



MONDAY, NOVEMBER 17, 2025 - 11:45 a.m.

IRVING CONVENTION CENTER
JUNIOR BALLROOM: C-D
500 W. LAS COLINAS BLVD. IRVING, TEXAS 75039

IRVING CONVENTION AND VISITORS BUREAU
 BOARD OF DIRECTORS
 MEETINGS/SPECIAL MEETINGS
 OCTOBER 2025-SEPTEMBER 2026 (tentative meeting dates)

Place	Last	First	10/24/2025	11/27/2025	12/15/2025	1/26/2026	2/23/2026	3/23/2026	4/27/2026	5/18/2026	6/29/2026	7/27/2026	8/24/2026	9/28/2026
1	Jones	Cambria	P											
2	Basoco	Michael	P											
3	Gibson	Colvin	A											
4	Stewart, Jr	Richard	A											
5	Cooperstein	Karen	P											
6	Arafat	Yasir	A											
7	Reed	Sam	P											
8	Tancabel	John	P											
9	Taylor	Kyle	N/A											
10	Buttafuoco	Anthony	P											
11	Kang	Julia	A											
12	Malcolm	Greg	N/A											
13	Cole	David	P											
	Bob	Bourgeois	A											
	Bowman	Beth	P											
	Burke	Dallas	A											
	DeBeaudry	Tommy	A											
	Fenley-Garcia	Stephanie	A											
	Hawkins	Todd	A											
	Hillman	Chris	A											
	Lake	Harry	P											
	Limon	Kim	A											
	Wallace	Chris	A											
	Perot	Hammond	A											
	Rogers	Dick	A											
	Whittington	J. Lee	A											
	Zapanta	Councilman Al	A											

P = Present
*** = Business**
= Other
β = Represented
N/A = Not a member at this time
C = Cancelled

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, November 17, 2025 at 11:45 AM
Irving Convention Center – Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda
2. Election of Officers:
 - a. Nominating Task Force Recommendations:
 - i. Nomination for Chair – Sam Reed
 - ii. Nomination for Vice Chair – Michael Basoco
 - b. Call for Nominations from the Floor
 - c. Vote

Consent Agenda

3. Approving ICVB Board Meeting Minutes for September 29 and October 24, 2025
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for September 2025

Individual Consideration

6. Accepting the Irving Convention Center Audit Report for FY2024-25 – BVWD, LLP
7. Approving the Budget Adjustment Transfer Achieved from the Irving Convention Center FY2024-25 Operational Savings to the Convention Center Reserve/Capital Projects Fund
8. Approving the Transfer of Funds from the General Fund to the Irving Convention Center Reserve/CIP Fund for FY2024-25 Payments Made from the General Fund in the Amount of \$289,886.00 for Westin Irving Convention Center Hotel Parking Garage Payments
9. Approving to Increase the Expenditure Budget of the Irving Convention Center Reserve/CIP Fund for FY2025-26 Payments in the Amount of \$324,000.00 for Westin Irving Convention Center Hotel Parking Garage Payments
10. Approving to Increase the Irving CVB Contribution to the City Risk Insurance Fund for FY2025-26 in the amount of \$15,185.00

AGENDA - Continued

Board Reports

11. Board Chair Report

- a. Recognition of Outgoing Board Member
- b. Introduction of New Board Members
- c. Staff Service Awards:
 - i. ICVB Technology Manager Brice Petty – 5 years
 - ii. ICVB Senior Accounting and Purchasing Assistant Monica Soto – 10 years
- d. Next Board Meeting – December 15, 2025

12. Board Committee Reports

- a. Board and Business Development – Michael Basoco
 - Next Meeting - TBD
- b. Community Engagement – David Cole
 - Recap High Spirited Citizen Luncheon – November 14
 - Next Meeting – TBD
- c. Destination Development – Colvin Gibson
 - Next Meeting – TBD

13. City Reports

- a. Council Liaison – Councilman Al Zapanta
- b. Mayor & Other Council Members
 - DART/Transportation and Infrastructure – Mayor Rick Stopfer
- c. City Manager – Chris Hillman
 - Delinquent Hotel Occupancy Tax Collection Updates
 - Hotel Audit Report
 - Visitor Development Updates
 - Other City Updates

14. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Monty White
- d. Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports

15. Convention Center Management Report – Tom Meehan, Jeremy Pierce, Casey Villasenör

16. Industry Partner Reports

- a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
- b. Hotel Industry Updates – Anthony Buttafuoco, Kim Limon
- c. Industry-At-Large Report – Stephanie Fenley-Garcia
- d. Restaurant Industry Update – David Cole

AGENDA - Continued

17. Partner Organization & Stakeholder Reports
 - a. DCURD and Irving Flood Control Districts – Dallas Burke
 - b. Chamber of Commerce –Harry Lake/Beth Bowman
 - c. Irving Arts and Culture – Chris Wallace/Todd Hawkins
 - d. The Las Colinas Association – Hammond Perot
 - e. TIF – Dick Rogers
 - f. University of Dallas – J. Lee Whittington

CERTIFICATION

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

_____ at _____ and remained so posted at least 3 business days before said meeting convened.

Deputy Clerk, City Secretary's Office

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

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

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

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

A bronze sculpture of several horses running through water in front of a modern skyscraper. The horses are depicted in a dynamic, galloping pose, splashing water. The background is a tall, multi-story building with a grid of windows. The sky is blue with some clouds. The entire image has a green tint.

AGENDA ITEMS

IRVING
CONVENTION &
VISITORS BUREAU

MINUTES

**Irving Convention & Visitors Bureau Board of Directors
Monday, September 29, 2025, at 11:45 AM
Irving Convention Center – Junior Ballroom C-D
Irving, Texas 75039**

Attendance: Richard Stewart, Jr. – Chair, Yasir Arafat, Michael Basoco, Beth Bowman, Anthony Buttafuoco, Dallas Burke, David Cole, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, Julia Kang, Kim Limon, Hammond Perot, John Tancabel, and Chris Wallace – Board Members; Councilman Mark Cronenwett, City Attorney Kuruvilla Oommen, Financial Services Controller Chenese Strange, Councilman David Pfaff, Assistant City Manager Philip Sanders, and Council Liaison Al Zapanta – City of Irving; Regional General Manager Tom Meehan and Director of Sales Casey Villasenör – ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, Marianne Lauda, Brice Petty, Susan Rose, Matt Tungett, and Monty White – ICVB.

Board Chair Richard Stewart, Jr. called the meeting to order at 11:45 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for August 25, 2025
- Accepting the ICVB Financial Reports for August 2025
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the ICC Financial Reports for August 2025

Stewart asked for a motion to approve the Consent Agenda as presented. On a motion from Board member Karen Cooperstein and a second from Board member Colvin Gibson, the motion passed unanimously.

INDIVIDUAL CONSIDERATION

- Approving High Spirited Citizen Recommendations from Community Engagement Committee

Board member David Cole presented the five recommendations from the Community Engagement Committee for High Spirited Citizen awards. All nomination forms were included in the meeting packet. Stewart added he attended the Committee meeting and noted that valuable information was provided in support of the nominees.

- Donna Arellano
- Sally Grantvedt
- Dora Joyner
- Rosario Solis
- Priscilla Vigliante

Cole made a motion to approve and with a second from Board member Michael Basoco, the motion was unanimously approved. It is noted that Board member Colvin Gibson abstained from voting. Cole noted the High Spirited Luncheon will be held on Friday, November 14 and all Board and City Council members are invited to attend. It is a memorable event for the awardees, their family, and guests, and all who attend.

BOARD CHAIR REPORT

- Resident Sentiment Survey regarding the future of Irving as a destination - A flyer was distributed for the survey with a QR code to participate. All Board members were encouraged to share the information and get the word out.
- Board Leadership Form - A handout of the Board Leadership form was distributed once again to Board members. Stewart encouraged everyone to complete the form and return to Executive Director Maura Gast or Office Manager Carol Boyer.
- The Nominating Task Force will present their recommendations to the Board at the November 17 Board meeting for voting.
- The next meeting is a Special Board meeting scheduled on Friday, October 24 at 9:00 a.m. for the Executive Director's annual performance review.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Michael Basoco reported:

- The Committee met on September 12 and topics of discussion were:
 - Board Portal Reading Room - The tab on the portal has good articles and essential information. Basoco encouraged everyone to review on a regular basis.
 - Resident Survey – the survey is going well, and there is a statistically good sample size of responses. The survey results will start the Board's Strategic Planning process.
 - Organizational and financial sustainability and growth.
 - Hotel Occupancy Tax funds and diversification of revenue streams.
 - Possible interim opportunities for the former Texas Stadium site.

Community Engagement Committee

Committee Chair David Cole reported:

- The Committee's report was given during the Individual Consideration item on the agenda.

Destination Development Committee

Committee Chair Colvin Gibson reported:

- The Committee has not met since the last Board meeting.
- New Board Committee appointments will be made soon. He encouraged completing the Board Leadership form.
- The November 12 Committee meeting has been canceled pending those Committee appointments.

CITY REPORTS

Councilman Mark Cronenwett reported:

- City Council voted to maintain the same tax rate for the third consecutive year. Inflation and budget pressures continue to impact financial planning.
- Homestead exemptions were increased for seniors and disabled veterans.
- Collective bargaining negotiations with the Firefighters Association resulted in a tentative agreement; discussion continues regarding four-man crews and future scheduling plans.
- Applications for Board positions (ICVB, Arts and Culture, Planning and Zoning, and Library) have been received with strong candidates.

- Unused ARPA funds are under consideration for domestic violence programs or potentially homelessness initiatives to avoid forfeiting those funds.
- The upcoming Council Planning and Development Committee will discuss public parking solutions.

Gibson expressed his appreciation for consideration of ARPA funds toward domestic violence or homeless shelter programs and asked whether funds could be split between both initiatives. Cronenwett reported domestic violence funding is short \$5 million and suggested maximizing ARPA funds toward that cause or possibly partnering with Catholic Charities, The Salvation Army, and the Irving Police Department to better coordinate services.

Board member Herb Gears inquired about ending resident long-term parking fees at public facilities. Cronenwett noted that the contract with Toyota Music Factory does not allow the City to dictate fees. The parking validation process has recently been streamlined. Discussion was held on concern in using QR code parking systems that require credit card information and if, or how, that data is retained. Cronenwett explained that the QR system ownership lies with the developer and noted it is standard industry practice. Assistant City Manager Philip Sanders clarified that the Toyota Music Factory operates under a master lease. Brookfield Management Company is reviewing plans to allow free parking on non-concert/show nights, and no QR code is required. Show nights would still require validation for restaurants and related venues due to higher demand.

Councilman Al Zapanta reported:

- Parking fees at the Mandalay Canal garage has increased from \$5 to \$20 per day.
- Praised Cronenwett for effectively outlining Council objectives in his report.

Councilman David Pfaff reported:

- City Council passed the budget, including an additional \$17 million for the Police Department over the next five years.
- The Homeless/Crisis Task Force has doubled in size, and all positions are now filled since COVID. The emphasis is on resident safety.
- Expressed appreciation to the Las Colinas Association for hosting the recent Game-a-thon benefiting the Family Advocacy Center.

Assistant City Manager Philip Sanders reported:

- City Council approved allocation of funds to support an inclement weather shelter for the homeless; further discussion to follow.
- Wells Fargo Campus is now fully operational with employees transitioning into the new facility.
- Public projects:
 - Lake Carolyn Promenade Phase 4 is complete, and Phase 5 is scheduled for Spring 2026.
 - Conflans Road extension multi-year project is complete and open.
- Upcoming events:
 - Music on Main – Friday nights at 7:00 p.m.
 - American Heart Association Walk on October 18 at Levy Event Plaza.
 - Eerie Irving Festival on October 25.
 - Holidays at Heritage – weekends December 6-20.

Sanders introduced new City Financial Services Controller Chenese Strange, who joined the City approximately three months ago. Strange thanked the Board for the opportunity to attend and is excited to serve the City of Irving.

Stewart welcomed Kuruvilla “K-O” Oommen and asked his input on the public parking issues and concerns with safety in providing credit card information. Oommen noted that appropriate safeguards should be in place, and the City has expectations that all vendors and leases accommodate that. He is not aware of any information breaches, and added extraordinary measures in cybersecurity are in place. Stewart noted the retention of the information is the concern. Oommen will convey those concerns to City management and will report back to the Board. ICC General Manager Tom Meehan added the ICC parking software is what garages are using all over the Dallas-Fort Worth area and elsewhere. It is license plate recognition software that allows the user to set up an account that can be used for any garage that vendor operates. ICC garage information is protected with cyber security and firewalls.

BUREAU MANAGEMENT AND STAFF REPORTS

Executive Director Maura Gast reported:

- The Resident Survey will provide input on the awareness for the CVB and tourism, and where residents see opportunities.
 - The responses and results will help start the Board’s Strategic Planning process.
 - Survey responses to date are 745 residents, and 93 who work in Irving.
 - There is an age and zip code break out of responses.
 - Must be 18+ and live, work or both in Irving.
 - There is a QR code to access the survey and it can be shared with anyone.
 - Goal is to get over 1,000 responses and all the city’s residential zip codes represented.
- Gast was happy to participate recently with Employer Support of the Guard and Reserve Event at the ICC.
- She thanked everyone who participated in the Las Colinas Association Game-a-thon. The ICVB/ICC had four teams. It was a great turnout and spectacular event and charity cause.
- Red Bull Flugtag event at Levy Plaza on September 13. A fantastic and well-attended event on Lake Carolyn.
- Strategic Plan next steps will be stakeholder interviews. ICVB management will reach out in the coming week to schedule interviews for the first week of November. The team from Clarity of Place will be in town to facilitate those meetings.
- American Heart Association Walk at Levy Plaza is expecting 40,000 people. It is a free event, and anyone is welcome to join the ICVB team.
- Gast thanked the Board and staff for carrying on in August during her absence, and she appreciated the support and staff leadership.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales and Services complete report is included in the packet.
- The Sales team reached 115% of goal and is still pushing contracts through.
- Recap of groups:
 - Fiber Fest is a returning group and has been with us for a long time.
- Upcoming groups:
 - VidSummit in October.
 - Dallas Fan Festival – 8,000 people.

- The ICVB team hosted 15 meeting planners in New York City recently for an event. The event was a remarkable success and generated good responses. Most were new customers. A recap video was shown.
- The sales team is launching a client mailer campaign with personalized stadium seats for their top 200 meeting planners. The theme “We’ve Got Your Back” has been a success. The campaign has already generated two good-sized contracts. A client thank you video was shown.
- A winter client giveaway is being planned.

Gast expanded on the New York client event and noted it is a difficult market with everyone trying to stand out. It was a thoughtful event and had the right people in the room versus the number and delivered on the hook to get people there. She commended the team on a job well done.

Stewart acknowledged that Board member Anthony Buttafuoco has another appointment and will be giving his report to the Board at this time.

Industry Report

Board member Anthony Buttafuoco reported:

- Omni Las Colinas for August was a happy story to tell with Occupancy at 58.8%, up 19.9% year-over-year.
- Average Daily Rate (ADR) was \$218.09, down 2.8%.
- RevPAR was \$128.21, up 16.6% year-over-year.
- Everything is going in the right direction.

In continuing with the ICVB Sales report, Director of Sales Matt Tungett reported:

- The Red Bull Flugtag event was a long time in the works and every department at the City helped to make it an enormous success for 25,000 people. Tungett read an email from the Red Bull organizer that expressed an extended thank you to the full City staff and Las Colinas Association team. He noted feeling truly supported and grateful. The event rotates around the country, but a future event is possible. The organization’s management staff was on site for this event, and they were extremely impressed. The ICVB hosted a tent with logoed items to give away.
- FIFA World Cup update:
 - Information is currently lacking. This is the biggest World Cup on record with 48 teams in 2026.
 - Not much information on economic impact, as the last two countries that hosted the event do not share information.
 - DFW will have the most matches with nine, including the semi-final. Los Angeles has eight total.
 - An International media center will be located at the Kay Bailey Hutchison Convention Center in Dallas, and it should create additional compression in the DFW area.
 - Irving is a potential team base site.
 - The Cotton Bowl and SMU will be used for teams coming into DFW to participate in a game. Locations are spread out and Irving is right in the center, but transportation and mobility will be a challenge. The TRE will be a substantial portion and main connection to travel to games.

- There are already 14 Irving hotels contracted and three are considered tier-1 with official FIFA room blocks. Nine fan room blocks and two others have contracted with a vetted tour operator.
- Announcement of teams and location of games for round one will be announced on December 5.

Gast noted some unknowns are where teams will stay in DFW. International teams will be allowed to travel, but some international fans may not because of VISA issues. In response to a question from Gibson, Gast replied the FIFA World Cup planning meetings are coordinated by the Dallas Sports Commission and FIFA, and the ICVB is not necessarily privy to attend all of those meetings. Board member Yasir Arafat noted he could bring forward economic impact numbers from the Qatar Cup 2025. Gast replied those games do not look like the FIFA World Cup and would not be an apples-to-apples comparison, due to how spread out the games will be across three countries.

Zapanta added there will be great exposure from the World Cup, but there will also be significant impact on public safety and infrastructure. Things to consider will be the cost for that impact and the impact on airport travel with personnel and construction issues.

Assistant Executive Director Marketing and Communications Monty White reported:

- The full Marketing and Communications report is included in the packet.
- For August, the website saw a drop to 147,116 total sessions, including 128,316 engaged sessions from active users.
- There were 5,717 blog pageviews in August and 63,1854 paid search sessions.
- Staycations Campaign continues to perform well with 12,182 hotel referrals.
- Red Bull Flugtag Micro-Campaign produced 13,826 clicks, promoting the event, hotel deals, and other Irving entertainment options.
- Social media saw 1,560 new followers and pushed over the goal of 200,000 followers.
- The Visit Irving Newsletter is sent each month to 7,500 email addresses.

Assistant Executive Director Finance and Administration Susan Rose reported:

The full Hotel Performance and Short-Term Rental Data for August is included in the packet.

Hotel Performance for August 2025:

- Occupancy was 62.4%, an increase of 3.6% from last year.
- Average Daily Rate (ADR) was \$119.87, an increase of 1.0%.
- Revenue per Available Room (RevPAR) in August reported \$74.75, an increase of 4.6%.
- Short Term Rental for August had 536 available listings in Irving. Occupancy of 51.4%, a decrease of 5.4% from last year. ADR was \$67.29, a decrease of 4.0% over last year.
- Competitive Market numbers show Irving at 62.4% and an increase of 3.5% from last year.

Rose gave a detailed response to a previous Board meeting inquiry from Pfaff regarding Hotel Occupancy Tax Average Daily Rate Comparisons for hotel and short-term rentals. She gave a breakdown of Availability, Standardization, Performance Obligations, and noted both are obligated to collect and remit Hotel Occupancy Tax.

The Finance and Administration Team:

- Rose reported there was an internet connectivity loss last Thursday that lasted for several days with no update from the provider. It is a precaution for a network disaster recovery plan and learning how to make do with what we have. Also, VPN connection to City Hall was immediately retired this past Friday due to security breaches. Technology Manager Brice Petty has created a workaround with two temporary connections on dedicated laptops and developed a week-by-week strategy and a comprehensive long-term strategy. Rose commended staff who came together, and everyone was extremely accommodating.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- August had 13 events and 169 events to date.
- There were 21,257 visitors in August and 241,413 total year-to-date.
- The customer service survey results remains at 93.8% year-to-date.
- The year-end audit shows signs of another record setting year.
- Adjusted Gross Income is \$1.4 million for the month of August.
- Building projects:
 - Grab and Go Market in the front lobby area.
 - Remodeled the Café with more sellable space and new furniture.
 - Mechanical projects and some digital signage.
 - Excited to bring the building up to an experience level that customers are craving.

INDUSTRY PARTNERS

The Pavilion at the Toyota Music Factory / Live Nation

General Manager Tommy DeBeaudry reported:

- Last week, three outdoor shows had an attendance of 23,000 and \$1.2 million in sales.
- September is lighter than August, but October is the busiest month of the season.
- Total 84 promoted shows, which is on budget.
- Some Latino performers are having trouble getting VISAS approved, or canceling shows in advance with concerns.
- Overall Revenue is up 30% per show.
- Update on the Koe Wetzel & Friends show benefitting the Kerr County Flood Relief Fund – 5,500 tickets sold and raised just shy of \$1 million raised in donations.

Hotel Industry Updates

Board member Kim Limon reported:

- The Hilton Garden Inn Las Colinas in August finished the month at 76.2%, up 15.5% Occupancy.
- ADR was flat at \$131.59.
- Overall, the budget for August was impressive.
- In the process of budget season.

Industry-at-Large

Board member Stephanie Fenley-Garcia reported:

- Congratulated Meehan on the Convention Center success, and the Las Colinas Association for the Game-a-thon event benefiting Irving Cares.
- The exhibit industry continues to grow despite the economy.

- Garcia's event finished with \$2 million last week, compared to \$1 million last year.

Restaurant Industry Updates

Board member David Cole reported:

- Attended the Texas Restaurant Association board meeting in Fort Worth. Representative Chip Roy from Kerrville District was in attendance, as well as Rob Wilder, the founder of Amy's Ice Cream, and the Jose Garces Group. These organizations have served millions of meals around the world in disaster zones and communities in need.
- The price of beef is up 30% from last year. It may remain high until Quarter 2 in 2028. U.S. tariffs on Brazilian beef have caused a significant decline in beef imports.
- Finally getting some immigration reform talks in Washington D.C. and Texas, mainly due to secure borders.
- Still losing restaurants on the heels of the pandemic. *Salads and Go* are closing 18 locations in Dallas; Sun Holdings purchased the *Bar Louie* chain out of bankruptcy. The Arlington location is closing.
- Pappas Restaurants purchased the bankrupt On the Border Mexican Grill & Cantina chain in May 2025, and 41 locations may close.
- I Fratelli is already talking about the FIFA World Cup, working hard to find hotel locations with a considerable number of rooms booked and printing different language materials. Working with the ICVB, Las Colinas Association and the Greater Irving-Las Colinas Chamber of Commerce to hold as much revenue in Irving as possible.

DCURD

General Manager Dallas Burke reported:

- The flood control districts have additional capital improvement projects planned for the coming year.
- Since 2020, more major upgrades have been completed on flood control facilities than in the previous 30 years.
- The team's performance during several recent flood events has been outstanding.
- All personnel and equipment operated as expected, often exceeding performance expectations.
- Additional staff have been added to DCURD to support ongoing and future work.
- Overall, operations and progress are going very well.

PARTNER ORGANIZATION & STAKEHOLDER REPORTS

Greater Irving-Las Colinas Chamber of Commerce

President Beth Bowman reported:

- Chamber's September Board meeting elected new Board members and new Chamber Chair Harry Lake. Outgoing Chair Steve Love will be celebrated at the November 12 Chamber Annual Meeting at the Westin Irving Convention Center Hotel.
- Hosting an event connecting over 5,000 seventh and eighth graders from public and private schools across North Texas, including Irving ISD, Coppell ISD, Carrollton-Farmers Branch ISD, and more.
- It is Manufacturing Week in Irving celebrating innovation, products, and people. Bowman extended an invitation to join the group touring different manufacturing businesses in Irving. National Manufacturing Day is Friday, October 3.

- Unemployment continues to run below the State of Texas 4.5% and national 4.7% unemployment rates. Irving's rate has been under 4% since March 2022.
- Current Chamber Chair Love is currently serving on the Health Boards for the upcoming FIFA World Cup. In his role, he will help the Chamber leverage the event by highlighting business opportunities, attracting international attention, and supporting efforts to recruit new companies and relocations to the area.

Irving Arts and Culture

Executive Director Arts and Culture Todd Hawkins reported:

- *Say It Loud – Poetry Slam* on October 5 at Irving Archives & Museum.
- Sixth Annual Volunteer Fair on October 4 from 2:00 – 4:00 p.m. at the Arts Center.
- *The Selena Experience* on October 4 at 7:30 p.m. in Carpenter Hall.
- Irving Symphony Orchestra – *An Epic Beginning, One Enchanted Evening* with piano virtuoso Elias Manzo – October 11 pianist.
- *Purple Kiss World 2025 Tour: A Violet to Remember* at Carpenter Hall on October 22 at 7:00 p.m. It is a K-pop group with a large following.
- Working with Toyota Music Factory for a giveaway and event on November 16 from 1:00 – 3:00 p.m. with DIY stations, photo booths, and a chance to win tickets for the November 30 concert of K-pop group *Katseye*.
- Irving Black Arts Council and One Happy Camper Foundation presents *The Wonderful Counselor* on October 25. This play explores family, faith, and forgiveness.

Las Colinas Association

President Hammond Perot reported:

- Thanked everyone who attended and supported the Game-a-thon. Thanked Cole for his services as emcee for the event.
- Mandalay Light Club Series in partnership with DCURD on October 15-16.
- The holiday lighting series is beginning. The Irving-Las Colinas Flower Clock will be adorned in purple and orange for Halloween. Starting November 21 through January 7 decorations for the holiday season.
- Budget season has started.
- Working on landscaping through the residential and commercial community.
- Working on special events for the 250th anniversary of the United States next year.

TIF

No report.

University of Dallas

No report.

With no further discussion, Stewart adjourned the meeting at 1:30 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

DRAFT MINUTES

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MEETING

Irving Convention Center – First Floor Conference Room

October 24, 2025

Attendance: Sam Reed, Vice Chair/Presiding Officer; Michael Basoco, Beth Bowman*, Anthony Buttafuoco, David Cole, Karen Cooperstein, Cambria Jones, Harry Lake*, John Tancabel – ICVB Board of Directors. Maura Gast – ICVB Staff. (*Indicates Non-Voting members.)

Presiding Officer/Board Vice Chair Sam Reed called the meeting to order at 9:00 a.m. and inquired if there were any citizen comments; there were none.

PERSONNEL – EXECUTIVE DIRECTOR

Executive Director Maura Gast called the meeting into Executive Session pursuant to Section 551.074 of the Texas Local Government Code at approximately 9:02 a.m. The meeting was reconvened from Executive Session at 10:36 a.m.

On a motion by Board member Michael Basoco and seconded by Board member Karen Cooperstein, the Board unanimously approved a Performance Criteria rating of 94, or 31.5%. On a motion by Board member Julia Kang and a second by Board member Anthony Buttafuoco, the Board unanimously approved a merit increase of 3.5%. On a motion by Board member David Cole and seconded by Board member Cambria Jones, the Board unanimously directed that the 2025-26 Performance Weightings & Priorities be forwarded to the Board & Business Development Committee for review and recommendations before coming back to the Board for adoption.

There being no further discussion, the meeting was adjourned at 10:38 a.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
August 2025

IRVING
CONVENTION &
VISITORS BUREAU

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2024 - 2025**

LUXURY & FULL SERVICE		OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	JUL 2025	AUG 2025
1	Atrium Hotel and Suites DFW Airport	18,684.36	17,411.32	18,784.15	19,606.63	14,052.55	16,276.50	16,389.62	17,373.40	17,052.87	15,213.72	14,760.92
2	Dallas Marriott Hotel Las Colinas	67,041.62	50,107.23	34,812.40	51,987.15	56,395.28	55,950.01	63,785.64	57,033.50	51,550.39	49,216.76	46,013.02
3	DFW Airport Marriott	60,122.08	46,349.46	39,823.27	57,910.05	56,699.68	44,020.65	36,965.11	53,144.83	49,738.42	46,715.50	48,118.07
4	Doubletree DFW Airport North	18,732.47	17,395.10	11,495.14	16,836.86	16,752.04	17,348.18	18,013.72	14,806.33	12,642.89	0.00	0.00
5	Embassy Suites DFW Airport South	26,367.22	25,665.77	3,108.70	10,473.76	9,403.84	18,884.52	18,884.52	14,175.55	12,130.13	11,486.55	13,301.94
6	Embassy Suites Dallas Las Colinas	23,085.10	19,051.34	12,935.07	19,145.34	18,052.96	21,679.73	21,078.06	19,807.86	20,349.21	17,536.70	18,033.09
7	Hilton Garden Inn DFW Airport South	14,787.26	11,433.59	8,740.70	10,989.44	11,581.78	13,353.49	13,268.30	13,060.02	14,417.90	11,143.10	11,494.12
8	Hilton Garden Inn Las Colinas	17,856.65	14,715.66	9,995.11	13,639.67	14,017.96	15,343.71	15,425.63	15,242.50	14,767.30	14,011.33	15,419.39
9	Holiday Inn Irving Las Colinas	10,980.57	7,975.00	5,984.41	7,308.12	10,489.66	8,767.38	9,008.63	8,579.48	9,280.13	6,715.08	6,828.22
10	Hotel Indigo Las Colinas	N/A	4,742.53	7,882.48	12,273.79	13,290.14	15,213.10	14,095.50	15,067.25	14,602.65	11,184.59	12,032.66
11	NYLO Las Colinas Tapestry Collection	20,646.62	15,089.43	12,083.67	16,056.13	17,896.52	18,365.27	18,345.21	19,098.10	19,442.18	17,604.12	17,611.98
12	Omni Las Colinas Hotel	49,583.99	39,614.36	35,241.58	48,675.23	56,703.90	57,121.17	59,776.51	57,000.74	54,150.65	51,097.30	48,965.04
13	Sandman Signature Las Colinas Hotel & Suites	N/A										
14	Sheraton DFW Airport Hotel	0.00	15,912.97	22,077.76	0.00							
15	Texican Court	23,998.80	16,452.16	11,847.34	15,914.32	18,762.27	18,031.16	19,933.20	17,529.72	15,060.98	12,025.91	14,612.62
16	The Ritz-Carlton Dallas, Las Colinas	101,325.14	86,785.49	64,123.35	66,243.08	84,528.47	95,773.91	108,900.75	101,419.65	96,235.81	69,086.70	81,680.59
17	Westin DFW Airport	58,254.21	43,090.72	35,138.09	51,475.96	58,577.53	38,878.28	38,164.32	31,628.02	45,505.94	36,152.26	43,183.32
18	Wyndham DFW Airport Hotel	11,209.02	8,192.23	5,544.61	8,013.12	10,159.72	12,578.52	10,396.70	15,008.76	13,033.18	13,746.58	9,943.11
TOTAL LUXURY & FULL SERVICE		522,675.11	424,071.39	317,540.07	426,548.65	467,364.30	467,585.58	482,431.42	469,975.71	475,873.60	405,013.96	401,998.09
19	Westin Irving Convention Center Las Colinas	67,703.68	49,164.88	40,142.22	51,869.21	54,011.39	60,976.68	60,128.32	51,340.10	53,574.00	47,668.00	45,409.41

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

ALL SUITE / EXTENDED STAY		OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	JUL 2025	AUG 2025
1	Candlewood Suites DFW Airport North	6,910.37	5,605.16	5,193.10	5,183.14	5,920.19	6,700.12	6,570.45	7,045.71	6,632.94	5,872.75	4,789.91
2	Comfort Suites DFW Airport North	3,353.96	2,990.01	2,437.30	2,600.30	2,829.85	3,256.10	3,626.93	4,222.83	4,096.98	4,155.71	4,162.46
3	Country Inn & Suites by Carlson DFW Airport South	4,175.84	3,926.70	3,652.20	3,533.97	3,699.56	4,254.68	3,851.12	4,082.20	3,926.07	4,078.04	3,804.72
4	Element Dallas Las Colinas	19,107.67	14,604.33	12,615.04	15,334.99	17,165.35	11,654.75	16,850.12	14,342.29	13,540.26	13,674.91	11,867.45
5	Element DFW Airport North	10,780.82	9,517.08	7,920.41	9,939.04	10,454.69	15,629.82	12,920.44	11,827.00	11,189.32	9,400.49	9,536.62
6	Extended Stay America Dallas DFW Airport North	3,229.75	819.72	3,123.62	1,974.26	2,683.86	3,662.71	3,498.31	3,549.82	3,005.33	2,794.52	2,288.67
7	Extended Stay America Dallas Las Colinas	1,950.60	1,659.20	1,000.14	705.15	1,137.34	1,265.23	1,330.07	1,125.42	840.66	655.14	641.40
8	Extended Stay Deluxe Green Park	1,817.11	950.09	1,336.48	1,502.87	984.41	1,603.19	1,011.20	1,584.44	2,289.92	1,909.98	1,754.09
9	Extended Stay Deluxe Las Colinas	1,103.71	1,414.28	785.01	1,155.98	1,129.51	1,168.07	954.80	1,299.70	804.54	577.34	682.30
10	Hawthorne Suites Irving DFW Airport South	1,927.40	1,480.18	1,569.57	1,812.05	1,718.46	1,854.51	1,953.88	1,949.97	1,971.94	2,366.01	1,425.85
11	Holiday Inn Express Hotel & Suites DFW Airport North	13,759.40	12,516.82	12,367.82	12,105.24	12,477.22	14,123.39	13,344.39	14,267.49	13,738.77	13,318.32	11,899.88
12	Holiday Inn Express Hotel & Suites DFW Airport South	6,563.97	5,945.76	5,054.97	8,331.81	7,371.09	7,190.52	8,612.62	8,040.20	8,911.97	7,960.10	7,573.83
13	Holiday Inn Express Hotel & Suites Irving Las Colinas	10,810.35	7,549.29	4,960.05	6,985.72	9,437.97	8,432.93	7,859.82	9,495.84	6,531.78	6,313.07	6,448.52
14	Home Towne Studios Dallas Irving	1,301.77	1,467.61	1,257.16	1,464.41	1,225.08	1,745.63	1,512.39	1,602.04	1,508.29	1,172.39	1,806.22
15	Homewood Suites by Hilton DFW Airport North	6,926.60	5,995.03	6,344.55	6,742.55	7,260.27	8,176.18	7,146.82	8,139.40	7,616.58	7,372.88	6,443.55
16	Homewood Suites by Hilton Las Colinas	12,338.06	9,121.17	7,140.64	8,599.60	10,525.26	10,438.93	10,035.39	9,177.12	6,713.09	6,448.93	7,717.37
17	Hyatt House Dallas Las Colinas	10,007.81	7,923.65	7,046.97	6,765.33	6,579.97	6,997.59	5,123.05	7,612.04	6,512.27	4,145.07	4,496.09
18	Quality Suites Las Colinas	1,317.81	1,142.57	815.78	1,044.72	867.45	748.68	1,067.58	845.81	842.67	625.07	970.94
19	Residence Inn Dallas DFW Airport North Irving	6,775.91	5,940.81	4,435.40	6,053.03	6,542.60	6,490.03	5,984.47	6,133.26	6,610.21	5,404.70	4,433.46
20	Residence Inn Dallas Las Colinas	10,518.24	9,213.76	6,999.85	8,128.10	8,526.02	8,762.52	9,543.26	8,937.23	8,302.04	7,692.36	8,316.93
21	Soka Suites Dallas Las Colinas	8,701.08	6,859.41	8,032.59	7,739.82	9,171.10	9,931.28	8,865.22	10,966.54	11,573.04	11,156.58	9,711.05
22	Sonesta ES Suites Dallas Las Colinas	5,274.70	4,050.25	3,100.65	3,443.43	4,501.58	5,969.28	5,435.07	5,609.95	4,967.94	4,847.69	4,923.50
23	Sonesta Simply Suites Dallas Las Colinas	2,571.62	1,822.65	1,726.83	1,098.42	2,120.50	2,476.75	2,342.57	1,914.07	2,212.96	2,909.14	2,161.44
24	Springhill Suites Dallas DFW Airport East Las Colinas	10,171.65	7,882.38	6,362.32	8,348.51	9,337.79	11,009.76	10,047.98	9,620.54	9,960.21	10,071.59	9,274.36
25	Staybridge Suites DFW Airport North	6,297.25	5,960.15	4,917.76	6,427.23	6,425.60	5,676.35	5,603.59	5,751.08	5,557.59	6,047.06	4,801.52
26	TownePlace Suites Dallas DFW Airport North Irving	8,707.17	6,710.48	6,543.12	9,031.66	10,034.24	9,753.93	10,555.06	9,098.25	8,309.91	7,820.18	6,668.78
27	TownePlace Suites Dallas Las Colinas	6,954.97	7,266.33	4,389.41	5,849.44	7,028.20	7,583.92	6,359.93	7,151.10	6,411.40	6,377.08	5,085.27
28	Woodspring Suites Signature	2,018.27	2,126.18	1,696.57	1,223.01	1,870.49	1,542.14	1,832.54	2,320.63	1,917.07	1,654.63	1,778.77
TOTAL ALL SUITE / EXTENDED STAY		185,373.86	152,461.05	132,825.31	153,123.78	169,025.65	178,098.99	173,839.07	177,711.97	166,495.75	156,821.73	145,464.95

BUDGET SERVICE	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	JUL 2025	AUG 2025
1 Arya Inn & Suites	599.74	733.21	527.24	618.72	669.36	801.49	616.63	999.59	874.27	632.03	640.19
2 Budget Inn & Suites	20.36	24.88	20.82	38.16	21.73	25.80	23.56	10.66	24.93	32.27	12.38
3 Budget Suites of America Las Colinas	1,129.41	293.70	1,529.36	0.00	0.00	158.18	332.77	1,110.25	759.50	0.00	353.96
4 Clarion Inn & Suites	2,121.00	2,108.79	1,916.80	2,009.08	2,112.77	2,566.08	2,288.32	2,905.95	2,052.03	2,215.18	0.00
5 Crossroads Hotel & Suites	1,089.97	1,155.30	1,196.29	924.52	953.14	1,089.60	1,235.52	1,160.36	1,018.05	942.69	993.24
6 Days Inn	5,506.92	4,859.73	4,285.22	4,084.19	3,617.41	4,870.31	4,237.97	4,873.36	4,994.74	5,458.72	4,501.32
7 Days Inn DFW Airport North	2,992.87	2,632.66	2,403.81	3,017.05	2,535.69	2,825.35	2,542.29	2,667.02	473.97	1,039.80	1,048.61
8 Delux Inn	870.58	765.73	557.02	732.67	737.66	785.62	722.83	817.10	781.65	1,024.60	1,126.16
9 Delux Suites Motel	133.58	76.58	107.19	178.06	133.70	137.62	223.91	98.51	106.32	73.45	92.94
10 Gateway Inn	427.27	378.57	338.55	276.85	320.57	362.35	313.76	360.98	383.41	281.92	388.48
11 Magnuson Extended Stay & Suites Airport Hotel	1,220.53	1,050.38	1,310.98	831.20	902.69	1,331.84	1,320.29	1,493.13	1,289.60	1,176.46	849.09
12 Motel 6 Dallas DFW South	1,879.61	1,907.12	1,611.12	1,484.47	1,499.55	1,707.27	1,750.57	1,872.19	1,618.38	1,778.81	1,671.56
13 Motel 6 Dallas Irving	2,860.74	2,947.25	2,587.74	2,311.09	2,291.99	2,658.12	2,885.42	2,959.97	2,747.31	2,768.90	3,192.23
14 Motel 6 DFW North	3,417.80	3,131.66	3,367.43	3,489.26	2,922.94	3,526.26	3,720.71	4,247.85	4,438.81	4,386.17	4,900.24
15 Motel 6/Budget Inn Irving Loop 12	1,135.65	859.84	1,044.54	898.17	867.33	961.78	985.44	900.45	781.18	857.21	1,069.91
16 OYO Hotel DFW Airport North	2,432.38	1,725.59	2,128.65	2,245.12	2,292.08	2,191.91	1,766.90	1,924.58	1,392.82	1,425.03	1,523.28
17 OYO Hotel DFW Airport South	2,488.34	2,278.19	2,345.31	2,097.80	2,126.46	2,481.14	1,788.16	2,155.22	1,830.02	1,896.79	1,862.43
18 Quality Inn & Suites DFW Airport South	3,506.70	2,906.52	3,009.01	2,925.22	2,757.81	3,449.84	3,095.82	3,862.85	3,899.87	4,400.49	4,278.64
19 Red Roof Inn & Suites Irving DFW South	2,627.69	2,407.70	1,819.51	2,200.97	1,617.41	2,248.18	2,610.28	2,834.19	2,592.28	2,621.97	3,280.21
20 Red Roof Inn Dallas DFW Airport North	3,964.82	3,463.33	2,912.33	3,208.77	3,413.75	3,955.21	3,210.34	3,622.66	3,762.51	4,632.22	4,331.45
21 Studio 6 / Motel 6 DFW Airport East	2,470.84	2,416.32	1,874.58	1,695.51	2,031.36	2,574.96	2,145.46	2,280.93	2,896.14	3,046.16	2,556.43
22 Super 8 Hotel DFW South	2,153.50	2,243.95	2,112.72	2,001.06	1,723.13	2,054.30	1,839.20	2,179.26	2,175.16	2,278.22	2,436.53
23 Super 8 Motel DFW North	2,536.71	2,033.32	1,712.65	1,940.24	1,414.46	2,227.53	2,432.88	2,582.16	2,707.87	2,626.71	2,607.03
TOTAL BUDGET SERVICE	47,587.01	42,400.32	40,718.87	39,208.18	36,962.99	44,990.74	42,089.03	47,919.22	43,600.82	45,595.80	43,716.31

LIMITED SERVICE		OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	JUL 2025	AUG 2025
1	aLoft DFW Airport North	N/A	2,876.67	8,033.77	8,507.82							
2	aLoft Las Colinas	15,493.57	11,396.77	8,623.88	11,530.60	12,585.50	13,175.28	14,466.88	13,177.60	12,241.12	11,203.42	12,262.81
3	Best Western Plus DFW Airport Suites North	4,730.19	3,818.68	3,515.02	4,184.71	4,089.03	4,365.25	3,984.41	4,914.54	4,940.61	4,555.93	3,702.25
4	Comfort Inn & Suites Irving Las Colinas DFW	5,332.22	4,394.77	3,922.30	3,847.68	4,488.70	5,158.52	4,385.17	4,870.70	4,354.96	4,011.22	3,852.47
5	Courtyard Dallas DFW Airport North Irving	14,687.33	7,319.20	6,360.25	7,688.89	9,807.10	11,784.25	14,582.46	15,009.72	15,309.14	13,196.48	11,902.69
6	Courtyard Dallas DFW Airport South Irving	10,653.83	8,412.14	6,247.03	8,188.61	9,102.49	9,491.17	10,555.28	9,281.94	8,514.33	8,078.12	8,499.15
7	Courtyard Dallas Las Colinas	13,715.01	8,928.44	6,993.83	10,243.00	12,344.14	10,917.23	12,124.53	10,748.41	10,918.24	8,119.31	8,702.06
8	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,205.51	7,843.92	7,056.35	7,480.25	8,484.98	8,699.12	8,215.08	8,291.53	8,909.23	7,745.70	8,052.96
9	Fairfield Inn Dallas DFW Airport North Irving	9,537.17	6,930.55	6,863.79	8,944.84	9,944.08	9,561.52	9,263.53	8,881.91	8,162.97	6,956.00	7,531.29
10	Hampton Inn and Suites Irving	N/A	2,169.53	5,427.69	3,610.92	4,806.47						
11	Hampton Inn Dallas Irving Las Colinas	10,664.34	8,659.53	6,240.90	8,199.16	9,883.01	10,123.83	10,733.80	9,554.63	12,161.30	6,689.17	6,551.91
12	Home2 Suites DFW Airport North	10,937.31	8,630.83	9,054.67	9,386.89	9,631.62	10,070.26	9,914.37	9,922.31	9,293.47	10,277.91	10,971.88
13	Home2 Suites DFW Airport South Irving	8,631.90	7,076.40	5,856.62	7,185.46	7,972.51	8,188.89	8,431.14	8,073.77	7,767.42	7,399.01	11,467.54
14	Hyatt Place Dallas Las Colinas	9,877.14	8,031.52	5,796.16	6,997.59	8,608.84	8,936.54	8,314.12	8,754.43	8,762.31	7,124.76	7,167.64
15	La Quinta Inn & Suites DFW Airport North	7,350.75	6,093.63	6,397.00	6,861.84	7,126.48	8,508.12	8,433.44	8,816.09	8,304.27	0.00	0.00
16	La Quinta Inn & Suites DFW Airport South	7,757.26	7,545.20	6,613.03	7,645.29	7,059.08	7,221.76	11,470.35	7,587.09	6,606.08	6,506.96	6,705.44
17	La Quinta Inn Hotel & Suites Las Colinas	4,852.36	4,207.85	3,017.55	3,161.18	4,130.16	5,017.83	3,964.03	4,810.75	4,564.21	4,166.94	3,580.34
18	Las Colinas Inn Irving, SureStay Collection	5,547.15	4,323.81	3,661.33	4,834.85	7,000.26	5,931.20	5,682.24	5,343.88	6,055.79	4,724.80	3,904.06
19	Quality Inn & Suites DFW Airport	6,357.07	5,588.35	5,041.51	5,642.00	5,084.29	5,866.55	5,747.85	6,389.40	6,206.82	6,200.60	5,678.59
20	Residence Inn Dallas DFW Airport South Irving	10,395.76	9,589.24	8,069.51	8,576.23	10,386.94	12,318.86	11,277.76	8,476.44	8,318.62	9,898.75	7,731.53
21	TRU DFW Airport South	N/A	707.10									
22	Wingate Inn DFW Airport North	5,263.98	4,435.37	4,310.51	4,122.84	4,374.55	5,018.71	4,490.83	4,957.80	4,564.22	4,803.13	4,731.04
TOTAL LIMITED SERVICE		170,989.85	133,226.20	113,641.24	134,721.91	152,103.76	160,354.89	166,037.27	160,032.47	164,259.47	143,302.90	147,017.04

TOTAL SHORT TERM RENTALS		22,617.09	18,938.58	17,385.41	20,007.61	24,011.55	24,953.40	22,349.68	21,331.00	21,723.46	22,409.98	19,394.90
Number of locations		34	30	26	21	42	28	33	28	26	28	20

SUMMARY	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025	MAY 2025	JUN 2025	JUL 2025	AUG 2025
ACTUAL GRAND TOTAL	949,242.92	771,097.54	622,110.90	773,610.13	849,468.25	875,983.60	886,746.47	876,970.37	871,953.10	773,144.37	757,591.29
BUDGET	838,299.00	716,373.00	581,334.00	725,922.00	730,553.00	910,369.00	977,569.00	944,359.00	905,248.00	796,341.00	763,675.00
DIFFERENCE	110,943.92 13.2%	54,724.54 7.6%	40,776.90 7.0%	47,688.13 6.6%	118,915.25 16.3%	(34,385.40) -3.8%	(90,822.53) -9.3%	(67,388.63) -7.1%	(33,294.90) -3.7%	(23,196.63) -2.9%	(6,083.71) -0.8%
					180,452.18						
CUMULATIVE YEAR TO DATE											
ACTUAL	949,242.92	1,720,340.46	2,342,451.36	3,116,061.49	3,965,529.74	4,841,513.34	5,728,259.81	6,605,230.18	7,477,183.28	8,250,327.65	9,007,918.94
BUDGET	838,299.00	1,554,672.00	2,136,006.00	2,861,928.00	3,592,481.00	4,502,850.00	5,480,419.00	6,424,778.00	7,330,026.00	8,126,367.00	8,890,042.00
DIFFERENCE	110,943.92 13.2%	165,668.46 10.7%	206,445.36 9.7%	254,133.49 8.9%	373,048.74 10.4%	338,663.34 7.5%	247,840.81 4.5%	180,452.18 2.8%	147,157.28 2.0%	123,960.65 1.5%	117,876.94 1.3%
COLLECTED PRIOR YEAR	906,505.19	719,193.16	599,568.05	753,400.47	779,127.50	899,305.03	961,267.33	867,250.12	861,217.98	789,066.35	723,216.00



IRVING CONVENTION CENTER

FINANCIAL STATEMENTS

For Period Ending

September 2025

LEGENDS GLOBAL - IRVING CONVENTION CENTER
OCTOBER 1, 2024 TO SEPTEMBER 30, 2025
Board Lead Income Statement - Monthly FY 2025

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	181,135	119,208	68,450	161,850	238,908	291,649	217,050	211,600	212,500	109,275	250,325	159,200	2,221,150
Service Income	180,247	68,849	36,607	51,387	187,535	105,773	181,688	264,988	120,119	110,509	192,162	121,536	1,621,400
Service Expenses	(289,774)	(158,995)	(108,936)	(169,284)	(265,117)	(210,256)	(260,432)	(366,441)	(221,786)	(208,907)	(300,262)	(225,847)	(2,786,037)
Total Direct Event Income	71,608	29,062	(3,879)	43,953	161,326	187,166	138,306	110,147	110,833	10,877	142,225	54,889	1,056,512
Ancillary Income													
F & B Concessions	29,302	52,510	3,330	20,679	48,524	13,537	32,396	45,245	23,372	22,135	(250)	14,287	305,066
F & B Catering	908,673	249,629	114,488	396,722	420,891	358,998	491,120	972,179	360,870	322,253	933,450	503,535	6,032,807
Parking: Self Parking	69,906	75,752	24,975	7,061	112,685	52,800	85,763	88,059	44,437	56,443	82,761	39,777	740,418
Electrical Services	41,180	7,530	6,425	4,200	17,700	48,705	43,914	23,135	15,895	10,965	27,735	24,035	271,419
Audio Visual	(1,228)	(739)	-	-	(367)	(1,222)	(25)	(0)	0	(703)	0	-	(4,284)
Internet Services	11,696	4,992	3,312	3,729	5,939	4,525	8,936	16,782	1,610	1,030	7,818	8,478	78,847
Total Ancillary Income	1,059,528	389,674	152,530	432,391	605,372	477,343	662,104	1,145,400	446,184	412,123	1,051,514	590,112	7,424,272
Total Event Income	1,131,136	418,736	148,651	476,344	766,698	664,509	800,410	1,255,547	557,017	423,000	1,193,739	645,001	8,480,788
Other Operating Income	242,197	128,149	45,952	69,949	83,681	123,710	102,704	143,366	95,731	61,218	215,841	140,118	1,452,614
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	1,373,333	546,885	542,603	546,293	850,379	1,138,220	903,114	1,398,913	1,001,498	484,218	1,409,580	1,133,369	11,328,406
Operating Expenses													
Employee Salaries and Wages	297,938	302,167	306,000	316,848	277,360	290,759	301,230	306,823	(112,137)	354,612	264,518	365,186	3,271,303
Benefits	68,812	58,381	73,955	83,330	69,655	72,204	70,717	72,706	69,323	77,001	75,650	76,920	868,655
Less: Event Labor Allocations	(76,453)	(58,879)	(37,201)	(61,812)	(72,957)	(57,125)	(60,325)	(61,662)	(66,803)	(62,130)	(71,987)	(61,380)	(748,713)
Net Employee Wages and Benefits	290,297	301,671	342,754	338,366	274,058	305,838	311,622	317,867	(109,617)	369,483	268,181	380,726	3,391,245
Contracted Services	93,211	86,608	87,265	88,415	84,963	88,320	89,018	89,162	85,097	88,933	90,686	90,664	1,062,343
General and Administrative	65,460	62,543	67,288	90,720	126,588	77,049	64,697	114,031	235,235	143,936	89,196	202,371	1,339,114
Operations	51,268	30,766	27,585	43,944	41,779	35,253	37,424	51,112	29,712	37,999	74,252	35,425	496,520
Repair & Maintenance	91,317	73,695	85,022	76,537	114,345	65,829	70,920	58,469	63,723	80,292	48,784	107,699	936,631
Supplies	14,679	7,301	17,451	13,981	16,397	17,088	16,969	10,744	14,622	8,562	26,498	84,308	248,601
Insurance	19,511	19,511	(16,593)	19,511	24,567	19,511	19,511	19,511	19,511	26,116	23,768	53,327	247,762
Utilities	59,946	52,425	50,171	57,880	53,573	51,327	51,951	55,292	54,977	57,015	54,234	57,636	656,428
Other	883	2,005	1,220	1,796	1,323	1,029	433	1,852	952	1,919	1,794	5,571	20,777
Legends Global Management Fees	93,491	51,749	37,151	62,733	65,709	58,228	67,817	103,043	58,565	55,671	96,794	67,706	818,658
Total Operating Expenses	780,063	688,274	699,316	793,883	803,302	719,473	730,362	821,083	452,777	869,926	774,187	1,085,433	9,218,080
Net Income (Loss) From Operations	593,270	(141,389)	(156,713)	(247,590)	47,077	418,747	172,752	577,830	548,721	(385,708)	635,393	47,936	2,110,324

Irving Convention Center
Financial Statement Monthly & YTD Highlights
For the Month Ending September 30, 2025

	Current Month	PY Current Month	YTD Actual	Prior YTD Actual
Attendance	14,303	21,919	255,716	255,275
Events	14	17	183	185
Event Days	29	39	417	431
Direct Event Income	54,889	137,763	1,056,526	1,120,414
Ancillary Income	590,112	546,147	7,424,261	5,796,894
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	645,001	683,910	8,480,787	6,917,308
Other Operating Income	140,118	153,725	1,452,616	1,585,694
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	785,119	837,635	9,933,403	8,503,002
Indirect Expenses	(1,085,433)	(1,179,625)	(9,218,079)	(8,617,245)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	(300,314)	(341,990)	715,324	(114,243)
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

Irving Convention Center
Balance Sheet
September 30, 2025

ASSETS

Current Assets

Cash	\$	4,380,770
Accounts Receivable		1,175,870
Prepaid Assets		526,672
Inventory		93,234

Total Current Assets 6,176,546

Total Assets **\$ 6,176,546**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	3,607,234
Accrued Expenses		357,495
Deferred Income		0
Advance Deposits		2,211,817
Other Current Liabilities		0

Total Current Liabilities 6,176,546

Long-Term Liabilities

Long Term Liabilites		0
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Total Long-Term Liabilities 0

Total Liabilities 6,176,546

Equity

Net Funds Received		15,722,552
Retained Earnings		(16,437,874)
Net Income (Loss)		715,322

Total Equity 0

Total Liabilities & Equity **\$ 6,176,546**

Irving Convention Center
Income Statement
For the Twelve Months Ending September 30, 2025

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Rental Income	159,200	94,500	64,700	2,221,150	1,907,396	313,754	2,171,339
Service Revenue	121,536	5,000	116,536	1,621,397	159,750	1,461,647	1,416,993
Service Expenses	(225,847)	(8,994)	(216,853)	(2,786,021)	(329,780)	(2,456,241)	(2,467,918)
Total Direct Event In	<u>54,889</u>	<u>90,506</u>	<u>(35,617)</u>	<u>1,056,526</u>	<u>1,737,366</u>	<u>(680,840)</u>	<u>1,120,414</u>
F & B Concessions	14,287	9,000	5,287	305,066	189,750	115,316	214,456
F & B Catering	503,535	212,800	290,735	6,032,796	4,404,360	1,628,436	4,645,400
Parking	39,777	11,890	27,887	740,418	250,082	490,336	588,810
Electrical Services	24,035	15,000	9,035	271,419	151,600	119,819	293,380
Audio Visual	0	0	0	(4,284)	0	(4,284)	766
Internet Services	8,478	1,000	7,478	78,846	100,450	(21,604)	54,082
Total Ancillary Inco	<u>590,112</u>	<u>249,690</u>	<u>340,422</u>	<u>7,424,261</u>	<u>5,096,242</u>	<u>2,328,019</u>	<u>5,796,894</u>
Total Event Income	<u>645,001</u>	<u>340,196</u>	<u>304,805</u>	<u>8,480,787</u>	<u>6,833,608</u>	<u>1,647,179</u>	<u>6,917,308</u>
OTHER OPERATING INCOME							
Other Income	<u>140,118</u>	<u>139,113</u>	<u>1,005</u>	<u>1,452,616</u>	<u>1,669,400</u>	<u>(216,784)</u>	<u>1,585,694</u>
Total Other Operatin	<u>140,118</u>	<u>139,113</u>	<u>1,005</u>	<u>1,452,616</u>	<u>1,669,400</u>	<u>(216,784)</u>	<u>1,585,694</u>
Adjusted Gross Inco	<u>785,119</u>	<u>479,309</u>	<u>305,810</u>	<u>9,933,403</u>	<u>8,503,008</u>	<u>1,430,395</u>	<u>8,503,002</u>
INDIRECT EXPENSES							
Salaries & Wages	365,186	302,839	(62,347)	3,271,307	3,634,464	363,157	3,359,630
Payroll Taxes & Ben	76,920	116,312	39,392	868,642	1,396,316	527,674	795,850
Labor Allocations to	(61,380)	(58,337)	3,043	(748,715)	(700,000)	48,715	(678,070)
Net Salaries and Ben	<u>380,726</u>	<u>360,814</u>	<u>(19,912)</u>	<u>3,391,234</u>	<u>4,330,780</u>	<u>939,546</u>	<u>3,477,410</u>
Contracted Services	90,664	90,321	(343)	1,062,344	1,083,841	21,497	889,375
General and Adminis	202,371	142,325	(60,046)	1,339,127	827,974	(511,153)	842,928
Operating	35,425	53,661	18,236	496,518	604,300	107,782	551,868
Repairs & Maintenan	107,699	82,451	(25,248)	936,632	989,500	52,868	828,524
Operational Supplies	84,308	29,712	(54,596)	248,601	356,700	108,099	254,522
Insurance	53,327	31,048	(22,279)	247,762	355,696	107,934	345,176
Utilities	57,636	57,038	(598)	656,427	684,500	28,073	682,013
Other	5,571	1,125	(4,446)	20,776	13,500	(7,276)	12,266
Legends Global Man	67,706	41,004	(26,702)	818,658	651,217	(167,441)	733,163
Total Indirect Expens	<u>1,085,433</u>	<u>889,499</u>	<u>(195,934)</u>	<u>9,218,079</u>	<u>9,898,008</u>	<u>679,929</u>	<u>8,617,245</u>
Net Income (Loss)	<u>(300,314)</u>	<u>(410,190)</u>	<u>109,876</u>	<u>715,324</u>	<u>(1,395,000)</u>	<u>2,110,324</u>	<u>(114,243)</u>

September 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1 Labor Day	2	3 Fotona Ultra Performance Lasers Definite	4	5 Ultimate Women's Expo Definite	6
7 Fotona Ultra Performan... Definite Ultimate Women's Expo Definite	8 ServiceNow Summit Series Dallas Definite	9	10	11	12	13
14	15 Red Hat Summit Connect 2025 Definite	16 Employer Support of th... Definite	17 Fiber Fest Definite Meet the Bureau Definite	18	19 Irving Cares Gala 2025 Definite	20 World Wide Dreambuilders Definite
21 Fiber Fest Definite	22 Irving Fire Fighters Exam Definite DFW Roadshow Definite	23	24 TPMA Southwest Foot and Ankle 2025 Conference Definite Group 09 Manager Meeti... Definite	25	26	27
28	29 ICVB Board of Directors ... Definite	30 2025 Technology Prayer Breakfast Definite	1 HCA Medical City Hiring ... Definite	2	3 Dallas Fan Festival 2025 Definite	4



BOARD REPORTS

BOARD CHAIR,
BOARD COMMITTEES,
CITY OF IRVING

IRVING
CONVENTION &
VISITORS BUREAU

Disability Poster Contest 2025 Winners

The Irving Advisory Committee on Disabilities has recognized 83 students for their artwork as part of National Disability Awareness Month. There were 109 entries. Students were presented the awards during the Oct. 2 City Council meeting.

- | | |
|----------------------------|--------------------------|
| First Place Winners | Honorable Mention |
| Abigail Lemus | Citlali Montecillo |
| Daniel Hernandez | Elijah Smith |
| Rebecca J. Aviles | Sophie J. Alas |

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.



Visit IrvingTX.gov/Disabilities-Poster-Contest to view the poster images. ■

Spot a Pothole? Let Us Know!

The Irving Streets Division maintains **1,440 miles of roadway** each year. In Fiscal Year 2024, crews repaired an impressive **3,553 potholes** across the city!

To help reduce the number of potholes, residents and commuters are encouraged to report them to the city in one of three easy ways:

- Call the 24/7 Pothole Hotline at (972) 721-7303
- Email pothole@IrvingTX.gov
- Use the Report a Concern portal, IrvingTX.gov/ReportaConcern

When reporting a pothole, be sure to provide a specific address or location so the pothole crew can address the issue quickly. The goal of the Irving Streets Division is to repair reported potholes within 24 business hours. ■



Events at Irving Arts Center

Nov. 4 | We Call It Ballet: Sleeping Beauty in a Dazzling Light Show

Presented by Fever
3:30 p.m. & 6 p.m. | \$36-\$71
Experience "Sleeping Beauty" like never before, as dancers' glow-in-the-dark costumes bring this classic tale to life on stage.

Nov. 5 | An Autumn Reverie

Presented by The Lone Star Youth Orchestra (LSYO)
7 p.m. | \$14.50
LYSO opens their 27th season.

Nov. 6 | JumpstART Stories & Art: Giving Thanks!

10 a.m. | Free
It's all about gratitude as we prepare to celebrate the season with family and friends during this storytime and art activity. What are you thankful for?

Nov. 7-22 | The Cat and the Canary

Presented by MainStage
Times Vary | \$26.50 - \$33.50
A chilling mystery unfolds for an eccentric family trapped in a night of terror and suspicion in this haunting whodunit.

Nov. 8 | A Jazzy Affair with Trumpeter, Singer and Actor Byron Stripling

Presented by Irving Symphony Orchestra (ISO)
7:30 p.m. | \$38-\$49
From Gershwin to Joplin, Count Basie to Satchmo, Byron Stripling wows the audience with timeless melodies and rhythms from the Great American Songbook.



Nov. 9 | Second Sunday Funday: Sculpt It! + Second Sunday Open Studio for Teens

1 to 4 p.m. | Free
Enjoy an awesome exploration of the third dimension by making your own sculptures with clay, cardboard and other materials during this all-ages, drop-in event.

Nov. 15 | Howard Hilliard, Horn

Presented by Las Colinas Symphony Orchestra (LCSO)
7:30 p.m. | \$17-\$50
Horn player Howard Hilliard will be the featured artist.

Nov. 22 | Derek Spence (George Strait Tribute)

Presented by Entertainment Series of Irving
7:30 p.m. | \$37.50-\$47.50
Derek Spence with the Southern County Line Band pays tribute to George Strait.

Nov. 28-30 | The Nutcracker

Presented by Momentum Dance Company
7:30 p.m. | \$23-\$28
Set to Tchaikovsky's score, this timeless and cherished holiday tradition comes to life.

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

Irving Archives & Museum Events & Happenings

SPECIAL EXHIBITION

Two Photography Exhibitions by Jeanine Michna-Bales

- **Through Jan. 4 | Through Darkness to Light: Photographs Along the Underground Railroad**
Photographer Jeanine Michna-Bales spent over a decade researching the Underground Railroad. Her exhibition features 48 photographs documenting a 2,000-mile route based on real sites, cities and places passed through by freedom-seekers.
- **Through Jan. 4 | Standing Together: Inez Milholland's Final Campaign for Women's Suffrage**



Within Reach by Jeanine Michna-Bales, south of Port Huron, Michigan, 2014

This exhibition draws from Jeanine Michna-Bales' book "Standing Together: Inez Milholland's Final Campaign for Women's Suffrage (2016-2020)." Through photographs, landscapes, reenactments and archival materials, she retraces Milholland's grueling 1916 campaign across the American West, capturing the monumental effort that led to the 19th Amendment.

SECOND SATURDAYS

Enjoy Second Saturday with free admission and activities for everyone at the Irving Archives and Museum (IAM). Activities include artmaking, scavenger hunts, storytelling and other interactive experiences. All ages are welcome.



IrvingArchivesandMuseum.com

IRVING ARCHIVES AND MUSEUM
Hours: Wednesday through Saturday
10 a.m. to 4 p.m., Sunday noon to 4 p.m.
Tickets: Adults \$7, Ages 4-12 \$5

BECOME A GREEN NEIGHBOR

Take the Green Neighbor pledge to live a greener life, while reducing energy use at home. The voluntary program fosters resident awareness of best practices to live a more environmentally friendly lifestyle.

Low-Cost Ways to be Energy-Efficient + Save Money

- Use LED lightbulbs
- Run full loads for laundry or dishwasher, preferably during nonpeak hours
- Reduce plant watering
- Unplug and turn off appliances or lights not in use
- Install light-blocking curtains to regulate the inside temperature



Apply online at IrvingTX.gov/Green-Neighbor, then show the confirmation email to the Guest Services desk at Irving City Hall, 825 W. Irving Blvd. Participants will receive a sticker or yard sign to showcase their commitment.

For questions, contact Stephanie Wagner at swagner@IrvingTX.gov or call (972) 742-2296. ■

IN THE GALLERIES

Free to view. Open Tuesday-Saturday, noon to 5 p.m. No advance reservation needed. Free guided tours are offered on the first Saturday and second Sunday of each month at 2 p.m.

Beauty is Not Always Pretty: Recent Photographs & Prints by Bill Thompson Through Nov. 29 | Dupree Lobby Gallery
Details of old railroad cars and the variegated, husk-covered surface of palm trees are the focus of approximately 30 photographs and screen prints included in the exhibition. For Thompson, who sees his primary journey as an artist as one focused on the subjects found in his everyday surroundings, these objects are metaphors that celebrate purpose and reveal themes of sacrifice and redemption.

25th Annual Art Connection Members Exhibition
Nov. 1-22 | Main & Focus Galleries
This annual nonjuried exhibition features art created by Irving Arts Center's Art Connection members. During this show, artwork by students and professional and nonprofessional artists hangs side by side in the beautiful Main Gallery and the adjoining Focus Gallery. Awards will be given in three categories (Youth, Nonprofessional and Professional), as well as an overall Best of Show.
Reception: Nov. 2 | 2 to 4 p.m.

Marilyn Henrion: 93 at 93, Selected Works Part II
Nov. 8-Feb. 28 | Carpenter Gallery
In celebration of her 93rd year, acclaimed textile artist Marilyn Henrion will be honored with a solo exhibition showcasing 93 of her original hand-quilted and mixed-media textile works.



"Innuendo 7" (mixed media) by Marilyn Henrion

In Celebration of Texas Arbor Day

Tree-mendous

Family Fun Day

Nov. 8
10 a.m. to 1:30 p.m.
 Heritage Park | 217 S. Main St.

Tree Giveaways • Pollinator Crafts
 Butterfly Release • Live Entertainment

For more information, visit IrvingTX.gov/Parks.

Parks & Recreation Center Activities

Georgia Farrow Recreation Center

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

- **Nov. 21 | Turkey Basket Giveaway**
 noon to 3 p.m. | All Ages | Free
 The first 50 families will receive a turkey basket with sides. RSVP by Nov. 17.

Heritage Senior Center

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

- **Nov. 11 | Veterans Day Celebration**
 10 a.m. | Ages 50+ | IPAR Card
 Honoring and celebrating veterans for their service. Veterans are encouraged to register by Nov. 4.
- **Nov. 26 | Thanksgiving Celebration**
 11 a.m. to 1 p.m. | Ages 50+ | \$5 + cost of meal
 A holiday gathering featuring food, fellowship and gratitude. Advance registration required.

Lively Pointe Youth Center

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

- **Nov. 20 | Teen Thanksgiving Tailgate**
 5 to 8 p.m. | Free | Ages 12+
 An exclusive outdoor tailgate to kick off Thanksgiving that includes food, music and fun activities. Be ready to participate in a pie-eating contest.

- **Dec. 5 | Winter Wonderland Disability Dance**
 6 to 9 p.m. | Free | Ages 12+
 An evening of music, dancing and light refreshments with a professional DJ and vibrant lighting. Open to individuals with special needs and disabilities; an adult chaperone is required per participant. To register, call (972) 721-8090 or email csmiley@IrvingTX.gov.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Nov. 15 | Irving's Big 3**
 10 a.m. to 2 p.m. | Ages 18+ | \$5 per team
 Get ready for fast-paced action and fierce competition at the 3 vs. 3 basketball showdown!

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **Nov. 1-30 | Canned Food Drive**
 Support Irving Cares by donating canned goods throughout November. All donations benefit local families in need.
- **Nov. 21 | Pottery Painting**
 6 to 8:30 p.m. | All Ages | \$5 and up
 Participants can transform raw pottery into unique works of art.



Youth Basketball League | Registration thru Dec. 12

\$60 per player | Ages 5-12

The league is dedicated to teaching the fundamentals of the game while fostering good sportsmanship, fair play and fun. The registration fee includes a jersey, weekly practices, league games and an end-of-season, single-elimination tournament, to qualifying teams.



Register in-person at a local recreation center or online at IrvingTX.gov/IrvingRec.

Library Events, Activities & Programs



Picture the Possibilities

Since 2011, National Picture Book Month has highlighted the power of stories to introduce children to the magic of reading on their own and with others.

Celebrate picture books in November and all year long with storytimes that make adventures come alive with music and hands-on activities. The library also features the 1,000 Books Before Kindergarten (1KB4K) challenge, helping young readers build early literacy skills before they start school, one book at a time. Children earn a sticker for every 100 books read and receive a tote bag after reaching 500 books. Upon reading 1,000 books, the participant earns a free book and certificate of completion. Visit IrvingTX.gov/Kids-Library for details.

Book-Inspired Bites for Teens

Spice up reading experiences with monthly Novelty Cooking recipe cards available at each library Teen Zone. Through Nov. 30, while supplies last, grab a collector's box and the limited-edition recipe card for "November Cakes," the fictional dessert inspired by Maggie Stiefvater's suspenseful "Scorpio Races." A November cake is a pastry filled with honey and butter, topped with creamy frosting that melts into the pastry as it's served. Visit IrvingTX.gov/Teens-Library for details.

Drawn to Donate and Create

Connect with other local artists and refresh that creative toolkit! Through Dec. 1, donations of gently used art supplies will be accepted at South Irving Library for its Community Art Supplies Swap at 11 a.m. Dec. 6. For more information, visit IrvingTX.gov/Library.

LIBRARY PROGRAMS

- **Nov. 7 | Cafecito y Conversaciones — NEW**
 10 a.m. | South Irving Library | Adults
 An opportunity for community conversations while enjoying coffee and bilingual Spanish discussion.
- **Nov. 8 | Chautauqua Presents Holiday Favorites with Irving Symphonic Band**
 2 p.m. | South Irving Library | All ages
 A musical experience that bridges all generations, blending classic selections with community spirit.
- **Nov. 14 | "Pumpkin Thief" Puppet Storytime**
 11 a.m. | West Irving Library | Kids
 This puppet show is abundant with seasonal surprises.
- **Nov. 15 | Wicked Watch Party**
 2 p.m. | West Irving Library | Grades 6-12
 Pick up some movie popcorn and witness how two epic characters crossed paths and changed the Land of Oz.
- **Nov. 18 | Adult(ish) Academy**
 7 p.m. | West Irving Library | Adults
 Life may not be a piece of cake. Make it easier by attending monthly skill class. This session serves up practical tips for meal planning and shopping lists.
- **Nov. 20 | MiY Teens: 3D Printed Phone Stands**
 6 p.m. | Valley Ranch Library | Teens
 Go a little wild with 3D technology by printing a custom animal-themed phone stand.
- **Nov. 22 | DINOSAURS! with Dino Bo**
 11 a.m. | South Irving Library | Kids
 Journey through the world of dinosaurs and get hands on with actual fossils.
- **Nov. 22 | Book It: Texas Bluebonnets**
 2:30 p.m. | Valley Ranch Library | Kids
 Creativity blooms with games and crafts based on this year's Bluebonnet Award nominees.
- **Nov. 22 | Chess Fun & Games**
 2:30 p.m. | West Irving Library | Kids
 Learn strategic chess tricks from a champion, then make a bold move with the bonus option of a match.
- **Nov. 24 | Book Lover's Happy Hour: Leave 'Em Laughing** | 6 p.m. | South Irving Library | Adults
 Share a laugh and talk about favorite humorous reads during this discussion group meet-up.

Find out more about events, online services, MiY Zone requirements and updates by visiting the library's website IrvingTX.gov/Library and social media.

IRVING INDOOR AQUATIC HOURS & ACTIVITIES

Heritage Aquatic Center (HAC)

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

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

North Lake Natatorium (NLN)

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

Lap Swim & Open Swim Times

- Monday - Friday | 6 to 7 a.m., 5 to 9 p.m.
- Saturday | noon to 4 p.m.
- Sunday | Closed

Nov. 8, 15, 22 & 29 | Guard Ready

9 to 10 a.m. | Ages 15+ | Free | HAC

Skill-building sessions to prepare for the lifeguard prerequisite test. Participants must swim one pool length and tread water for 30 seconds.

Nov. 15 | Lifeguard Hiring Event

10 a.m. to 1 p.m. | Ages 15+ | Free | NLN

Complete lifeguard prerequisites, application and interview in one day. Candidates who pass prerequisites will be scheduled for certification and hiring upon completion.

Nov. 22 | Tales & Tides

noon to 12:45 p.m. | Ages 4-7 | Free | NLN

Story time with a splash.

AQUATIC CLASSES

- **Mondays through Thursdays | Night Steppers Water Aerobics**
 6:30 to 7:15 p.m. | Ages 18+ | \$2 | HAC
- **Mon/Wed/Fri | Senior EZ Water Aerobics**
 7:30 to 8:15 a.m. | Ages 18+ | \$2 | HAC
- **Mon/Wed/Fri | Senior Pep Water Aerobics**
 8:30 to 9:15 a.m. | Ages 18+ | \$2 | HAC
- **Mondays, Wednesdays & Fridays | Hydro Hustle Aerobics**
 6 to 6:30 a.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Aqua Sunset Aerobics**
 6:30 to 7:15 p.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Deeply Fit Aerobics**
 7:30 to 8:15 p.m. | Ages 18+ | \$2 | NLN
- **Saturdays | Aqua Synergy Aerobics**
 8:45 to 9:30 a.m. | Ages 18+ | \$2 | NLN
- **Saturdays | Deeply Fit Aerobics**
 9:45 to 10:30 a.m. | Ages 18+ | \$2 | NLN



SHOP THE SEASON, SUPPORT THE LIBRARY

At the Friends of the Irving Public Library's annual Holiday Book Sale Nov. 8, from 10 a.m. to 2 p.m. at 3000 Rock Island Road, shoppers will discover bargains on books, movies, music and more, many priced at \$1 or less.

The sale is open to the public and is ideal for stocking up on cozy seasonal reading, gifts for family and friends and even special finds for shoppers to treat themselves. The Friends also offer gift certificates and memberships to give to loved ones for birthdays, holidays and other special celebrations.

Proceeds from the sale benefit Irving Public Library programs and services, making every purchase a gift that gives twice. For more information, visit the Friends website FriendsOfIrvingLibrary.com.



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](https://www.facebook.com/TheCityofIrving) or [Instagram/TheCityofIrving](https://www.instagram.com/TheCityofIrving). ■



The DFW Dragon Boat, Kite & Lantern Festival returns to Levy Event Plaza on Nov. 2, 8:30 a.m. to 6 p.m. For details about this colorful celebration, visit [DFWDragonBoatFestival.com](https://www.dfwdragonboatfestival.com)



Plan an exciting night at Toyota Music Factory that provides everything in walking distance, featuring restaurants and live music most weekends. Visit [IrvingTexas.com](https://www.IrvingTexas.com) for things to do.



The Illuminate Irving Domestic Violence Awareness Art Exhibit raised awareness of domestic violence and expressed a message of hope. Visit [IrvingFAC.com](https://www.IrvingFAC.com) for more information.



Welcome to Irving, Wells Fargo! On Oct. 23, the Mayor, City Council, City Manager and the entire Irving business community celebrated the ribbon-cutting for its new North Texas campus.



Happy tails to all the amazing pets who found their forever homes. Families looking to add a new pet to their family should visit [IrvingTX.gov/Adopt](https://www.IrvingTX.gov/Adopt) and view available animals.



Holidays at Heritage kicks off with a nighttime parade. Be a part of this year's parade as it lights the streets in Irving's Heritage District on Dec. 6. Details to apply at [IrvingEvents.org](https://www.IrvingEvents.org).

Acoustic Pipe Inspection Program Helps Prevent Sewer Backups



In 2021, the City of Irving Water Utilities Department launched an acoustic pipe inspection program to proactively detect blockages in the city's sanitary sewer system.

Acoustic pipe inspections help address maintenance challenges posed by the combination of aging infrastructure, limited resources and population growth by providing a low-cost, time-efficient method of identifying potential problems. The addition of acoustic pipe inspections to Water Utilities' sanitary sewer overflow (SSO) prevention program has contributed to a significant decrease in SSOs over the past four years.

Acoustic inspections begin by placing a transmitter on one manhole and a receiver on the next downstream manhole. The transmitter sends sound waves through the pipe, and a receiver rates the condition of the pipe on a scale of 0-10 based on the acoustic signal. The assessment allows the city to determine appropriate maintenance needs, if any, in minutes and initiate targeted video investigations and repair work orders.



Transmitter Sending Sound Waves

To date, Water Utilities has inspected over 435 miles of sewer through the acoustic pipe inspection program. Information collected during inspections contributes to a data-driven method of determining which pipes have the greatest need for replacement and helps the staff detect areas of the city in need of further study.

To learn more about Water Utilities operations, visit [IrvingTX.gov/Water-Utilities](https://www.IrvingTX.gov/Water-Utilities). For more information on the city's ongoing infrastructure initiatives, visit [IrvingTX.gov/IrvingInvests](https://www.IrvingTX.gov/IrvingInvests). ■

Irving Police and Fire Blue Christmas

Irving Police and Fire continue the tradition of giving back to the community this holiday season through Irving Blue Christmas benefiting the children of Irving.

- **Nov. 8 | 16th Annual Pancake Breakfast**
9 to 11 a.m. | Plymouth Park Baptist Church, 1714 N. Story Road

Santa will be at the Irving Police and Fire Blue Christmas Toy and Food Drive during the annual pancake breakfast. The event will feature raffles and a silent auction.



- **Nov. 8 | Food and Toy Drive**
2 to 5 p.m. | Walmart, 4100 W. Airport Fwy.

Toy donations include new, unwrapped toys for both boys and girls, from newborn to 17 years old. Nonperishable food items include canned vegetables, peanut butter and boxed cereals. Toy donations (new and unwrapped) can be made at any Irving Fire Station. The deadline for all donations is Dec. 5.

For more information, visit [IrvingBlueChristmas.org](https://www.IrvingBlueChristmas.org). ■

Don't Feed the Grease Goblin

The City of Irving is reminding residents this holiday season: feed yourself, not the "Grease Goblin." Pouring food scraps, oil or grease down drains can lead to clogged pipes, busted lines and costly repairs. Instead, follow these tips to keep grease out of drains and protect your home's plumbing:

- Pour leftover grease into a foil-lined container, let it harden and toss it in the trash.
- Scrape food scraps into the trash instead of rinsing them down the sink.

For residents deep-frying turkeys this season, used cooking oil can be dropped off in a sealed container at the secured collection bin at Valley View Municipal Complex, 333 Valley View Lane., Monday through Sunday, from 7 a.m. to 7 p.m.

For more collection sites and information, visit [DefendYourDrainsNorthTexas.com](https://www.DefendYourDrainsNorthTexas.com). ■



The Enclave at Windsor Ridge Bites and Beats



Northwest Place National Night Out

Neighborhoods Receive Grants for Programs

The City of Irving has awarded 37 neighborhood and homeowner associations with \$75,000 in funding for organization projects through the Neighborhood Grant Program.

Administered by the Communications Department, these matching grant funds allow associations to combine their own resources with city funds to carry out beautification efforts, communication initiatives and neighborhood events.

Associations receiving funding through the Fiscal Year 2025-26 Neighborhood Grant Program are: Barton Estates, Beacon Hill and Lakeside Village, Broadmoor Hills, Cardinal Village, Enclave at Windsor Ridge, Espanita,

Estancia Village, Fox Glen, Graff Farms, Grand Treviso, Hackberry Creek, Hardrock Estates, High Point Estates, Historic Hospital District, Hospital District South, Hunter Valley, Irving Heights, Irving Hospital District, La Villita, Las Brisas, MacArthur Commons, Mandalay Place, Manors at Valley Ranch, Nichols Park, Northwest Place, Parkside, Pioneer Hill, Riverwalk, Stone Hill, Tree Top III, University Hills, University Park, Villas at the Studios, Villas at Valley Ranch, Villas of Cottonwood Creek, Waterside Las Colinas and West Irving Improvement.

For more information or details on registering a neighborhood association with the city, contact the Communications Department at (972) 721-7600 or visit [IrvingTX.gov/Neighborhood-Services](https://www.IrvingTX.gov/Neighborhood-Services). ■

Drop Off a Letter to Santa at Irving City Hall

The North Pole elves will drop off Santa's Mailbox at the front lobby of Irving City Hall, 825 W. Irving Blvd., on Monday, Nov. 17. Families can drop off letters Monday through Friday, 8 a.m. to 5 p.m., through Friday, Dec. 12.

Letters should include a name and return address. Children will receive a response letter before Christmas. This program does not include a gift giveaway.

For more information, call Santa's helpers in Irving's Parks and Recreation Department at (972) 721-2501. ■





BUREAU MANAGEMENT AND STAFF REPORTS

IRVING
CONVENTION &
VISITORS BUREAU

October 17, 2025

TO: Mayor Rick Stopfer & Irving City Council
FR: Maura Allen Gast, FCDME 
RE: 2025 Red Bull Flugtag
CC: ICVB Board of Directors

Thanks to the support of nearly every single city department (but in particular Parks, Police, Fire, Streets/Traffic, Inspections and Communications, as well as DCURD and The Las Colinas Association), Irving successfully welcomed Red Bull Flugtag back “home.” The day once again proved how “teamwork makes the dream work” here. Thank you to Mayor Pro Tem John Bloch for officially welcoming the group and starting the day’s series of absolutely and intentionally failed flying attempts.

Placer.AI data estimates attendance at just over 22,000, with approximately 5% of those attendees starting or ending their journey that day at an Irving hotel. Smith Travel Research data shows that Irving’s citywide hotel occupancy that weekend was at 67%, up approximately 2.4% from the prior year, with average daily rate up 2.7% at \$137.22. As the event headquarters, the Omni Las Colinas picked up more than 400 room nights that weekend. Fifteen percent of attendees stopped at a restaurant before the event, while 24% dined out afterwards. Visitors came primarily from the greater Irving/Dallas/Fort Worth area and elsewhere around Texas; however, attendees also came from as far away as New York (0.7%), Washington DC (0.4%) and Littleton CO (0.3%). Our digital marketing campaigns supporting the event delivered the following: Meta campaign - 350,679 impressions and 13,826 advertising clicks; Red Bull landing page on our website - 30,431 pageviews and 22,913 sessions; ICVB website calendar event listing - 2,088 sessions.

While Red Bull does not repeat events in the same markets year after year, their experience in Irving was once again positive, as noted in the following emails received from the production team. It was the relationship with the 2013 team that led to the recruitment of the RARE Steak Festival to Irving earlier this year; we are now working with that team for the return of RARE in 2026, as well as an additional food festival for fall 2026. We will continue to be in touch with the Red Bull and Hangman teams, and look forward to welcoming them back to Irving in the future.

FW: THANK YOU - IRVING / LAS COLINAS

 Matt Tungett
 To  Maura Gast

General\All Employees (unrestricted)

 You replied to this message on 10/1/2025 11:11 AM.

  Reply  Reply All  Forward  

Wed 10/1/2025 10:49 AM

From: Derrick Taylor <Derrick@hangmanproductions.ca>

Sent: Wednesday, October 1, 2025 10:16 AM

To: Barry Feldner <bfeldner@cityofirving.org>; Hannah James <hjames@irvingtx.gov>; jmoses@cityofirving.org; Brian Moralez <bmoralez@irvingtx.gov>; Bill Elmore <belmore@dcurd.org>; Kathryn Johnson <kajohnson@irvingtx.gov>; Herb M. Gilliland <hmgilliland@cityofirving.org>; Steven Deutsch <sdeutsch@cityofirving.org>; Joshua Jennings <jjennings@irvingtx.gov>; James Cook <JCook@lascolinas.org>; Chris Laudrille <CLaudrille@lascolinas.org>; Julia Kang <jkang@lascolinas.org>; Candace Emerson <cemerson@lascolinas.org>; Lori Fojtasek <lfajtasek@irvingtexas.com>; Diana Pfaff <djpfaff@irvingtexas.com>; Matt Tungett <mtungett@irvingtexas.com>; Wendy Foster <WFoster@irvingtexas.com>; Stephen Hromcik <shromcik@gptx.org>

Cc: Maximilian Stegmann <maximilian.stegmann@redbull.com>; Ryan Werner <Ryan.Werner@redbull.com>; AJ Monette <aj.monette@redbull.com>; Andrew Markey <markey@hangmanproductions.ca>; Erica Benarroch <erica@hangmanproductions.ca>; Chris Cameron <kiwi@hangmanproductions.ca>; Kacey M Roder <kacey@hangmanproductions.ca>

Subject: THANK YOU - IRVING / LOS COLINAS

Good morning -

Earlier this week the Red Bull Flugtag DFW Flight Deck, and all event assets were fully removed from Levy Event Plaza - on schedule. I wanted to wait until we were fully offsite to follow up.

Thank you all for your time, energy, and support helping make Red Bull Flugtag DFW a big success for Red Bull, and our team. Please extend our sincere THANKS to your teams as well.

The Hangman Productions team truly enjoyed our time in Irving / Las Colinas. Aside from working onsite at Levy Event Plaza, which is a fantastic special events venue, we enjoyed visiting many local restaurants and shops.

Red Bull Flugtag is a unique event with many unique elements and asks. Thank you all for being open minded on our project, and working so closely with our team to make it happen.

If there are any outstanding bills or invoices that need to be paid, please direct those to myself as we quickly like to close out our finances.

We wish you all the best for the rest of 2025, and beyond. I hope our paths cross again, and we get the chance to work together in the future.

Thank you again,

Derrick & the Hangman Productions Team

FW: EXT: RE: Red Bull Flugtag DFW- Thank you!

 Matt Tungett
 To  Maura Gast

General\All Employees (unrestricted)

  Reply  Reply All  Forward  

Wed 10/1/2025 11:30 AM

From: AJ Monette <AJ.Monette@redbull.com>

Sent: Thursday, September 18, 2025 2:29 PM

To: Matt Tungett <mtungett@irvingtexas.com>; Barry Feldner <bfeldner@cityofirving.org>; Julia Kang <jkang@lascolinas.org>

Cc: Ryan Werner <Ryan.Werner@redbull.com>; Maximilian Stegmann <Maximilian.Stegmann@redbull.com>

Subject: Red Bull Flugtag DFW- Thank you!

Hi Matthew, Barry, and Jules,

On behalf of the full project team for Red Bull Flugtag DFW, we wanted to extend a very large THANK YOU to you all and the full City of Irving and Las Colinas Association Team. You all were great partners for us, and we felt truly supported. We don't always get that level of engagement on a city level, and it made a big difference for us surrounding this event. We have heard some great feedback about the venue setting and location as a whole!

I also wanted to share a link to some top photos our photographers captured during the event. Please find that here: [Red Bull Content Pool](#)

We hope you all get to enjoy some well-deserved time off. We will look to do some recaps to gather feedback in the coming weeks. If there is anything you all need from us as we wrap up this event, please feel free to reach out.

Additionally, we have some left over event hats, I would be happy to drop some off to distribute to your team if that is of interest. [@Barry Feldner](#), please let me know about the removal of the light pole banners. I can collect those as well if needed.

Please extend our gratitude to the full team on both the city and association end! Thanks for being a great partner and we look forward to the next one!

Thank you,
 Max, Ryan, A.J., & Team


 A.J. Monette
 SPORTS MARKETING EVENTS MANAGER • CENTRAL
 2200 Main St • Dallas, TX 75201
 T: 972-585-4913
aj.monette@redbull.com • www.redbull.com

ICVB Memorandum

Date: November 11, 2025
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department Board Report for September and October 2025

Convention Sales Activities

Leads Generated	September	YTD
Irving CVB – Hotel Leads	126	1646
Irving Convention Center Leads	44	432

Leads Generated	October	YTD
Irving CVB – Hotel Leads	171	171
Irving Convention Center Leads	34	34

September

Room Nights Generated	Monthly Goal	September 2025 Actuals	September 2024 Actuals	FY 2024-25 Annual Goal	FY 2024-25 YTD Actuals	FY 2023-24 YTD Actuals	September Convention Center	Convention Center YTD
Definite Room Nights	11777	26632	15151	141323	167535	131443	6042	36159
Lost Room Nights		50282	40985		535010	623060	16375	197242

October

Room Nights Generated	Monthly Goal	October 2025 Actuals	October 2024 Actuals	FY 2025-26 Annual Goal	FY 2025-26 YTD Actuals	FY 2024-25 YTD Actuals	October Convention Center	Convention Center YTD
Definite Room Nights	(Est)12013	4899	9549	144150	4899	9549	280	280
Lost Room Nights		34684	53701		34684	53701	7591	7591

Travel & Activity

September	Organization	Event	Location
2-5	Destination Texas	Annual Conference	Fort Worth, TX
3-6	Professional Fraternity Association	Annual Convention	Hampton, VA
6-9	Texas Society of Association Executives	New Ideas Conference	San Antonio, TX
22-24	Visit Irving	New York Client Event	New York, NY
October	Organization	Event	Location
13-17	TEAMS	Annual Conference	Columbus, OH
27-31	Visit Irving	Austin Sales Calls & Luncheon	Austin, TX

Customer Services Activity September/October Servicing & Inventory

Groups Serviced	
September	9
YTD	163
October	13
YTD	13

September Event Location:	Hotels: 2	Irving Convention Center: 6	Other: 1
October Event Location:	Hotels: 10	Irving Convention Center: 3	Other: 0

September/October Servicing & Inventory Continued

September			
Service Type	# of Groups Served	Total Inventory Utilized	
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance	0/0
	0	Mayor Welcome Letter	0
	0	Proclamation	0
Name Badge/Lanyard Services	6	Badge holders	2700
	6	Lanyards	2434
Meeting/Conference supplies	8	Pens	1365
	4	Notepads	725
	2	Bags	330
Promotional Materials	1	Toyota Music Factory Map	300
	1	Water Street Map	200
	4	Travelers Guides	564
	5	"Things To Do" QR Sheet	930
Staffing Services	5	93 Total Hours	

October			
Service Type	# of Groups Served	Total Inventory Utilized	
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance	
Proclamations/Flags/Welcomes Name Badge/Lanyard Services	0	Mayor Welcome Letter	0/0
	0	Proclamation	0
	4	Badge holders	0
Name Badge/Lanyard Services	5	Lanyards	534
Meeting/conference supplies	8	Pens	805
Meeting/conference supplies Promotional Materials	4	Notepads	1725
	5	Bags	900
	8	Toyota Music Factory Map	1195
Promotional Materials Staffing Services	1	Water Street Map	1895
	2	Travelers Guides	200
	4	"Things To Do" QR Sheet	250
	7	384 total Convention Services Associate Staff Hours (205 JGM-Holy Ghost & Fire Program)	970

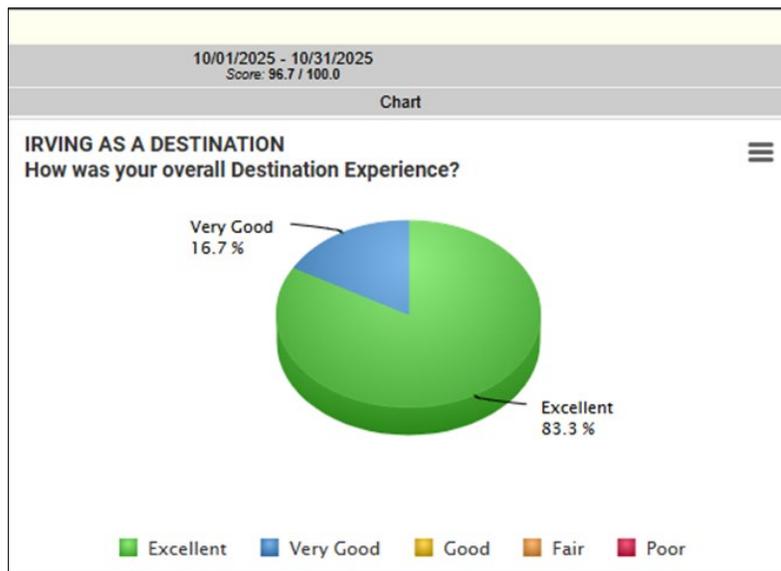
Proclamations/Welcomes/Flags :

Upcoming:

- Mayor Welcome- Ribbon Cutting Welcome- American Franchise Expo November 9, 2025
- Mayor Letter for Texas State Historical Association – March 2026
- Mayor Welcome- Texas State Historical Association, March 4 at the Irving Archives and Museum

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings November 2025 – April 2026

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
ADSC: The International Association of Foundation Drilling	ADSC Fall Meeting 2025	11/2/2025	11/5/2025	50	200
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Sped)	11/3/2025	11/4/2025	100	100
Herzog Foundation	Herzog Foundation - SPED Overflow Room Block 2025 (Fort Worth)	11/3/2025	11/4/2025	50	50
United Capital Financial Advisors	United Capital Financial Advisors Annual Meeting.	11/3/2025	11/7/2025	300	320
American College of Veterinary Dermatology	2025 ACVD Testing Meeting	11/5/2025	11/8/2025	23	72
Parker University	Parker University PIE Conference Room Block	11/6/2025	11/7/2025	160	60
Texas Society of Psychiatric Physicians	TSPP 69th Annual Convention & Scientific Program	11/6/2025	11/8/2025	200	185
Digestive Health Physicians Association	2025 Digestive Health Physicians Association	11/6/2025	11/7/2025	150	155
University of the Cumberlands	University of the Cumberlands Nov RB 1	11/6/2025	11/8/2025	17	51
National African American Women's Leadership Institute	NAAWLI 25N25 Graduation Gala	11/7/2025	11/8/2025	200	50
Big 12 Conference	Big 12 Officials Iowa State @ TCU	11/7/2025	11/8/2025	12	24
Vertical MRO	Vertical MRO Conference 2025	11/8/2025	11/13/2025	500	786
First Financial Resources, LLC	2025 Tax Institute	11/9/2025	11/12/2025	200	304
Independent Bankers Association of Texas	IBAT November 2025 Conference	11/9/2025	11/13/2025	50	175
Herzog Foundation	Herzog Foundation - 2025 (Fort Worth - Board)	11/9/2025	11/11/2025	60	180
Bruckner's Truck and Equipment	Annual Meeting and Training Trade Fair.	11/9/2025	11/13/2025	160	600
Herzog Foundation	Herzog Foundation - Board Overflow (Fort Worth 2025)	11/9/2025	11/11/2025	30	60
Solution Tree	Effective Instruction Institute	11/10/2025	11/12/2025	65	126
Capitol Ministries	Capitol Ministries Conference	11/10/2025	11/13/2025	80	75
Vizient, Inc.	Vizient, Inc. 2025 Douglas Operating Strategy Session RBO	11/10/2025	11/11/2025	30	110

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
WallBuilders	WallBuilders Pro-Family Legislative Conference 2025	11/11/2025	11/15/2025	300	666
ECO: A Covenant Order of Evangelical Presbyterians	ECO Ordination Retreat NOVEMBER 2025	11/11/2025	11/15/2025	24	76
Dairy Farmers of America, Inc.	Dairy Farmers of America - Dairy Brands Team Meeting (Dallas - November 2025)	11/11/2025	11/12/2025	22	44
PNC Real Estate	2025 PNC Real Estate Fall Leadership Meeting	11/12/2025	11/12/2025	19	19
DLA Piper	DLA Piper New Associate Integration Academy	11/12/2025	11/13/2025	100	200
Driveline Retail Merchandising	Driveline All District Manager Meeting Nov2025	11/12/2025	11/14/2025	200	400
American Oncology Network	AON Clinical Summit 2025	11/13/2025	11/16/2025	350	650
Wedding Account	Dheeraj and Krithika's Wedding Room Block	11/13/2025	11/15/2025	900	80
University of the Cumberlands	University of the Cumberlands Nov RB 2	11/13/2025	11/15/2025	16	48
Big 12 Conference	Big 12 Officials Utah @ Baylor	11/14/2025	11/15/2025	12	24
Allinial Global	Allinial Global Summit 2025	11/15/2025	11/20/2025	220	662
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Great Books)	11/17/2025	11/18/2025	100	50
GWT	GWT EAP Onsite Meeting - November 2025	11/17/2025	11/19/2025	20	60
LGS - Local Government Solutions	LGS Solutions	11/18/2025	11/20/2025	300	465
Nouvelle Model & Talent EXPO	Model & Talent November 2025	11/19/2025	11/24/2025	500	1006
University of the Cumberlands	University of the Cumberlands Nov	11/20/2025	11/22/2025	16	48
Philadelphia Eagles Football Club	Philadelphia Eagles @ Dallas Cowboys	11/21/2025	11/23/2025	200	205
American Association of Hip and Knee Surgeons	Grapevine CVB Citywide – Rooms Only	11/22/2025	11/25/2025	2000	1430
Kansas City Chiefs Football Club	Kansas City Chiefs @ Dallas Cowboys	11/24/2025	11/27/2025	180	210
Michaels Stores, Inc.	Michaels Tech Support – Peak 2025	11/26/2025	12/2/2025	30	210
Big 12 Conference	Big 12 Officials Cincinnati @ TCU	11/28/2025	11/29/2025	12	24
Big 12 Conference	Big 12 Officials Houston @ Baylor	11/28/2025	11/29/2025	12	24

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Collegiate Sports Travel	AAC Officials Temple @ UNT	11/28/2025	11/29/2025	10	20
FCCS Consulting	FCCS PGS – Technology Disruption & Cyber Risk (Session 1 & 2)	12/1/2025	12/4/2025	48	129
International Services, Inc.	ISI Celebration of Success Dec 2025	12/4/2025	12/7/2025	350	650
Collegiate Sports Travel	Big 12 Bands	12/5/2025	12/5/2025	300	132
Darr Equipment Company	December Darr Meeting	12/5/2025	12/6/2025	150	115
International Association of Fire Chiefs	2025 Technology Summit International	12/6/2025	12/11/2025	350	712
National Physique Committee (NPC)	NPC Nationals 2025	12/9/2025	12/14/2025	500	1081
Minnesota Vikings Football Team	Minnesota Vikings @ Dallas Cowboys	12/12/2025	12/14/2025	200	253
Cotton Bowl Athletic Association	Cotton Bowl Football Association 2025-2026	12/25/2025	12/31/2025	500	784
Passion 2026	Passion Conferences	12/30/2025	1/3/2026	100	312
Significant Events of North Texas	ECNYE ROCK26!	12/31/2025	12/31/2025	2000	130
Flying Eagles	Flying Eagles 2026	1/1/2026	1/3/2026	300	150
Love's Travel Stops and Country Stores, Inc.	Love's LEAD 2026 Vendor Block #2	1/10/2026	1/13/2026	2500	290
Tito's Vodka	Titos Vodka January 2026	1/12/2026	1/15/2026	500	1304
Herzog Foundation	Herzog Foundation - Training #1 2026 (Fort Worth)	1/12/2026	1/13/2026	100	200
Herzog Foundation	Herzog Foundation - Training #2 2026 (Fort Worth)	1/14/2026	1/16/2026	100	200
Challenge Youth Planning	Challenge Youth Conference 2026	1/15/2026	1/17/2026	500	365
Sales Xceleration	Sales Xceleration 2026	1/16/2026	1/20/2026	250	434
Herzog Foundation	Herzog Foundation - Training #3 2026 (Fort Worth)	1/19/2026	1/20/2026	100	200
Leadership for Destination Boards	Leadership for Destination Boards	1/21/2026	1/22/2026	100	250
Herzog Foundation	Herzog Foundation - Training #4 2026 (Fort Worth)	1/21/2026	1/23/2026	100	200
McKesson Corporation	Board & Committee Meeting Jan 2026	1/24/2026	1/28/2026	20	85
Texas A&M University	TACUBO Winter Conference 2026	1/24/2026	1/26/2026	350	546
Texas A&M University	TAMUS-CFO Winter 2026	1/26/2026	1/27/2026	45	51
Surgical Care Affiliates	2026 Facility Leader Onboarding (FLO)	1/26/2026	1/28/2026	25	75

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Surgical Care Affiliates	2026 Facility Leader Development Program (FLDP).	1/26/2026	1/28/2026	30	85
Herzog Foundation	Herzog Foundation - Training #6 2026 (Fort Worth)	1/28/2026	1/29/2026	100	200
Viva La Bachata	Viva La Bachata	1/29/2026	2/1/2026	800	530
The National Catholic Bioethics Center	The National Catholic Bioethics Center 2026	1/30/2026	2/6/2026	200	378
John Deere Company World Headquarters	John Deere 2026 CEO Summit	2/1/2026	2/5/2026	225	556
Evolution Motion Solutions	2026 Evolution Motion Solutions	2/2/2026	2/5/2026	180	355
Wells Fargo Bank	Wells Fargo Commercial Banking Leadership Meeting.	2/7/2026	2/11/2026	400	626
Health Industry Distributors Association	HIDA Collaborative Conference	2/8/2026	2/12/2026	400	781
Academy of Human Resource Development	2026 AHRD Annual Conference	2/8/2026	2/14/2026	200	569
American College of Emergency Physicians	ACEP - Indy Class - 2026	2/9/2026	2/11/2026	65	185
Zelle Law LLP	Zelle Law	2/10/2026	2/13/2026	700	350
Southern Baptists of Texas Convention SBTC	Evangelism 2026	2/17/2026	2/25/2026	3500	311
Texas Alliance of Black School Educators	TABSE 2026 Annual Convention	2/17/2026	2/21/2026	600	1009
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2026	2/19/2026	2/22/2026	250	424
National Systems Contractors Association	2026 Annual Meeting	2/22/2026	2/27/2026	300	941
ELAM Ministries	Elam Ministries Pre-Conference Staff Meeting	2/22/2026	2/26/2026	20	51
American Council for Construction Education	ACCE 2026 Conference	2/24/2026	2/28/2026	450	575
ELAM Ministries	ELAM Ministries Founders Event	2/26/2026	3/1/2026	200	270
Robinson Hall, LLC	Regional Leadership Conference 2026	2/26/2026	2/28/2026	400	223
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies Annual Conference 2026	2/27/2026	3/1/2026	200	160
HD Supply	HD Supply-Overflow Guestrooms from Gaylord	3/1/2026	3/6/2026	1000	400
Vizient, Inc.	Vizient, Inc. 2026 BOD (March)	3/3/2026	3/4/2026	22	34
Texas State Historical Association	Texas State Historical Association's 2026 Annual Meeting	3/4/2026	3/7/2026	200	400

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
International Academy of Endodontics	International Academy of Endodontics - 2026 Conference	3/4/2026	3/7/2026	150	410
Texas Coaches Coalition	Texas Coaches Coalition 2026	3/4/2026	3/7/2026	150	417
Hans Johnsen Company	Hans Johnsen Workshop Annual Meeting Mar2026	3/4/2026	3/8/2026	220	220
Texas Society of Professional Engineers	2026 State MathCounts Competition	3/4/2026	3/7/2026	370	175
World Fandom	2026 GameFest	3/5/2026	3/7/2026	500	142
Chaplaincy of Full Gospel Churches	Chaplaincy of Full Gospel Churches 2026	3/9/2026	3/14/2026	100	340
Herzog Foundation	Herzog Foundation - Training #13 2026 (Fort Worth)	3/11/2026	3/12/2026	100	200
Consero	Talent Acquisition Forum & HR Tech Forum	3/14/2026	3/17/2026	140	315
Consero	General Counsel Forum	3/15/2026	3/21/2026	150	335
Bible Study Fellowship	Bible Study Fellowship March2026 Orientation	3/19/2026	3/26/2026	100	676
Southwest Drycleaners Association	Drycleaning and Laundry Expo West 2026	3/24/2026	3/29/2026	400	489
Association for Advancing Quality in Educator Preparation	AAQEP 2026 Symposium	3/25/2026	3/27/2026	300	525
SMU Dedman School of Law	SMU Air Law Symposium 2026	3/29/2026	4/1/2026	151	352
Catholic Order of Foresters	Catholic Agent and Advisor Conference Apr2026	4/6/2026	4/7/2026	40	80
Oxford Houses of Texas	Oxford House- TX State Association	4/7/2026	4/11/2026	375	487
Tri Delta	Tri Delta Annual Conference	4/9/2026	4/12/2026	950	1050
Dental Laboratory Association of Texas	DLAT/OG April 2026	4/9/2026	4/11/2026	180	693
Bible Study Fellowship	Bible Study Fellowship April2026 Orientation	4/9/2026	4/16/2026	100	547
Herzog Foundation	Herzog Foundation - Training #14 2026 (Fort Worth)	4/13/2026	4/14/2026	100	200
McKesson Corporation	Board & Committee Meeting April 2026	4/18/2026	4/22/2026	20	85
Populus Financial Group	Leadership Programs	4/20/2026	5/6/2026	50	300
Texas Junior College Student Government Association	Texas Junior College Student Government Association - April 2026 Conference	4/21/2026	4/25/2026	400	740

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
ECO: A Covenant Order of Evangelical Presbyterians	ECO Ordination Retreat APRIL 2026	4/22/2026	4/25/2026	24	74
SIGMA America's Leading Fuel Marketers	SIGMA Spring Conference April 2026	4/24/2026	4/30/2026	500	1344
ECO: A Covenant Order of Evangelical Presbyterians	ECO Presbytery Leader Gathering 2026	4/26/2026	5/1/2026	75	244

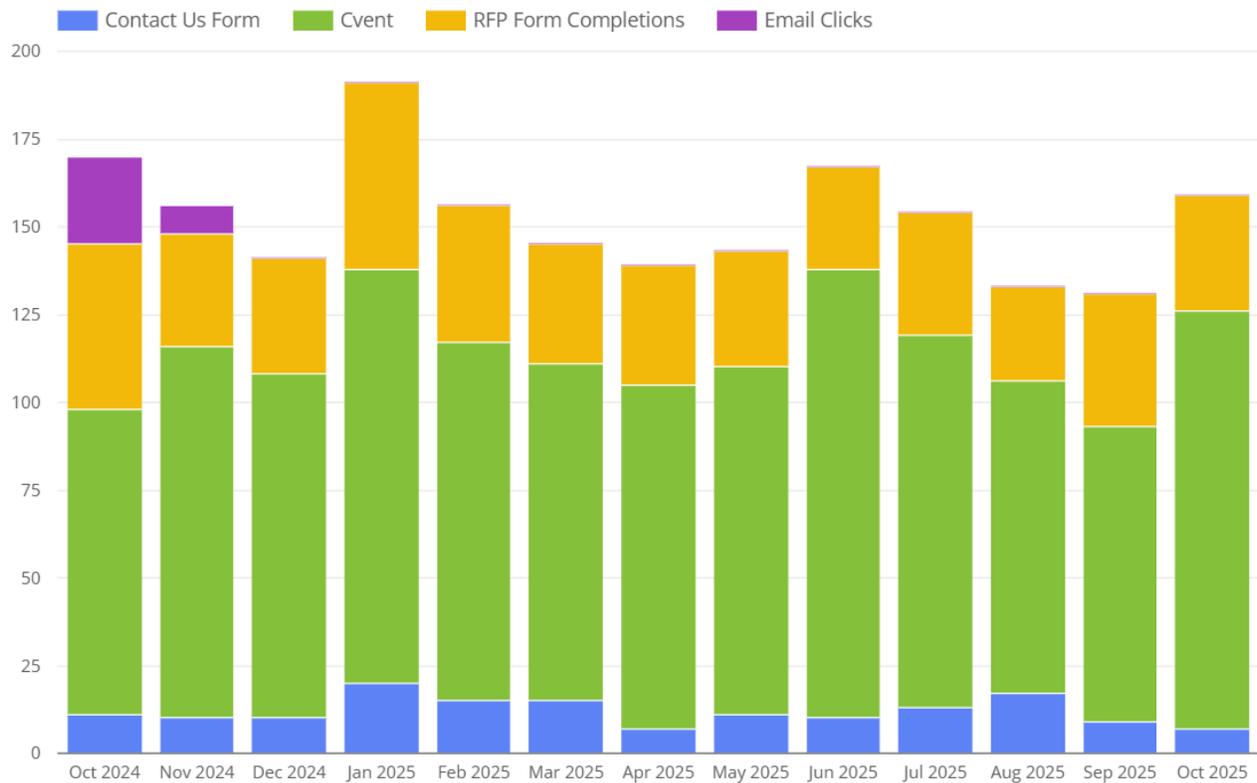
**Highlighted items above are Target Industries for Irving

Marketing and Communications

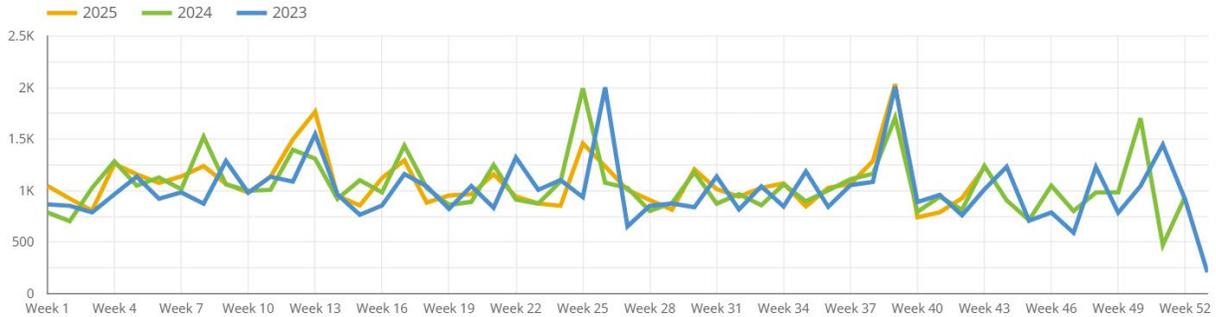
To: Maura Gast, FCDME, Executive Director
 From: Monty White, VP, Marketing & Communications
 Date: November 5, 2025
 Re: **Marketing & Communications - November 2025 Report**

Marketing Prospects

In FY 2024-25, there were **1,826 marketing prospects**. Of those, 1,211 came from Cvent and 615 came from the website. In October, there were 159 marketing prospects, 119 came from Cvent and 40 came from the website.



Aggregated Weekly Definite Volume of 200+ DMOs



Meetings Marketing Performance

Meetings marketing through Google Paid Search, Meta and LinkedIn generated **116,469 advertising clicks** in FY 2024-25 and **4,475 advertising clicks** in October.

FY 2024-25:

GOOGLE SEM

Clicks
17,159
Impressions
127,874

META REMARKETING

Clicks
75,844
Impressions
1,546,420

LINKEDIN

Clicks
23,466
Impressions
2,749,572

October 2025:

GOOGLE SEM

Clicks
820
Impressions
5,846

META REMARKETING

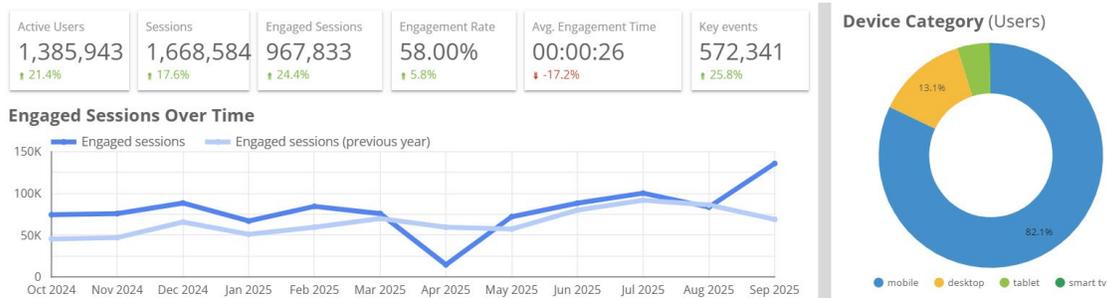
Clicks
3,287
Impressions
175,898

LINKEDIN

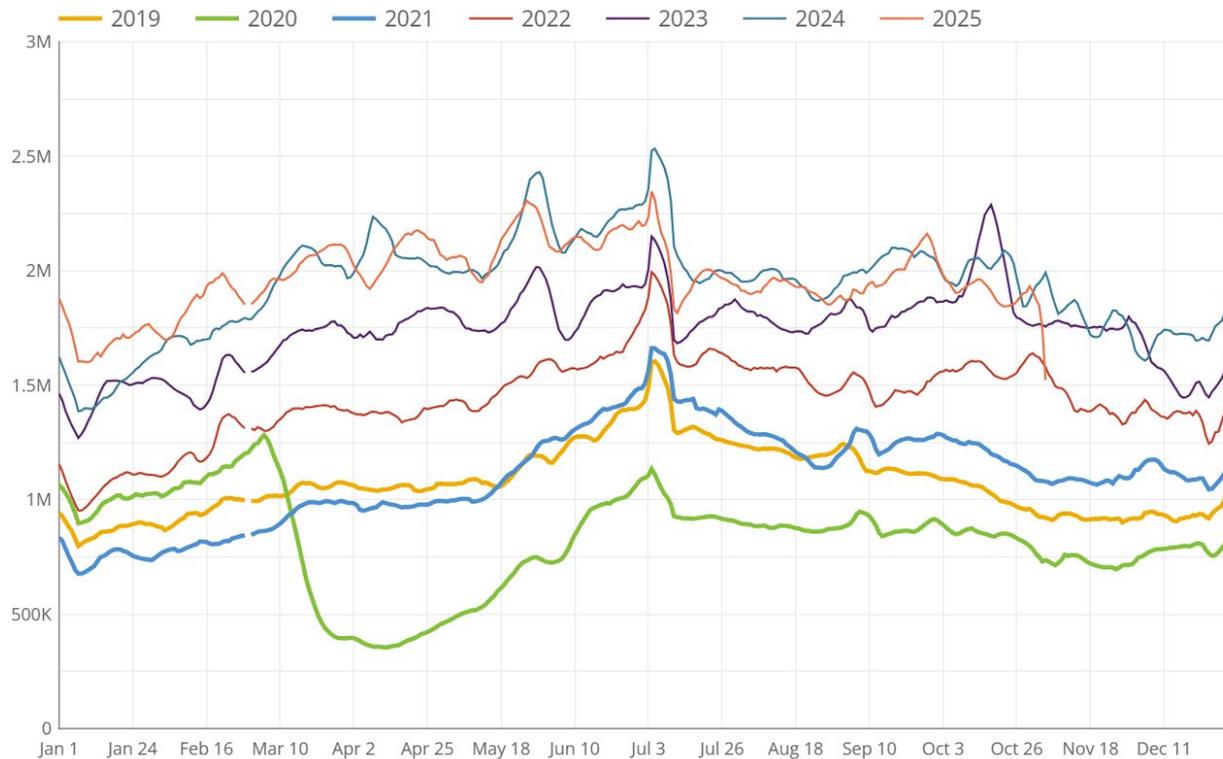
Clicks
368
Impressions
18,330

Website Traffic and Engagement

Website traffic increased over the previous year with **1,668,584 total sessions** (up 17.6%). This included **967,833 engaged sessions** (up 24.4%) from **1,385,943 active users** (up 21.4%). In October, there were **112,058 total sessions** including **59,639 engaged sessions** from **90,735 active users**.



Aggregated Website Sessions of 200+ DMOs

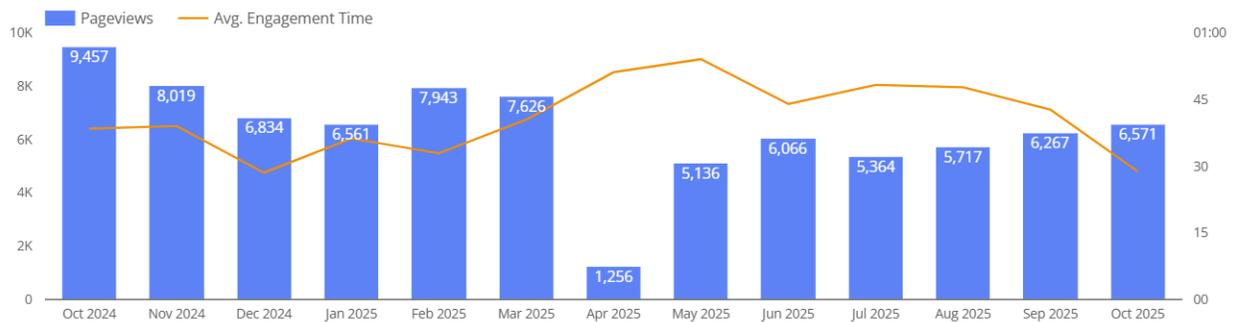


Blog Traffic

In FY 2024-25, there were **76,246 blog pageviews** and in October there were **6,571 pageviews**. The top five posts in FY 2024-25 were:

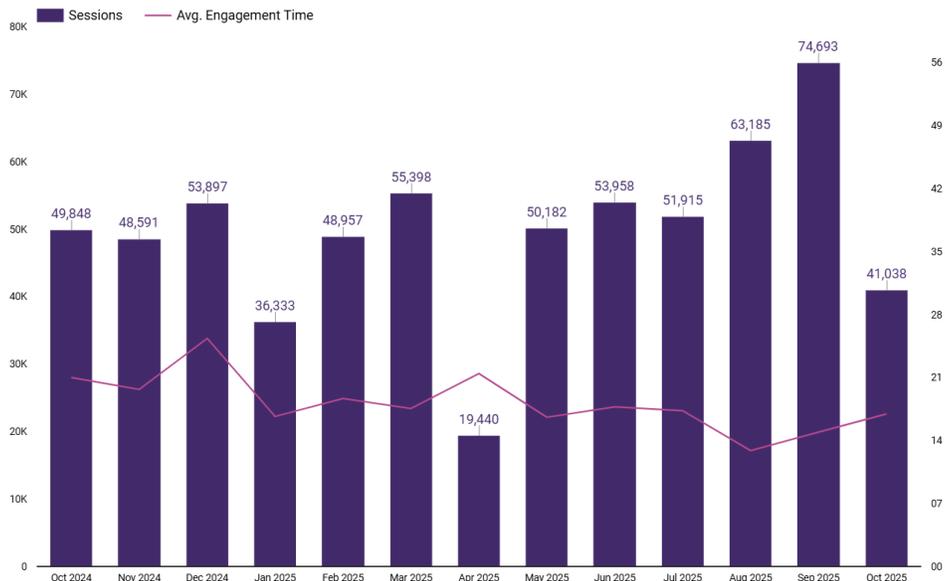
1. Five Ways to Have Fun at Lake Carolyn – 7,240 pageviews
2. Five Standout Fall Events – 3,904 pageviews
3. Irving’s Lucky Charm, Dive into the Delightful World of Po Melvin’s Famous Black-Eyed Peas – 1,998 pageviews
4. Texas Barbecue Meets Wagyu at Kafi BBQ – 1,955 pageviews
5. Discover Romance on the Water: Gondola Adventures in Irving, Texas – 1,941 pageviews

Blog Pageviews



Paid Search (SEM)

Paid search had **606,397 sessions** in FY 24-25 and **41,038 sessions** in October.



Leisure Campaigns:

Staycations Campaign:

In FY 2024-25, the Staycations Campaign generated 366,302 advertising clicks and **182,439 hotel referrals**. The campaign had a conversion rate of 50% and saw a 5% increase over the previous year.

DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **746,758 advertising clicks** in FY 24-25, which is a 226% increase over the previous year. In October, the campaign generated **15,435 advertising clicks**.

Seasonal Campaigns:

Four Seasonal Campaigns ran in FY 24-25, which promote seasonal events, hotel deals, and related blog and social media content. These campaigns resulted in **194,722 advertising clicks**. In October, the Fall Campaign produced **27,734 advertising clicks**.

Evergreen Campaigns and Micro-Events Campaigns:

The Evergreen Campaigns, which continuously run, produced **35,138 advertising clicks** in FY 24-25 and **2,419 advertising clicks** in October. The Micro-Events Campaigns, which leverage existing demand from local events, generated **93,861 advertising clicks** in FY 24-25 and generated **15,371 advertising clicks** in October.

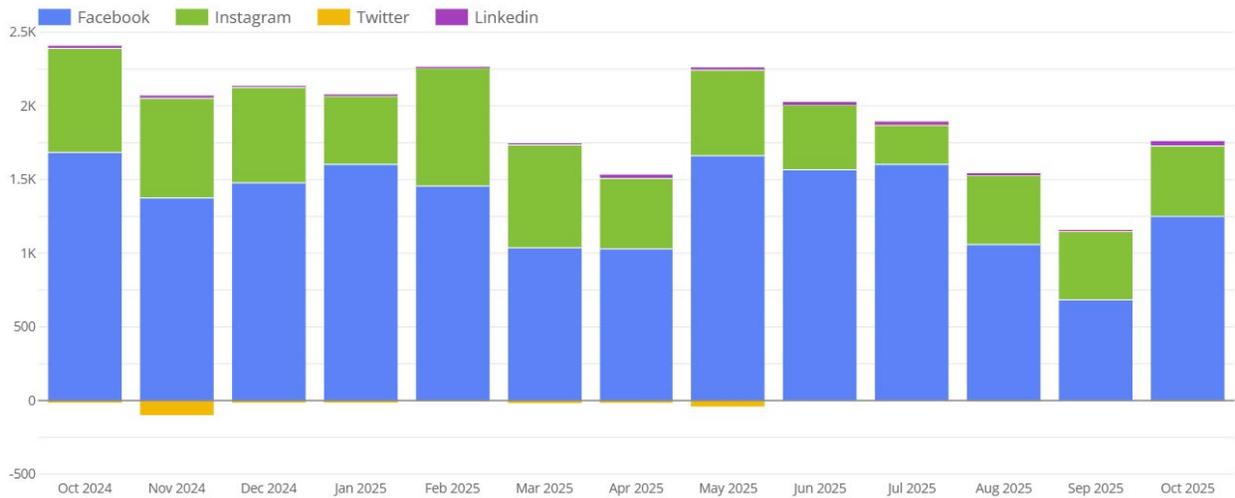
Expedia Partnership – OTA Campaign

YTD 2025, the OTA Campaign, in partnership with Expedia, produced **72,497 room nights** and **\$9,305,636** in direct hotel revenue with a \$102 return on advertising spend.

Social Media

FY 24-25 saw the addition of **18,303 new social media followers** and October added an additional 1,757, which brought the total influence to 203,405.

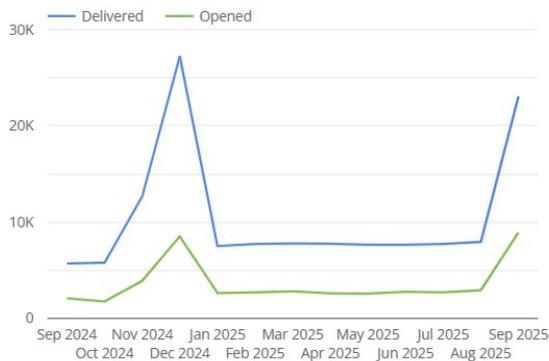
Social Media Net Followers



Email Performance

Twelve monthly e-newsletters and five eblasts, in addition to the 12 Days of Holiday Giveaways Campaign, were sent out to a total of 130,492 recipients in FY 24-25, with a delivery rate of 98.9% and an **open rate of 34.3%**. Additionally four e-blasts and a monthly e-newsletter went out in October with a delivery rate of 93% and an **open rate of 40.5%**.

Email Performance



Email List

Email Title	Delivered	Delivery Rate	OR	CTR	CTOR
Citywide Survey (copy)	7,843	98.31%	41.2...	2.58%	6.25%
April 2025 - Leisure E-Newslett...	7,764	99.23%	33.4...	2.02%	6.04%
March 2025 - Leisure E-newsle...	7,764	98.98%	36.2...	2.22%	6.12%
Citywide Survey Re-Send	7,727	98.65%	39.3...	2.24%	5.69%
May 2025 - E-Newsletter	7,640	98.99%	33.7...	1.9%	5.62%
June 2025 - Leisure E-Newsletter	7,632	98.89%	36.2...	2.12%	5.86%
July 2025 - Leisure E-Newsletter	7,623	99.05%	34.6...	2.01%	5.8%
February 2025 - Leisure E-new...	7,584	98.96%	34.9...	2.64%	7.54%
August 2025 - Leisure E-News...	7,519	98.95%	34.9...	1.89%	5.4%
Grand total	130,492	98.9%	34.3...	3.12%	9.09%

FY 24-25 was the second year of the Irving 12 Days of Holiday Giveaways campaign, which is designed to boost e-newsletter sign-ups and increase partner referrals. The campaign resulted in **2,060 new subscribers** signing up for the leisure e-newsletter. It generated **19,700 website sessions** and **204,000 social media impressions**.

Earned Media

FY 2024-25:

- **Impressions:** 6,570,224,952
- **Advertising:** Value - \$166,161,399
- **PR Value:** \$511,268,573

October 2025

- **Impressions** 843,292,442
- **Advertising Value** \$9,734,955
- **PR Value** \$29,204,866

Attachments:

- Discover Irving-Las Colinas: The Newest Luxury Hotspot in Texas, Breaking Travel News, October 2, 2025
- Discover Irving-Las Colinas: The Newest Luxury Hotspot in Texas, Breaking Travel News Post, Facebook
- Maura Gast: A DMO Leader Who Turned Her Passion for Cinema into Love for a Destination, by Jeff Heilman, Meetings Today, October 2, 2025
 - Meetings Today Cover, October 2025
- New Venues in Dallas/Fort Worth Fall 2025 Events, by Amy Gordon, Bizbash.com, October 27, 2025
- Tucked Between Fort Worth and Dallas is Texas' Picturesque City with Tasty Local Cuisine, by Kira Reinke, Yahoo.com, October 9, 2025

Discover Irving-Las Colinas: The Newest Luxury Hotspot in Texas

 breakingtravelnews.com/news/article/discover-irving-las-colinas-the-newest-luxury-hotspot-in-texas

Breaking Travel News

October 2, 2025



With the reflagging of the city's premium resort as The Ritz-Carlton Dallas, Las Colinas, and a \$10 million renovation to the Toyota Music Factory, Irving is stepping into the spotlight as an unexpected luxe getaway.

Once known primarily as a corporate hub, Irving is stepping into the national spotlight as a luxury destination in Texas. Ideally situated between Dallas and Fort Worth, this centrally located city blends urban glamour with authentic Texas charm. At its heart lies Las Colinas — a visionary 12,000-acre master-planned urban center that seamlessly combines picturesque residential areas, soaring office towers, and scenic waterways. With 56 small lakes, including the 87-acre Lake Carolyn, as well as trails, parks, museums, and cultural institutions, Las Colinas truly feels like a city within a city. Anchored by luxury amenities, romantic lakeside escapes, and a sophisticated mix of fine dining and foodie favorites, Irving–Las Colinas is emerging as one of the most compelling places to visit for a weekend getaway in the Lone Star State.

A Newly Reimagined 5-star Resort

A major milestone in Irving's transformation came in 2024 with the reflagging of the city's signature resort as The Ritz-Carlton Dallas, Las Colinas. The property's sweeping views, elegant daybeds, and glowing firepits overlooking the scenic golf course have quickly

become an emblem of Irving's romantic, resort-style atmosphere and the perfect place for a relaxing staycation. With world-class spa facilities, championship golf, elevated dining, and impeccable service, the resort offers a refined retreat.

An Urban Playground

The Toyota Music Factory has been revitalized with a \$10 million plaza renovation and improvements to the neighboring public spaces, resulting in a vibrant destination for concerts, festivals, and outdoor dining. A short distance away, Lake Carolyn provides a surprising recreational aspect to the city, with options for paddleboarding, kayaking, and other water sports.

A Premier Business Address

Long recognized as the "Headquarters of Headquarters," Irving has more headquarters per capita than any other U.S. city, underscoring its economic strength. Wells Fargo's relocation of 3,000+ employees to a new campus adjacent to the Toyota Music Factory is fueling even more activity and investment, energizing the surrounding entertainment district and supporting the city's evolving identity as a place to work, stay, and play. The city's luxury amenities, vibrant entertainment district, and the adjacent Irving Convention Center make it an ideal destination for meetings and conventions, offering groups a walkable, all-in-one experience.

A Gourmet Getaway and Cultural Immersion

Irving is also one of the most culturally diverse cities in the United States, with ZIP code 75038 ranked among the top 10 most diverse nationally. This diversity shapes nearly every aspect of the visitor experience from vibrant cultural festivals and live music to a culinary scene that spans global flavors. Irving's romantic gondola rides through its charming canals, reminiscent of Old-World Europe, offer couples a sunset escape unlike anywhere else in Texas. Together, these elements create a destination that is rich in culture and uniquely Texan.

"We're redefining Irving's place on the map as the sophisticated, culturally vibrant destination between Dallas and Fort Worth," said Lori Sirmen of Visit Irving. "It's elevated, authentic, and unmistakably Texan."

Breaking Travel News's Post



Breaking Travel News

10h · 🌐



With the reflagging of the city's premium resort as The Ritz-Carlton Dallas, Las Colinas, and a \$10 million renovation to the Toyota Music Factory, Irving is stepping into the spotlight as an unexpected luxe getaway



BREAKINGTRAVELNEWS.COM

Discover Irving-Las Colinas: The Newest Luxury Hotspot in Texas

With the reflagging of the city's premium resort as The Ritz-Carlton Dallas, Las Colinas, and a \$10 ...

Maura Gast: A DMO Leader Who Turned Her Passion for Cinema Into Love for a Destination

 meetingstoday.com/articles/145492/maura-gast-visit-irving-cinema-dmo

October 2, 2025

[Jeff Heilman](#)



Maura Allen Gast's celebrated destination marketing career is a case study in creative vision. Many industry peers have relied on her "Building Blocks" model of tourism and economic development that starts and ends with creating a place that people want to visit.

Now in her 32nd year as executive director of Visit Irving, the industry star producer shared with Senior Contributor Jeff Heilman her perspective on the cinema of it all in this "highlight reel."



Maura Gast. Credit: Maura Gast.

"I started my journey with the Irving Convention and Visitors Bureau as part of the Irving Texas Film Commission (ITFC) back in 1991," she said. "The ITFC came as a result of late developer Trammell Crow seeing an opportunity in the late '70s and early '80s to establish Texas, and particularly Dallas/Fort Worth and thus Irving, as a 'Third Coast' of filmmaking."

Much like the Metroplex itself, film production has undergone massive change since early '90s.

"It was a different world back then. Long before the ubiquitous use of CGI, and now, ever-present and accessible artificial intelligence, movies, films and commercials all depended on locations to build and sell the stories," Gast said. "A cinematic landscape required a literal cinematic landscape.

Or, at a minimum, a set or studio lot large enough to mimic nature, to build the surface of another planet, or whatever movie magic was required.

"Accordingly, Crow built the Dallas Communications Complex just minutes from where the Irving Convention Center at Las Colinas stands today," she continued. "You could walk on to this 'lot' with an idea for a film and leave with the finished product. Every type of company you'd need would be right there, right in the center of the country. With DFW International Airport moments away, you could fly your finished large tin movie reels out for distribution."

The Magic of Cinema Revealed

This Film Commission work opened her eyes to the magic of cinema, and through it the appeal of the destination.

“That job showed me a completely new world,” Gast said. “Oliver Stone was filming JFK in downtown Dallas, which was ‘dressed’ as it looked that dark day in 1963. My crush Scott Bakula was in nearby Denton filming Unnecessary Roughness. Dallas-born Marvin Lee Aday, better known as Meat Loaf, and Steve Martin filmed Leap of Faith. Ann Richards was the governor of Texas. The movie world opened its doors to her, sweeping us happily along on her coattails when pitching Irving as a location for studio consideration.”



Maura Gast. Credit: Maura Gast.

Gast soon got involved with location scouting, which gave her a wide-ranging perspective on the Metroplex and its many appealing facets.

“My job normally involved scouting locations for films, TV series, commercials and even karaoke videos, typically responding to an inquiry searching for a certain look or feel to fit the storyline,” she said. “Sometimes, though, I proactively looked for distinct or unique features

that might help Irving stand out.

“Old-school camera in hand—and with no internet to narrow the list of possibilities—I drove around the Irving area looking for the storyline,” she continued. “These ran the gamut, from Pittsburgh in the 1930s to a field for filming the ‘slow burn’ of a body. It could be an abandoned hospital, jail cell or high-rise traffic intersection. Or a resort pool, spa, golf course or hotel room. The key was that the destination had to be a well-crewed chameleon with plenty of behind-the-camera talent in place that could ‘play’ anywhere a storyline required.”

Her film industry work eventually led Gast to understand the economic impact a shoot could have on a destination, even if the context was not the most glamorous.

[Podcast With Maura Gast: [Why Irving, Texas, Excels in Wellness and Hyper-Personalization](#)]

“We envied the cities with shows titled and filmed on location—Providence, Streets of San Francisco, Miami Vice—they had it made!” she said. “We were just happy to land the economic boom that projects brought. Even if it was just a snarky reference to our Las Colinas Urban Center in Office Space, we were elated! We also provided shot-sheets and B-roll to Monday Night Football and the PGA network for cutaway shots that might show our Mustangs at Las Colinas by day or by night.”

Now occupied by different businesses, the Dallas Communications Complex is no longer. Opened in 1981, the Studios at Las Colinas, or the ‘soundstages,’ produced movies and TV shows including JFK, Robocop, Silkwood and Walker Texas Ranger. The facility is now named Blaze Studios.



How Film Work Informs Her DMO Leadership

But Gast is still involved in creating cinematic magic from Irving shoots, in a way, in her capacity as executive director of Visit Irving.

“Today, we still share footage of the Mustangs, which remain the perfect embodiment of Texas spirit and drama,” she offered. “And we have added to that B-roll, particularly with the dramatic and architecturally distinct Irving Convention Center at Las Colinas, which has made a ‘guest appearance’ in a number of TV shows, videos and commercials.”

The destination’s major resorts have also had a supporting role.



[Read the digital version of October Meetings Today!](#)

“Significant reinvestments have produced exceptional resort settings for groups at Irving’s Omni Las Colinas and The Ritz-Carlton, Dallas,” Gast said. “The riparian corridor that is the Elm Fork of the Trinity River and its Campion Trails provide unexpected recreational beauty in the heart of an otherwise very urban-suburban setting. Gondolas, water trikes, stand-up paddleboards and other watercraft glide over Lake Carolyn and through its canals. Other cinematic surprises include waterfalls next door to an office building, hidden by highways and best seen from above, as an automated people mover rolls by. The boutique Texican Court is Irving’s most Instagrammed property and stands as a true one-of-a-kind property.”

Perhaps surprising to some given the massive development in the Metroplex, Irving’s natural spaces have also made a cameo.

“Outdoor venues such as Levy Event Plaza, the Plaza at Williams Square, Heritage Park and Delaware Creek Parks bring nature right up to you,” she said. “The singular H. Ferrell Hogbottoms Wildlife Refuge and Outdoor Learning Center brings one man’s passion for the world around him to life, transforming a former illegal dumping site into something very special... and now that I think about it, there might be an Irving-based and named reality show here just waiting to get out.”



About the author

Jeff Heilman | Senior Contributor

Brooklyn, N.Y.-based independent journalist Jeff Heilman has been a *Meetings Today* contributor since 2004, including writing our annual Texas and Las Vegas supplements since inception. Jeff is also an accomplished ghostwriter specializing in legal, business and Diversity & Inclusion content.

meetings

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DESTINATIONS
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NORTH CAROLINA
ORANGE COUNTY, CA
MARYLAND
DUBAI AND ABU DHABI, UAE



Maura Allen Gast

LIGHTS,
CAMERA,
Irving!

A DMO leader who turned her passion for cinema into love for a destination

+

ALL-INCLUSIVES: ALL IN
GAMING: THERE'S SOMETHING IN THE AIR
WELLNESS: WHY WHITE SPACE?

Best of
meetings **2025**
TODAY
Awards

New Venues in Dallas/Fort Worth Fall 2025 Events

BB bizbash.com/event-venues/12-new-venues-in-dallas-fort-worth-for-fall-2025-meetings-and-events

Amy Gordon

October 27, 2025



The Highland Dallas Photo: Courtesy of The Highland Dallas

Here's a closer look at Dallas/Fort Worth's newest eateries, drinking spots, hotels, conference areas, private rooms, and other spaces available for events this fall. The new and renovated Dallas/Fort Worth venues are available for corporate parties, weddings, fundraisers, outdoor functions, business dinners, team-building activities, conferences, meetings, and more.

Omni Las Colinas Hotel



Photo: Courtesy of Omni Las Colinas Hotel

[Omni Las Colinas Hotel](#) completed a property-wide renovation in June, including a redesign of all 421 guest rooms and suites, as well as enhancements to public spaces throughout the hotel. Across the property, curated artwork, textured and brass accents, natural woods, and nature-inspired hues blend inspiration from both Dallas' serene surroundings and industrious spirit. This final phase of the revamp included the property's largest event space, the 10,650-square-foot Las Colinas Ballroom, which accommodates 2,000 for receptions, 1,152 guests theater-style, 684 classroom-style, and 600 for banquets. Guests and planners can also choose from three new food and beverage outposts: the Texas-style LRH Restaurant & Bar, brunch spot Flossie's, and gourmet market Over the Counter. In total, the property includes 80,000 square feet of event space, and AV assistance is provided through Pinnacle Live.

Sandman Signature Dallas-Las Colinas Hotel and Suites



Photo: Courtesy of Sandman Signature Dallas-Las Colinas Hotel and Suites

After five years of construction, the six-story [Sandman Signature Dallas-Las Colinas Hotel and Suites](#) opened its doors in Irving in September. Part of Star Park, the modern 204-room hotel features a mix of king rooms, junior suites, and one-bedroom suites. On property, guests can enjoy amenities like an indoor pool and hot tub, a 24/7 fitness center, complimentary parking, and a 750-square-foot meeting space that seats as many as 50. Accessible through the hotel, the new Tavern on Meridian offers a 6,635-square-foot, high-energy nostalgic dining concept serving hearty pub food like burgers, poutine, and Detroit-style pizza.

Tucked Between Fort Worth And Dallas Is Texas' Picturesque City With Tasty Local Cuisine

yahoo.com/lifestyle/articles/tucked-between-fort-worth-dallas-170000231.html

Kira Reinke

October 9, 2025



View of Irving from Lake Carolyn, with medium-sized high-rises - Dee Liu/Getty Images

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While Dallas is one of the Lone Star State's most famous cities, its next-door neighbor is also worth a visit, featuring resort-like communities, top dining, and lakeside adventures. Irving, Texas, which has been dubbed "Dallas' little brother," is making a name for itself outside of the shadows of Dallas and Fort Worth. Once a rural farming town, Irving was first incorporated in 1914 and has now transformed into Texas' 12th largest city. Just about 12 miles from the skyscrapers of downtown Dallas, Irving is anchored by sparkling lakes and canals and lined with trees and parks.

The city is also home to Dallas Fort Worth International Airport (DFW), [the major U.S. airport that takes the longest to walk across \(it's a full 1.5 miles\)](#). So, on your next flight into DFW, it's easy to spend a day or weekend exploring the surrounding city of Irving and its under-the-radar treasures,

from global cuisine to art performances to gondola rides on the canal. Dallas' other airport, Dallas Love Field, is also just a 20-minute drive from Irving. The best time to visit Irving is the spring and fall months, when temperatures hover in the 60 to 80 degrees Fahrenheit range.

Read more: [The 'Friendly Island' Is A Tiny Hawaiian Destination With An Abandoned Hotel And No Traffic In Sight](#)

Where to dine and stay in Irving



The Mandalay Canal Walk at Las Colinas, featuring white stone buildings - Kit Leong/Shutterstock

Irving boasts an excellent mix of restaurants, from upscale dining to takeaway eats. One of the city's institutions is Via Real, which has been serving up fine Tex-Mex cuisine since the 1980s. From steaming fajita platters to Adobo shrimp and crab enchiladas, as well as a variety of margaritas, this favorite is a must on any Irving itinerary. "This restaurant has been in Irving for several years and for a reason!" raved a [TripAdvisor](#) reviewer. "The ambiance is serene and beautiful and the staff is superb." For more classic Texas dining, check out The Ranch at Las Colinas, where hearty farm-to-table Southwestern fare is on the menu, including chicken-fried steak, Texas redfish, and a Texas hot chicken sandwich.

Irving also features a wide range of global cuisine, from Andalous Mediterranean Grill for gyros and kabobs to African Village for jollof rice and goat curry. For a meal on the go, don't miss Empa Mundo for tasty Argentinian empanadas or Shin's Donuts for freshly made donuts, breakfast rolls,

croissants, and more.

Irving's most luxurious hotel is The Ritz-Carlton Dallas, Las Colinas, which offers a five-star resort experience in the city's upscale neighborhood of Las Colinas. The hotel offers 427 sleek and spacious rooms, suites, and villas, as well as multiple restaurants and bars. The expansive, 400-acre property is home to a massive freeform swimming pool lined with cabanas, two 18-hole championship golf courses, indoor and outdoor tennis courts, a fitness center, and a salon and spa. For a boutique offering nearby, the Texican Court is a charming hotel with ranch-chic rooms and suites, the Tex-Mex restaurant Two Mules Cantina, and a cozy outdoor courtyard with firepits.

What to see and do in Irving



Mustang sculptures in an outdoor fountain - Buyenlarge/Getty Images

Though Irving may be overlooked in favor of Dallas and Fort Worth, the city packs a punch with art, culture, history, outdoor adventure, and more. One great place to explore is Las Colinas around Lake Carolyn, which flows into the Mandalay Canal. The Mandalay Canal Walk is an idyllic, pedestrian path that runs along the water for a pretty stroll. For a truly unique experience, book a romantic ride with Gondola Adventures to glide down the canal in a Venetian-style gondola maneuvered by a skilled gondolier. You can also rent kayaks or stand-up paddleboards to explore the lake on your own, framed by trees and Irving's business towers. Just steps from the lake is

Irving's most iconic public artwork, the Mustangs of Las Colinas. Created in 1984, the installation shows a bevy of bronze wild mustangs galloping through a water plaza. The large-scale and lifelike masterpiece is a beautiful ode to Texas' once thriving population of wild horses.

Art lovers should venture to the Irving Arts Center, which hosts plays, concerts, and children's events. There is also an on-site gallery for rotating exhibits and a permanent sculpture garden. A popular historic site in Irving is the Ruth Paine House, a ranch-style home where John F. Kennedy's alleged assassin Lee Harvey Oswald stayed before the assassination on November 22, 1963. The home is now a museum and offers tours that recount the events that happened in the house before and after the assassination. Irving is also near the region's other fascinating cities, such as Coppell, [a chic artsy city with a beloved farmers market](#), and Grand Prairie, which is [full of world-class family fun and green spaces](#).

Ready to discover more hidden gems and expert travel tips? [Subscribe to our free newsletter](#) for access to the world's best-kept travel secrets.

Read the [original article on Islands](#).



DATE: October 27, 2025
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: Hotel Performance and Short Term Rental Data – September Data

Hotel Performance

Irving's hotel occupancy rate for September was 64.0%, a decrease of 2.1% from last year. The Average Daily Rate (ADR) was \$130.63, a decrease of 0.6% from last year and Revenue Per Available Room (RevPAR) was \$83.57, a decrease of 2.7% from last year.

The hotel occupancy for Texas was 58.5%, a decrease of 2.2% from the previous year and the hotel occupancy for the US was 63.4%, a decrease of 1.9% from the previous year.

Short Term Rental

For the month of September, there were 537 available listings in Irving. The occupancy rate was 56.0%, a decrease of 5.9% from last year and the ADR was \$141.07, a decrease of 6.5% over last year.

For the hotel comparable subset, the occupancy rate was 60.8%, an increase of 3.0% from last year and the ADR was \$66.49, a decrease of 7.0% from last year.

Hotel Performance Summary

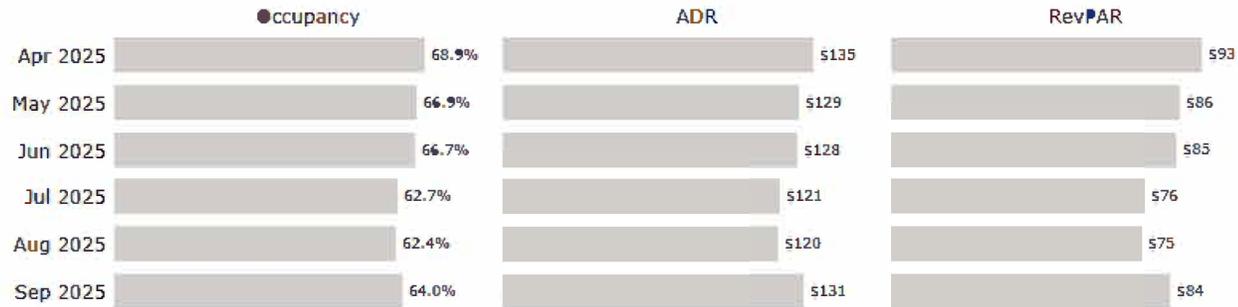
Irving, TX | September 2025



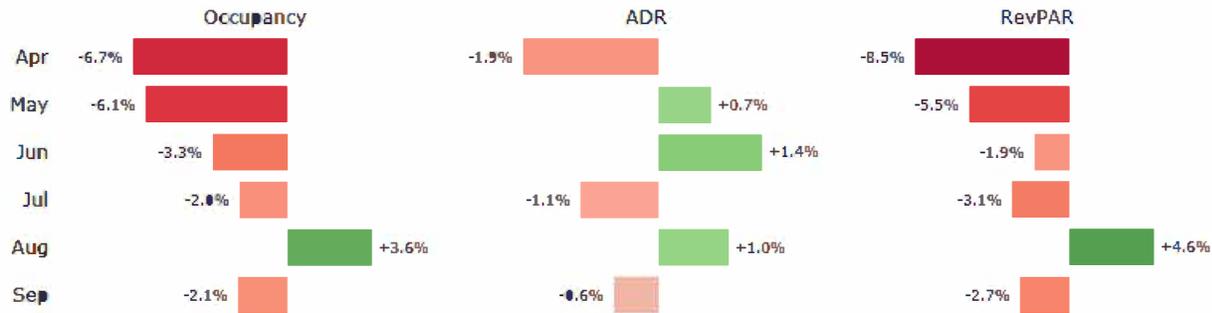
Month: September 2025 | Location: Irving, TX | Compare to: Previous Year | Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
September 2025	64.0%	\$130.63	\$83.57	389.6K	249.3K	\$32.6M
Change vs. Previous Year	▼ -2.1%	▼ -0.6%	▼ -2.7%	▲ 0.1%	▼ -2.0%	▼ -2.6%
YTD Calendar Year	65.2%	\$128.74	\$83.93	3.5M	2.3M	\$297.4M
YTD Change vs. Previous Year	▼ -1.7%	▲ 1.0%	▼ -0.7%	▲ 0.1%	▼ -1.6%	▼ -0.6%

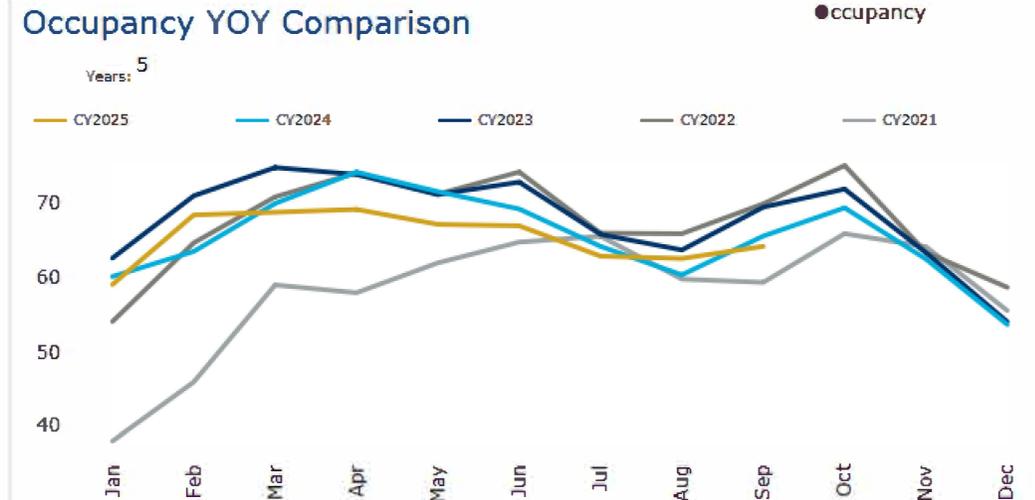
Last Six Months Performance



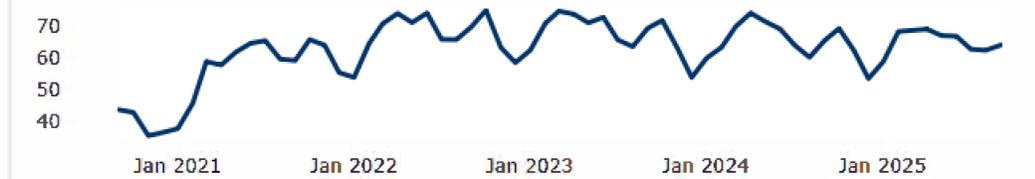
Last Six Months Performance vs. Previous Year



Occupancy YOY Comparison



Occupancy Long Term Trend



Source: STR

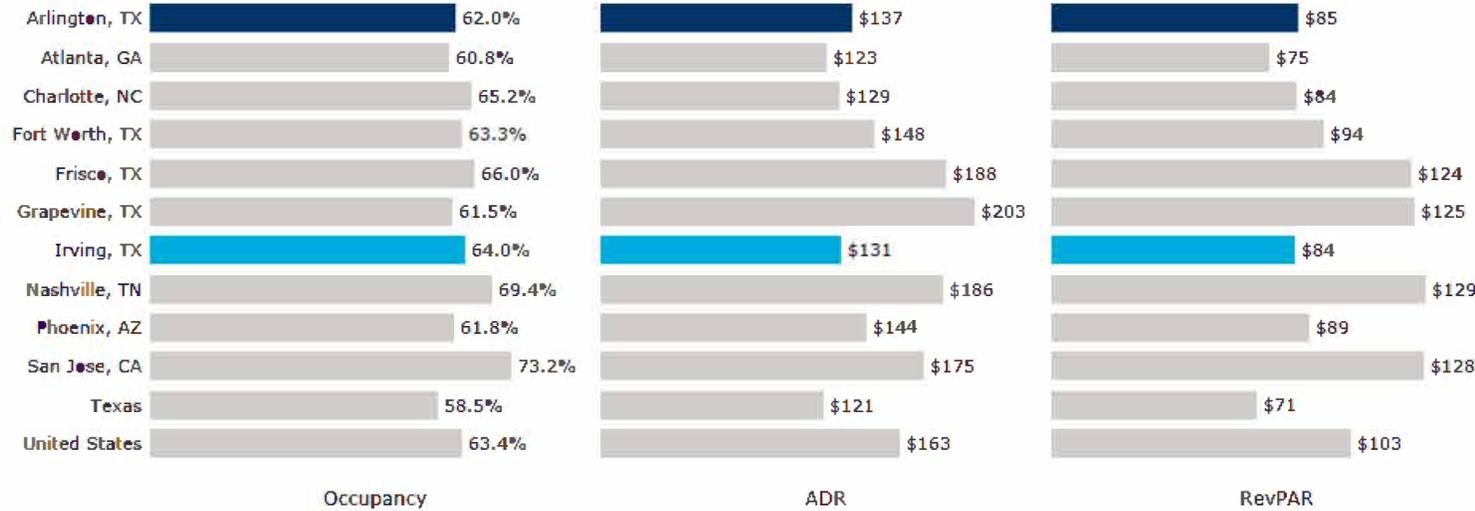
Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets



Month: September 2025 | Report Month: | Compare to Previous Year: | Markets: All | Supply Total: | Measures Summary:

September 2025, Comp. Markets Hotel KPIs



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

Occupancy Comparison



September 2025, Comp. Markets Hotel Performance vs. Previous Year

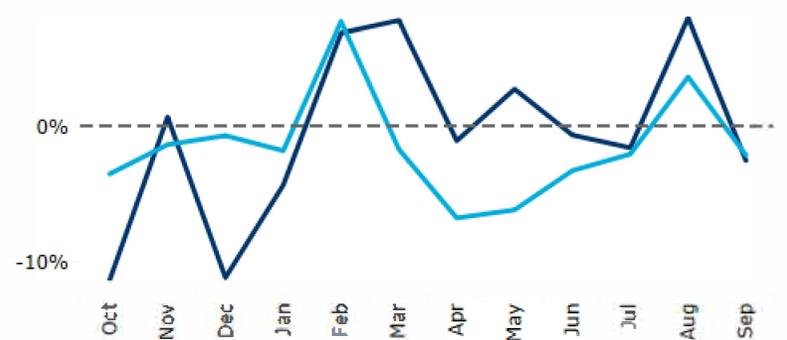
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	62.0%	▼ -2.5%	\$137	▼ -7.7%	\$85	▼ -10.0%	248.0K	▼ -0.3%	153.8K	▼ -2.8%	\$21.0M	▼ -10.3%
Atlanta, GA	60.8%	▼ -3.6%	\$123	▼ -2.5%	\$75	▼ -6.1%	3.5M	▲ 1.3%	2.1M	▼ -2.4%	\$258.5M	▼ -4.9%
Charlotte, NC	65.2%	▼ -4.8%	\$129	▼ -0.5%	\$84	▼ -5.2%	1.3M	▲ 1.2%	843.6K	▼ -3.6%	\$109.0M	▼ -4.1%
Fort Worth, TX	63.3%	▼ -1.6%	\$148	▲ 1.3%	\$94	▼ -0.2%	542.1K	▲ 4.3%	343.2K	▲ 2.7%	\$50.9M	▲ 4.0%
Frisco, TX	66.0%	▼ -6.0%	\$188	▲ 3.5%	\$124	▼ -2.8%	139.4K	▲ 8.7%	91.9K	▲ 2.1%	\$17.3M	▲ 5.7%
Grapevine, TX	61.5%	▼ -10.5%	\$203	▼ -0.6%	\$125	▼ -11.0%	143.7K	▲ 0.0%	88.3K	▼ -10.5%	\$17.9M	▼ -11.0%
Irving, TX	64.0%	▼ -2.1%	\$131	▼ -0.6%	\$84	▼ -2.7%	389.6K	▲ 0.1%	249.3K	▼ -2.0%	\$32.6M	▼ -2.6%
Nashville, TN	69.4%	▲ 1.7%	\$186	▼ -1.4%	\$129	▲ 0.3%	1.8M	▲ 3.8%	1.3M	▲ 5.6%	\$236.5M	▲ 4.1%
Phoenix, AZ	61.8%	▼ -1.0%	\$144	▼ -1.2%	\$89	▼ -2.2%	2.2M	▲ 1.6%	1.3M	▲ 0.6%	\$192.7M	▼ -0.6%
San Jose, CA	73.2%	▲ 2.3%	\$175	▲ 0.6%	\$128	▲ 3.0%	309.5K	▲ 2.3%	226.7K	▲ 4.7%	\$39.7M	▲ 5.4%
Texas	58.5%	▼ -2.2%	\$121	▼ -1.3%	\$71	▼ -3.5%	16.1M	▲ 0.8%	9.4M	▼ -1.4%	\$1.1B	▼ -2.7%
United States	63.4%	▼ -1.9%	\$163	▼ -0.1%	\$103	▼ -2.1%	171.8M	▲ 0.9%	109.0M	▼ -1.1%	\$17.7B	▼ -1.2%

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

Source: STR

Occupancy vs. Same Month in Previous Year

Last 12 Months



Short Term Rental Summary

Irving, September 2025

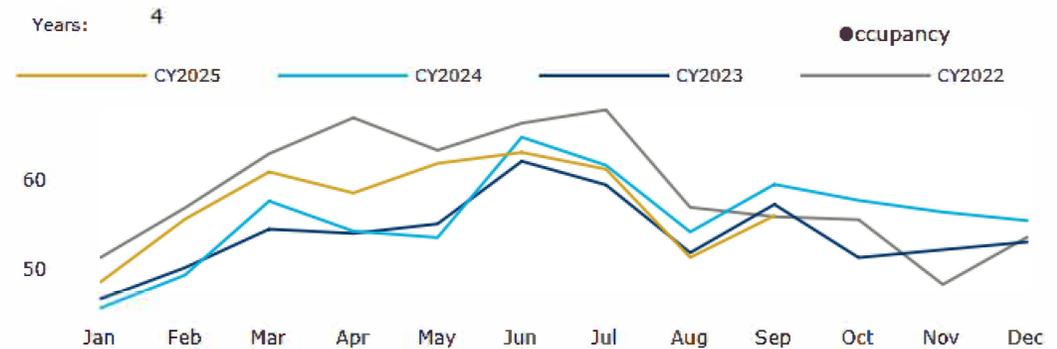
X Month: September 2025 | Location: Irving | Property Type: All Properties | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
September 2025	56.0%	\$141.07	\$78.98	11.8K	6.6K	\$929.4K
Change vs. Previous Year	-5.9%	-6.5%	-12.0%	-7.1%	-12.6%	-18.3%
Calendar Year-to-Date	57.4%	\$156.23	\$89.64	104.8K	60.1K	\$9.4M
YTD Change vs. Previous Year	+3.1%	+1.8%	+4.9%	-10.0%	-7.2%	-5.6%

Last Six Months

Month	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Apr 25	58.5%	+7.9%	\$154	-5.3%	\$90	+2.2%	11.9K	-14.6%	7.0K	-7.9%	\$1.1M	-12.7%
May 25	61.8%	+15.5%	\$162	+3.6%	\$100	+19.6%	11.7K	-10.9%	7.3K	+2.9%	\$1.2M	+6.6%
Jun 25	63.1%	-2.6%	\$160	+5.0%	\$101	+2.3%	11.2K	-11.8%	7.1K	-14.1%	\$1.1M	-9.8%
Jul 25	61.2%	-0.7%	\$164	-1.9%	\$100	-2.6%	11.7K	-14.1%	7.2K	-14.7%	\$1.2M	-16.3%
Aug 25	51.3%	-5.3%	\$157	+2.9%	\$80	-2.5%	11.8K	-12.1%	6.1K	-16.8%	\$949.0K	-14.3%
Sep 25	56.0%	-5.9%	\$141	-6.5%	\$79	-12.0%	11.8K	-7.1%	6.6K	-12.6%	\$929.4K	-18.3%

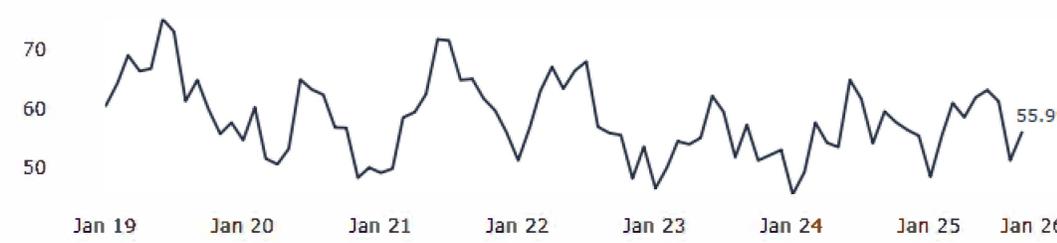
Occupancy YOY Comparison



Occupancy vs. Previous Year



Occupancy Long Term Trend



Short Term Rental Summary

Irving, September 2025

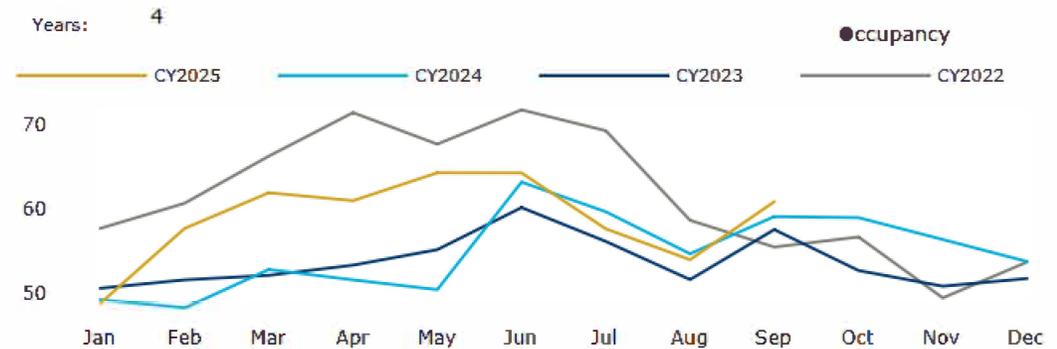
X Month: September 2025 | Location: Irving | Property Type: Hotel Comparable | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
September 2025	60.8%	\$66.49	\$40.43	6.2K	3.8K	\$252.1K
Change vs. Previous Year	+3.0%	-7.0%	-4.2%	-16.8%	-14.3%	-20.3%
Calendar Year-to-Date	58.7%	\$73.11	\$42.93	56.1K	32.9K	\$2.4M
YTD Change vs. Previous Year	+8.2%	+0.5%	+8.8%	-18.6%	-12.0%	-11.5%

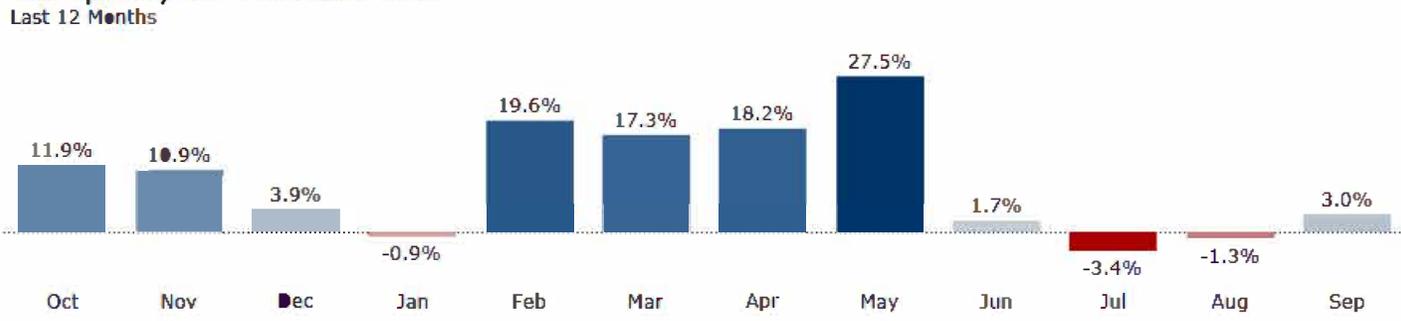
Last Six Months

Month	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Apr 25	60.9%	+18.2%	\$74	-3.1%	\$45	+14.5%	6.4K	-21.7%	3.9K	-7.5%	\$287.7K	-10.4%
May 25	64.2%	+27.5%	\$72	-3.2%	\$46	+23.5%	6.2K	-23.6%	4.0K	-2.6%	\$287.3K	-5.6%
Jun 25	64.2%	+1.7%	\$73	+4.9%	\$47	+6.7%	6.0K	-20.6%	3.8K	-19.2%	\$279.4K	-15.3%
Jul 25	57.6%	-3.4%	\$74	-2.9%	\$42	-6.1%	6.3K	-18.6%	3.6K	-21.4%	\$266.4K	-23.6%
Aug 25	53.9%	-1.3%	\$66	-5.0%	\$36	-6.2%	6.1K	-22.7%	3.3K	-23.7%	\$219.1K	-27.5%
Sep 25	60.8%	+3.0%	\$66	-7.0%	\$40	-4.2%	6.2K	-16.8%	3.8K	-14.3%	\$252.1K	-20.3%

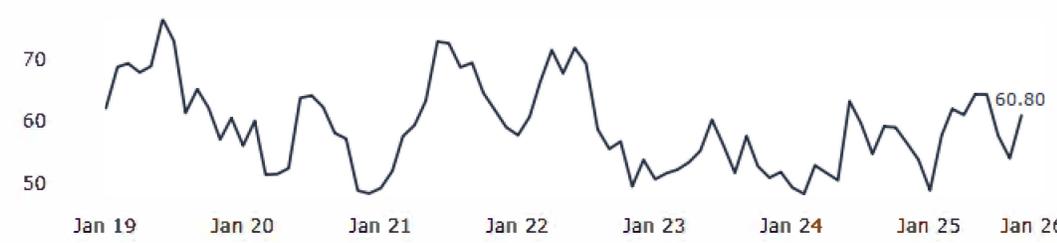
Occupancy YOY Comparison



Occupancy vs. Previous Year



Occupancy Long Term Trend





CONVENTION CENTER MANAGEMENT REPORTS

IRVING
CONVENTION &
VISITORS BUREAU



IRVING
CONVENTION CENTER
AT LAS COLINAS
 AN ASM GLOBAL MANAGED FACILITY

November 12, 2025

TO: Maura Gast, ICVB Executive Director
 FROM: Verenis Johnson, ASM Global Director of Finance
 Casey Villaseñor, ASM Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – September 2025**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	54,889	90,506	137,763	1,056,526	1,737,366	1,120,414
Ancillary Income	590,112	249,690	546,147	7,424,261	5,096,242	5,796,894
Total Event Income	645,001	340,196	683,910	8,480,787	6,833,608	6,917,308
Other Income	140,118	139,113	153,725	1,452,616	1,669,400	1,585,694
Adjusted Gross Income	785,119	479,309	837,635	9,933,403	8,503,008	8,503,002
Indirect Expenses	(1,085,433)	(889,499)	(1,179,625)	(9,218,079)	(9,898,008)	(8,617,245)
Net Income (Loss)	(300,314)	(410,190)	(341,990)	715,324	(1,395,000)	(114,243)

- We had fourteen revenue-producing events for the month.
- Total event income surpassed budget by \$304,805.
- Other operating income includes September's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were over budget by \$195,934 due to year-end expenses like replenishing back-stock supply of building filters, computer and software expenses updating out of warranty laptops, and additional building repairs.
- Overall, for the month of September, the ICC exceeded budget by \$109,876.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	872,582	347,200	768,573	10,339,851	7,186,066	8,792,594
Net Income/(Loss)	503,535	212,800	438,175	6,032,796	4,404,360	4,645,400
Net Income/(Loss) %	57.71%	61.29%	57.01%	58.35%	61.29%	52.83%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
14	183	14,303	255,716
Current Year	Current Year	Current Year	Current Year
17	185	21,919	255,275
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date		
3,616	36,159	32	93.8%
Current Year	Current Year	Year to Date	Year to Date
7,019	39,826	32	93.8%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
15	155
Current Year	Current Year
12	155
Prior Year	Prior Year

Target Industry Bookings

Rooted Expo – October 2026

TEXSOM Conference – August 2026

October and November at a Glance

- September 30-Oct 1 Technology Prayer Breakfast
- October 1 HCA Medical City Healthcare
- October 2-5 Dallas Fan Festival
- October 6-10 VidSummit
- October 10-11 D-Town Bully Showdown
- October 12-14 Care Flite
- October 14 Irving 360 Civic Academy
- October 15 Irving Economic Development Partnership
- October 17-18 Trainer Con
- October 23 DynaTen Quarterly Meeting
- October 23-26 Expo Contratista
- October 26-29 Acts 29
- October 28-30 North Texas Facilities Expo
- October 31-Nov 2 Mint Exchange Card Game Trade Show
- November 2-7 Tech Conference
- November 7-9 Great American Franchise Expo
- November 8-9 Lindsey Wilson College
- November 8-14 Mining Disrupt
- November 10-12 MHM Publishing
- November 13-14 MDA Uncork a Cure Gala
- November 14 Economic Development Luncheon
- November 14 High Spirited Citizen Luncheon
- November 14-16 Dheeraj & Krithrika's Wedding
- November 15-16 Lindsey Wilson College
- November 16-18 Housing Intelligence Expo
- November 19-25 USA Judo Dallas Invitational & President's Cup
- November 22 Doubletake Dance

cc: Tom Meehan, General Manager, ASM Global

October 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29 ICVB Board of Directors ... Definite	30 2025 Technology Prayer Breakfast Definite	1 HCA Medical City Hiring ... Definite	2 Dallas Fan Festival 2025 Definite	3	4
5 Dallas Fan Festival 2025 Definite	6 VidSummit 2025 Definite	7	8	9	10 D-Town Bully Showdown Definite	11
12 CareFlite Definite	13 Columbus Day	14 Irving 360 Civic Academy Definite	15 8th Grade Career Fair Definite	16	17 Trainer Con 2025 Definite	18
19	20	21	22 Wells Fargo Parking Definite	23 DynaTen Quarterly Meet... Definite Expo Contratista Definite	24 ICVB Executive Committ... Definite	25
26 Acts29 North American Conference Definite Expo Contratista Definite	27	28	29 North Texas Facilities Expo 2025 Definite	30	31 The Mint Exchange Card Game Trade Show Definite	1

November 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Acts29 North American Conference Definite				The Mint Exchange Card Game Trade Show Definite		
Expo Contratista Definite		North Texas Facilities Expo 2025 Definite				
2	3	4	5	6	7	8
TechCon365 Definite						
The Mint Exchange Card ... Definite						Great American Franchise Expo Definite
						Lindsey Wilson College ... Definite
						Mining Disrupt Definite
9	10	11 Veterans Day	12	13	14	15
Mining Disrupt Definite						
Great American Franchis... Definite		ICVB Destinations Intern... Definite		MDA Uncork a Cure Gala Definite		
Lindsey Wilson College ... Definite		Vertical MRO Conference Definite			Economic Development ... Tentative 1	Dheeraj and Krithika's Wedding Definite
						High Spirited Citizen Lu... Definite
						Lindsey Wilson College ... Definite
16	17	18	19	20	21	22
Dheeraj and Krithika's ... Definite			USA Judo Dallas Invitational and National Presidents Cup 2025 Definite			
Housing Intelligence Expo Definite					Double Take Dance Conv... Definite	
Lindsey Wilson College ... Definite		ICVB Board of Directors ... Definite				

December 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2 Digital Summit Definite	3	4 Battle of Texas Definite FMSC Definite	5 Former Board Members ... Definite	6 Distinctive Events Trade... Tentative 6 Civil Service Exam Tentative 1
7 Battle of Texas Definite	8	9	10 Technology Summit International Definite	11 FMSC Definite	12 DynaTen Lift Training Definite	13 Bodybuilding NPC Nationals Definite
14 Bodybuilding NPC Natio... Definite	15 ICVB Board of Directors ... Definite	16 DFW Business Group on Health Definite	17	18	19	20
21	22	23	24	25 Christmas Day	26	27
28	29	30	31 Vogel Alcove Day 1 Dallas Definite	1 New Year's Day	2 Hilti Definite	3

November 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27 Thanksgiving	28	29
USA Judo Dallas Invitational and National Presidents Cup 2025 Definite						
30	1	2	3	4	5	6
		Digital Summit Definite		Battle of Texas Definite		
				FMSC Definite		
					Former Board Members ... Definite	Distinctive Events Trade... Tentative 6
						Civil Service Exam Tentative 1

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ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES

Good morning, Lions,

Since its opening in 1950, *Booker T. Washington High School* in Shreveport, Louisiana has educated tens of thousands of students from across Northwest Louisiana. Many of these individuals have gone on to make remarkable contributions to their communities and to the nation. To honor this proud legacy, the *Booker T. Washington High School Alumni Foundation* will celebrate Homecoming 2025, marking the school's 75th anniversary, by recognizing the 75 Most Influential Alumni in school history.

After an exhaustive research and review process, the selection committee has determined that each honoree has made a significant impact on society in one or more of the following categories: Education, Business, Religion, Civic Engagement, Social Impact, and Politics.

As the chairman of the program, it is my honor and privilege to congratulate you on your selection to the inaugural class of the Most Influential Alumni of Booker T. Washington High School, hereafter known as: THE WASHINGTON 75.

Harry Blake, Sr (Class of 1954)	Regina Webb, Ph.D. (Class of 1983)	Terry Scott (Class of 1975)
Carl Stewart (Class of 1967)	Tahira Abdul-Rahman (Class of 1964)	Betty Lewis (Class of 1970)
H. Calvin Austin (Class of 1964)	Robert Blount (Class of 1973)	Terrence Winn (Class of 1984)
Courtland Milloy, Jr. (Class of 1969)	Brady Blade, Sr (Class of 1957)	Terence Vinson, Ph.D. (Class of 1996)
Richard Toliver (Class of 1957)	Wilbert E. Pryor (Class of 196)	Robert Jackson (Class of 1977)
Essex Johnson (Class of 1964)	Robert Piper (Class of 1964)	Jasmine Green (Class of 2006)
Rebecca Miller-Sykes (Class of 1969)	Richard Stewart (Class of 1965)	Johnny Antwine (Class of 1986)
Leon Tarver (Class of 1960)	Zazell Dudley (Class of 1979)	Sharon Johnson (Class of 1977)
Travis Griffin (Class of 1959)	Pamela Hart (Class of 1979)	Roosevelt Collins (Class of 1986)
Nicole Deal (Class of 1995)	Mary Mothershed Pryor (Class of 1960)	Nerissa Willis (Class of 1955)
Mark Grant (Class of 1977)	Barbara McDade-Gordon (Class of 1965)	Eddie Hamilton Jr. (Class of 1998)
Alvin Washington (Class of 1979)	Maxine Thompson-Duruiseau (Class of 1965)	Carl Franklin (Class of 1977)
Nodie Monroe-Washington (Class of 1964)	Clara Farley (Class of 1965)	Martha Henderson (Class of 1967)
Joyce Walker-Williams (Class of 1967)	Walter Williams, Ph.D. (Class of 1980)	Vernon Claville (Class of 1969)
Delonia Watson (Class of 1974)	Terry Daniels (Class of 1969)	Gwen Pender (Class of 1979)
Ivory V. Nelson (Class of 1951)	Willie Burton (Class of 1962)	Constance Green (Class of 1977)
Eddie Giles (Class of 1958)	Cleophous Banks (Class of 1963)	Willie Bradford (Class of 1969)
Ron Johnson (Class of 1972)	E. Jean Ware (Class of 1963)	Lynn Cawthorne (Class of 1985)
Elwin Sykes (Class of 1967)	Deborah Skannel, M.D (Class of 1977)	Niccie Johnson (Class of 1951)
Curtis Patterson (Class of 1962)	AcQueena Grant, Ph.D. (Class of 1995)	Walter Daniel, Ph.D. (Class of 1966)
Ned Lewis (Class of 1970)	Donald McDuffy (Class of 1977)	Fred Washington (Class of 2007)
Fred Caldwell, Sr (Class of 1964)	Sonja Landry (Class of 1970)	Ray Snow (Class of 1981)
Richard Hardy, Jr (Class of 1965)	Andrew Harris (Class of 1960)	Veronica Williams-Latnie, Ph.D. (Class of 1965)
Eddie Mae Montgomery (Class of 1961)	Edward Allen (Class of 1959)	Cynthia Hightower-Jenkins (Class of 1975)
Crystal Tate-Barnes (Class of 1999)	G. Jeane Nichols (Class of 1954)	Lorenza Bell (Class of 1959)