light. There is a second house in Las Colinas, not too far away, with several of these distinct details, but this house wasn't built by George. It was built by George's protégé, architect Gary Shaffer.

Gary Shaffer studied with David Webster George and in 1971, a young couple commissioned him to build their special house on Wingren. From the outside, passersby would never know there was a second story to the home. Inside, it's a large spacious loft with floor to ceiling windows and exposed rafters. The first floor has glazed concrete squares throughout the home, signature exposed rafters and vaulted ceilings. The architect didn't venture far from Las Colinas to find light fixtures, the custom decorative sconces were created at the University of Dallas Art Department. During daylight hours the home fills with natural light, picturesque views that pour in from skylights, and floor to ceiling windows from just about every room.

Each home has its own story. From Ranch style houses to luxury townhouses, Las Colinas has many kinds of neighborhoods and the wonderful thing about them is that they are unique. Our architectural masterpieces extend behind our Urban Center cityscape into our neighborhoods.

*Does your home have a unique story? Share it with us! Contact Amanda Cline at [acline@lascolinas.org](mailto:acline@lascolinas.org).*







## AFTER 5 IN LC

**El Famoso**, located at Gables Water Street at 5228 N O'Connor Blvd is your tequila destination in the Las Colinas Urban Center, boasting over 22 different types! Their signature tequila, Avion Reposado, was hand selected by the owner from 12 select barrel tequilas at Avion's distillery in Jesús María, Jalisco, Mexico.

This Southern California-Mex inspired restaurant/bar has the sublime feeling of being on a resort in Cancun. The roomy patio has bright teal and lime green chairs, tables and even palm trees! The patio can hold up to 45 patrons. Inside, tropical leaf patterned bar seats, a blue and white tiled bar, with a glossy wooden bar top line the wall to the right. Three window garage doors can retract up or down, create the inside/outside vibe.

As far as bites are concerned, El Famoso has Tex-Mexicali food made from scratch. You can order street tacos, nachos, quesadillas, enchiladas, burritos, or Chili Rellenos. They also have offerings like Lupita's Mac and Cheese and a few different types of queso, some with chorizo or ground beef.

### What you should order:

When it comes to Happy Hour offerings, you will find a grand selection of Mexican beers, a few wines, and several signature mixed drinks. Their most popular mixed drink is their Barrell Select Margarita which is a heavenly concoction of their own signature Avion Tequila, Gran Marnier, and fresh citrus! For those who like to strike out on their own, try the Jalapeno Cucumber Margarita. But if you're not feeling like a 'rita, definitely try the Orange Crush Dreamsicle made with Absolut Vodka, Orange Crush, and Cruzan Velvet Cinn.

Here's a tip! You will want to get to Happy Hour early because all the tables may be occupied by 5:15 pm. Happy hour starts at 2 pm and ends at 6 pm, Monday thru Friday. Their reverse Happy Hour starts at 8:30 pm and ends at 9:30 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@lascalinas.org](mailto:acline@lascalinas.org).



*Photography by Jessica Hubble*



## THE TASTE: Desi District

Desi District at 6451 Riverside Dr #100, Irving, TX 75039 is both a neighborhood market and an eatery serving up made-from-scratch, modern, urban, Indian street food.

Black, white, and yellow metal industrial chairs dot the eating area alongside light wood tables with benches. Mason jar lighting fixtures containing Edison bulbs make the space feel very upscale. When it comes to culinary offerings, you can find pastries, juices, popsicles, indo chinese, Curry Platters, kebabs, wraps, and even burgers!



### What you should order:

The Chicken Tosa is a pancake type wrap layered with cabbage, special sauce, bell peppers, and tender chicken. The special sauce really elevates this! It's creamy with a buffalo-type kick. The Lamb Kathi Roll is Desi District's take on a dish from Kolkata, India. Caramelized onions, peppers, carrots, cabbage, lamb, and special homemade sauce are all rolled into a rich, hearty flatbread. Delish!

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



## 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](mailto: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.

## OUR COMMUNITY

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Download at [www.lascolinas.org](http://www.lascolinas.org) or call us at 972-541-2345 to request a hard copy.



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## LAS COLINAS ARTIST



**Brenda Hatter**



**"Dragon 15"**

Brenda Hatter is a muralist and art educator residing in Las Colinas. She enjoys painting murals for children. Her murals reflect what children love most about the world-real and imagined. Brenda and her husband foster dogs for the humane society. Recognizing a need to help area animals she paints pet portraits to benefit area rescue groups. Brenda is currently pursuing her Master's of Fine Arts degree. Brenda and her husband moved to University Hills 12 years ago enchanted by the walking trails, ponds, and ducks. To view Brenda's work, go to: [www.madhatterart.org](http://www.madhatterart.org).

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MISCELLANEOUS ARTICLES**



# Hotel room growth outpaces most of U.S.

Dallas areas 6,223 under construction boost supply by 7%



Tom Fox/Staff Photographer The Lowe's hotel (left) is going up near Globe Life Field in Arlington. Dallas Fort Worth had 6,223 hotel rooms under construction as of last month.

BY KAREN ROBIN SON-JACOBS STAFF WRITER [KROBINSON@DALLASNEWS.COM](mailto:krobinson@dallasnews.com)

## TOURISM

North Texas hotel developers are adding to the local supply at a pace faster than nearly every other major metro area in the nation, according to a new report.

Figures from hotel research firm STR show that as of last month, the Dallas area had the third-largest number of hotel rooms under construction in the nation — 6,223.

If those rooms are completed, that would boost the hotel room supply locally by 7 percent year over year, the second highest growth rate among the metro areas tracked by STR. North Texas trailed only New York's nearly 12 percent growth pace.

In absolute numbers, Dallas trails the 14,295 rooms coming to New York and the 7,902 rooms heading to Las Vegas.

Perennial vacation spot Orlando ranked fourth, adding 5,714 rooms for a boost of 4.5 percent.

Houston, which is still rebounding from last year's hurricane and flooding, had the fifth-largest growth spurt — adding 5,176 rooms for an increase of 5.7 percent.

Much of the growth in North Texas is concentrated in central Dallas. A new 150 room Canopy by Hilton Dallas Uptown opened in July. And Richard Branson's new Virgin Hotel is rising a few miles away in the Design District. It's set to open in September.

Bill Hutchinson, developer of the Virgin Hotel, sees the growth as a response to need.

"Development is merely a product of supply and demand, and the beauty of a free market and capitalism is that when there is more demand than supply, the market corrects itself," he said. "In my case, there are no hotels in the Dallas Design District yet, so we saw the need for building a very cool boutique hotel to satisfy the demand from the design community.

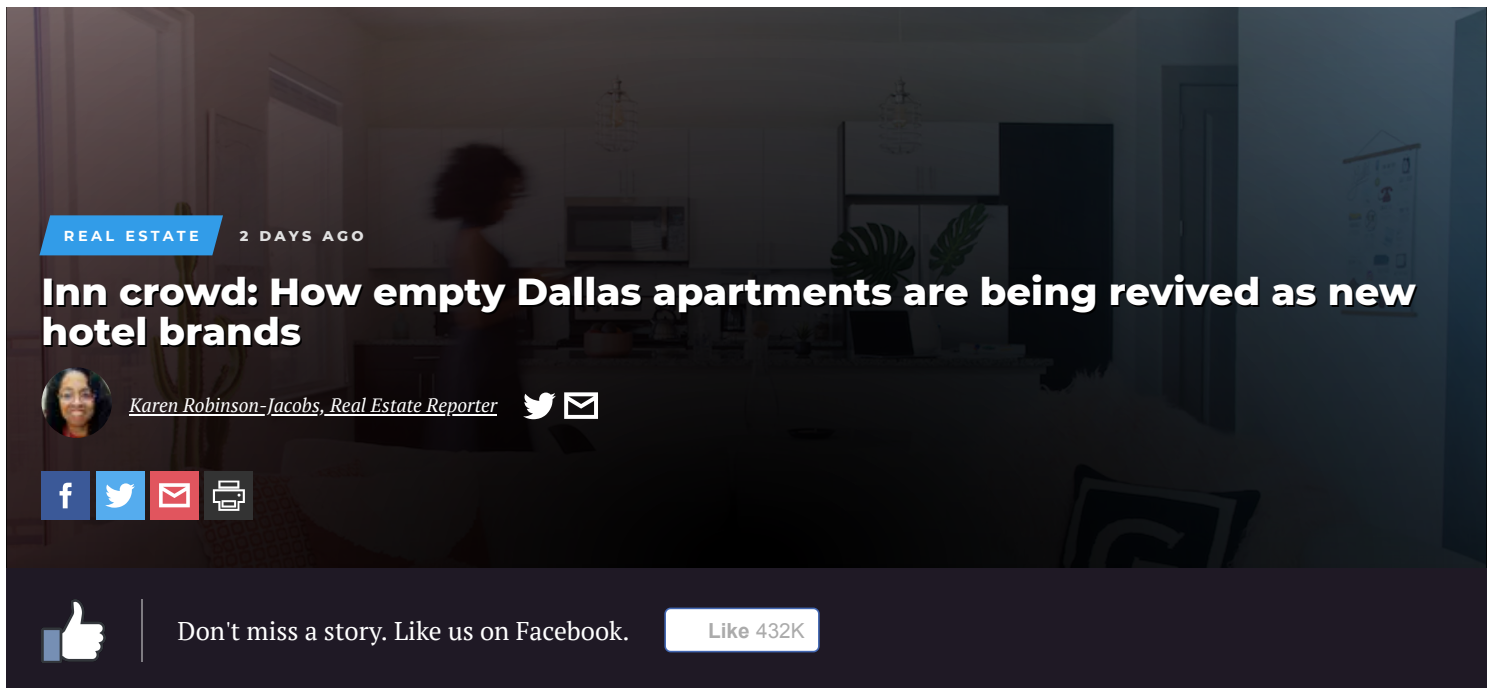
Hutchinson said he thinks hotel construction will begin to taper off "now that supply in the development pipeline has more



than matched demand."




Several speakers at the 2018 Dallas Hotel Conference Wednesday noted that demand for hotel rooms is increasing along with supply. But they said increasing labor and construction costs, spurred in part by federal trade policies, are adding to the cost of new hotel rooms.





Twitter: @krobijake




REAL ESTATE 2 DAYS AGO

## Inn crowd: How empty Dallas apartments are being revived as new hotel brands

 [Karen Robinson-Jacobs](#), Real Estate Reporter  

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That handsome stranger toting his suitcase into the elevator at your Uptown apartment building may not be your new neighbor. He might just be a tourist.

Dallas is becoming a proving ground for a new hospitality business model that seeks to build new hotel brands within existing apartment and condo buildings.

These new hoteliers sign leases, some long-term, for blocks of rooms within apartment buildings. They put in upscale, boutique-style furniture, stock the fridge and rent the spaces out by the night, the same as a traditional hotel, including paying the hotel occupancy tax.

The model varies somewhat by company, but one Austin-based startup that's expanding in Dallas said it hopes to one day stand "shoulder to shoulder" with the [Marriotts](#) and [Hiltons](#) of the world.

The big question for Dallas, which already has a bumper crop of new traditional hotels and apartment buildings, is whether there are enough heads for all those beds.

Today, "all is well in the hotel industry and with these new competitors we haven't seen their impact yet," said Jan Freitag, senior vice president with travel research firm [STR](#). "If you're in a high new-supply market, you've already got a lot of competition. This just adds fuel to the fire."

Photo Gallery

1/2



(The Guild Hotel/The Guild Hotel)



Austin's The Guild is run by co-founders and co-CEOs Chris Herndon, founder of the online rental app Apartment List, and Brian Carrico, an operator and developer of independent hotels and resorts.

Since December, [The Guild](#) has been quietly converting and renting out rooms in two Uptown apartment buildings -- the 1909-era [Magnolia Station](#) near the American Airlines Center and [Amli Quadrangle](#) on Howell Street.

The company has 56 Dallas rooms so far. Most are in Amli, which has a multi-city deal with The Guild. Amli's portfolio includes 20,000 apartments in Dallas and eight other U.S. markets, including Austin, Chicago, Houston, Southern California and southeast Florida.

Officials with Amli and Magnolia Station could not be reached for comment.

The Guild plans to increase the number of Dallas hotel rooms to 200 by the end of next year. That's thanks in part to a \$9 million funding infusion announced last week and led by [Maveron](#), a Seattle based, tech-focused venture capital firm co-founded by ex-Starbucks CEO Howard Schultz.

"Our business model is to work with developers and find locations where they see a need or desire to integrate hospitality as a use into the building," Carrico said.

In Dallas, "there are multiple new locations that we're in advanced discussions on. [Some] buildings are under construction.

"We go places where we know that we can operate our hotel-use responsibly and do it within the rules of the law and the municipality in that location. That's why we focus on areas like Uptown that are commercially zoned [and] that have ground-floor retail."

The Guild's vision, according to its website, is to bring the 200-year-old hotel industry "into the new age. It's that simple."

The company also assumes it can accomplish with technology and planning what it lacks in brick and mortar ownership.

On the front-end, would-be hotel guests are vetted to the same degree as full-time tenants, Carrico said, minus the check on your FICO score.

"We've built [our] own proprietary system that connects to [an] industry standard background check system," Carrico said.

The booking is not confirmed until The Guild receives a real-time photo of the guest and images from the front and back of a state-issued ID, such as a driver's license. The Guild uses facial recognition technology and checks the ID against a database to make sure it's valid.

It also does criminal background checks.

"We're upfront about it," Carrico said. "They can cancel at no charge if they're not comfortable doing it."

Technology is used for check-in (you're sent a code) and for "room service" via third-party vendors [Instacart](#) and [Favor](#).

A Guild staffer -- there are a half dozen in Dallas with up to 20 expected by the end of 2019 -- is on site for part of the day and is available 24/7 via text.

All 56 Dallas units have full kitchens, as will most of the additional 150, Carrico said. Guests can submit a grocery list in advance, pay upfront, and have the kitchen stocked with specifics upon arrival. Guests also have access to the same building amenities as full-time tenants, including pool and fitness center.

Another big plus, Carrico said, is the price.



On an upcoming Friday, The Guild hotel on Howell Street was listed at \$134 a night, compared with more than \$300 a night at the nearby Hotel Crescent Court and the Hotel ZaZa.

Spokane-based [Stay Alfred](#), a Guild competitor, has hotel rooms in the Mayflower apartment building on Akard Street in downtown Dallas, in the LTV Tower on Elm Street and in the Statler Residences on Jackson Street.

For the same Friday visit, most Stay Alfred prices were listed on the website as about \$100 a night, but additional fees, including a cleaning fee, boosted that total by more than 40 percent.

The company has not announced any plans to boost the North Texas tally, but it said the units here are among its most popular.

"While we're in 28 cities nationwide, Dallas-Fort Worth is consistently a top market for Stay Alfred," Jordan Allan, chief executive, said in an emailed response. "Our guests love staying right in the downtown to tap into ... entertainment and restaurants which is exactly what our brand is about.

"Although we don't have any upcoming expansions in the D-FW area on the immediate horizon, we are always looking for the right Class-A developer, REIT or property management partners and are committed to growing in the Dallas-Fort Worth communities."

Beyond hotel guests, Carrico said The Guild offers benefits to apartment building residents, including an extra set of eyes.

"Because we're in buildings ... that have full-time residents, we really add to the building because most of the time the leasing office will close. The Guild has staff onsite until 4 a.m. Thursday through Sunday, monitoring the environment not just on behalf of our guests but on behalf of the entire community," he said.

"If they see a piece of trash, they'll pick it up and throw it away. If they see glass by the pool, they can hand [the guest] a plastic cup. There's a lot of things we can do as a hospitality mixed use to actually improve the building for everyone. That's part of our service."

The Guild was drawn to central Dallas by the steady supply of business and leisure travelers. Similar lures have motivated traditional hoteliers and apartment developers.

Less than a mile from The Guild Uptown is a new 150-room [Canopy by Hilton Dallas Uptown](#) hotel, which opened in July. And Richard Branson's new Virgin Hotel is rising a few miles away in the Design District. It's set to open next fall.

The Guild is looking to expand in four markets beyond Dallas -- Austin, Denver, Miami and Cincinnati. Of the five, Dallas had the highest growth rate for new hotel rooms from January through August -- 5.3 percent -- according to STR.

By comparison, Miami was virtually flat at positive 0.1 percent, and the others were 5 percent or less. STR did not have figures for Cincinnati.

And since October 2016, the area that includes the two Guild buildings has added nearly 5,000 apartment units, for a growth rate of 16 percent, according to Houston-based [ApartmentData.com](#).

Companies like The Guild can reduce the task of filling all of those new apartment units.

Carrico doesn't seem worried by the nearby growth of competitors or his lack of name recognition. He said he's busy building a new paradigm.

"Our vision is this is the new model of hotels and much less like a sharing economy business, because we're not a sharing economy business," he said. "We take that really seriously that we're integrating into communities in a positive way."

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