

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Destination Development Committee
Tuesday, February 10, 2026 at Time 11:30 AM
Irving Convention Center, First Floor Board Room
500 W. Las Colinas Blvd.
Irving, Texas 75039

NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors and City Council may be present at this committee meeting.

1. Citizen Comments on Items Listed on the Agenda
2. Approval of August 12, 2025 Committee Meeting Minutes
3. Irving Fire Department Introductions and Update
 - a. Fire Hazards of Lithium Ion Batteries
 - b. Review of Irving Hotel Development
4. Toyota Music Factory Update – General Manager Eric Albert
5. DCURD Water Activities Update – General Manager Dallas Burke
6. Update on ICVB/ICC Sales Pipeline
7. Update on 2026 FIFA World Cup
8. City Council Report
9. Committee Chair Report and Staff Comments
 - a. Committee Goals
 - b. Resident Sentiment Survey Results – Destination Development Interests
 - c. Update from January 29, 2026 City Council Planning & Development Committee meeting – Urban Center Parking
10. Next Meeting – May 12, 2026

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.

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MINUTES – DESTINATION DEVELOPMENT COMMITTEE

The National Medal of Honor Museum, Learning Lab 1

Arlington, Texas 76011

Tuesday, August 12, 2025

Those in attendance were: Committee Chair Colvin Gibson, Committee Vice Chair Julia Kang, Board Chair Richard G. Stewart, Jr., Michael Basoco, Anthony Buttafuoco, and John Tancabel – Committee members; David Cole and Cambria Jones – Board Members; Carol Boyer, Lori Fojtasek, Brenda Lopez, Susan Rose, and Matt Tungett – ICVB staff; Guest – Sandra Stewart.

Committee Chair Colvin Gibson called the meeting to order at 11:33 a.m. There were no citizen comments.

Committee Vice Chair Julia Kang made a motion to approve the February 18, 2025 minutes, with an amendment to include Committee Chair Colvin Gibson’s Opening Comments from the panel discussion meeting presentation. With a second from Board Chair Richard Stewart, Jr., the motion to amend the minutes was unanimously approved.

Discussion was held on the destination penetration in the region and potential impacts. Projects discussed were the McKinney National Airport, projected to generate \$5 million in economic impact, the upcoming Sunset Music Amphitheater and Mansfield Sports Complex. There is concern regarding competitive pressures from Frisco’s future projects.

With no further discussion, Gibson adjourned the meeting at 11:50 a.m.

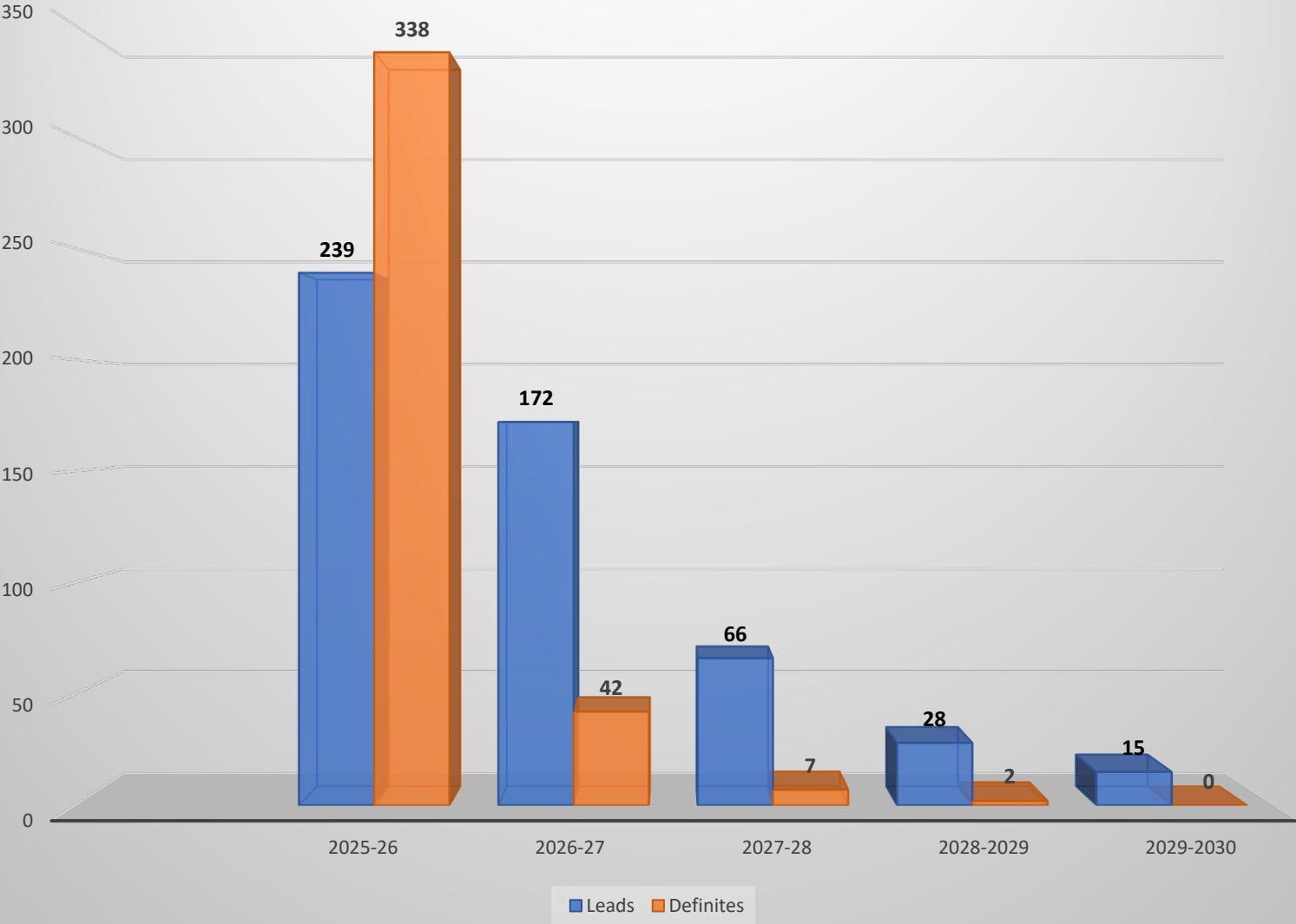
The group was led on a guided audio tour of the 31,000 square foot museum, featuring extraordinary exhibitions for the Medal of Honor recipients.

Respectfully submitted,

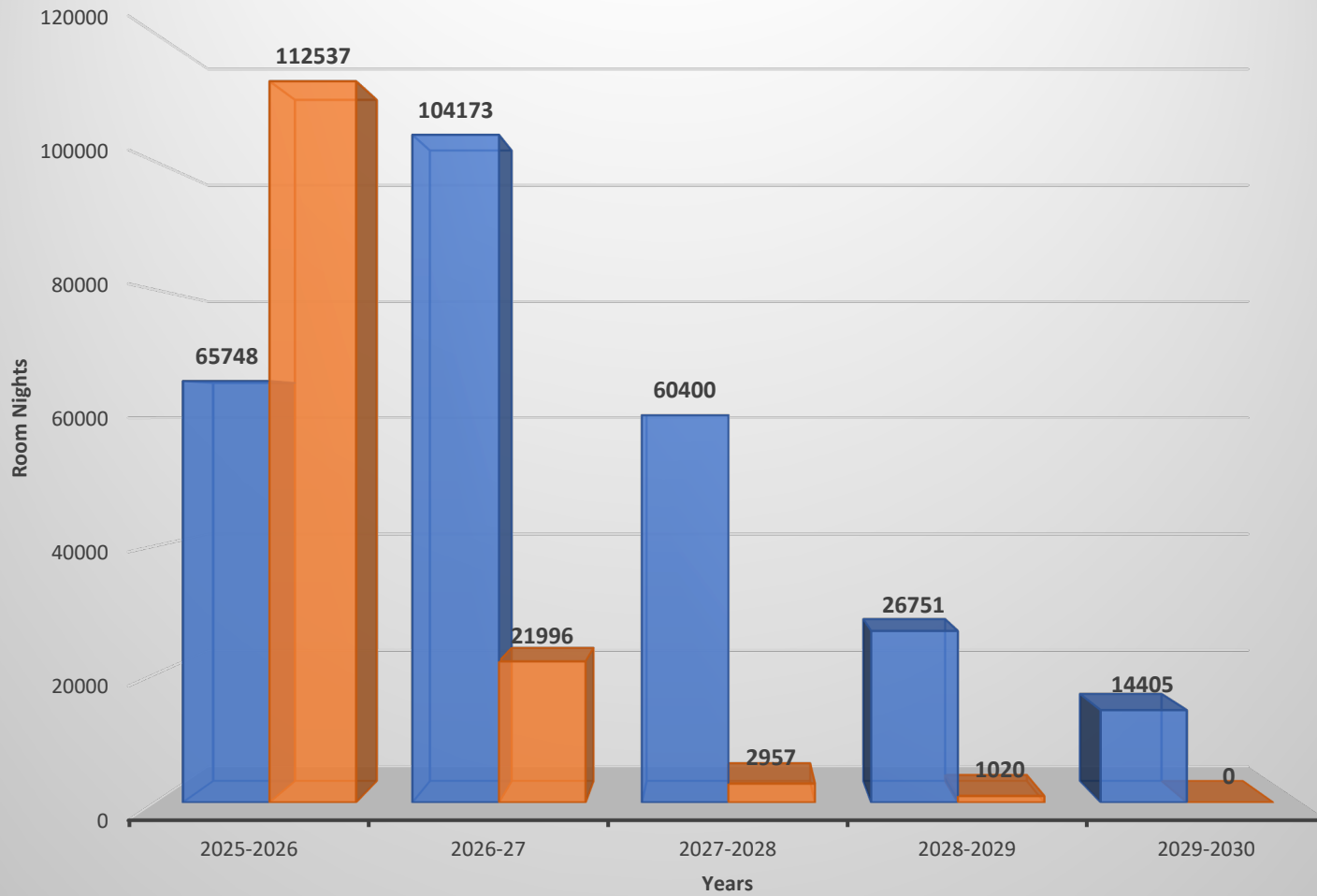


Lori Fojtasek
Assistant Executive Director Sales and Services

ICVB Number of Leads Pipeline

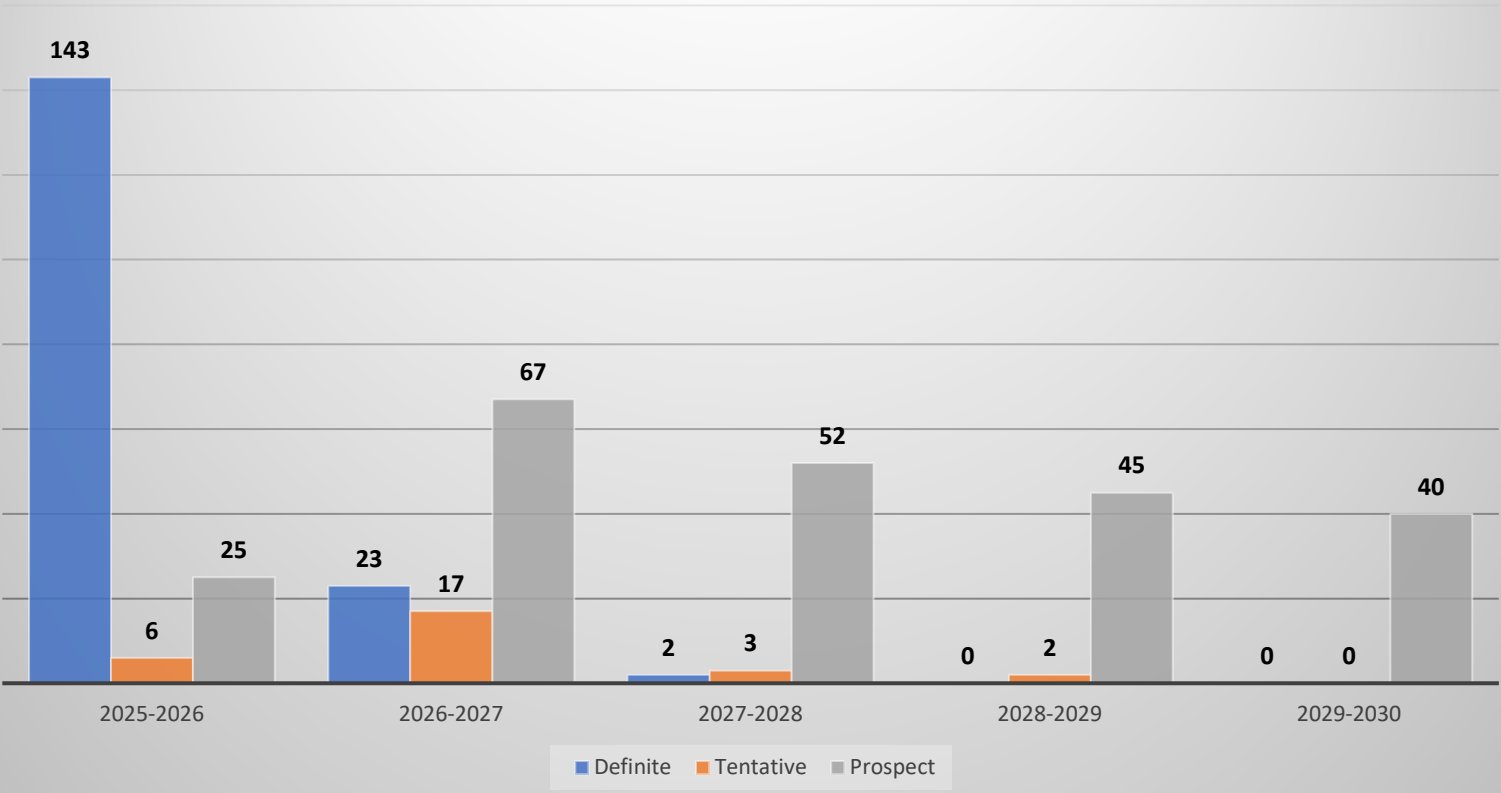


ICVB Room Night Pipeline



■ Lead Rooms ■ Definite Rooms

Irving Convention Center Number of Leads Pipeline



Compare to 2025	Start Year 2026	End Year 2029	Convention Center All	Peak Size Group All
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Definite Room Nights by Year & Month

Total requested room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2025	15,807	18,807	10,701	9,840	11,514	14,434	7,023	12,046	12,033	17,029	10,931	7,099	147,264
2026	13,429	9,489	8,352	9,168	19,973	3,714	4,864	5,226	4,772	5,739	2,483	1,081	88,290
2027	1,986	2,596	1,394	836	726	3,431	903	629	802	610	537		14,450
2028		223	750		641	806				610			3,030
2029		410											410

Booking Window

Average Booking Window by Peak Rooms and Event Year

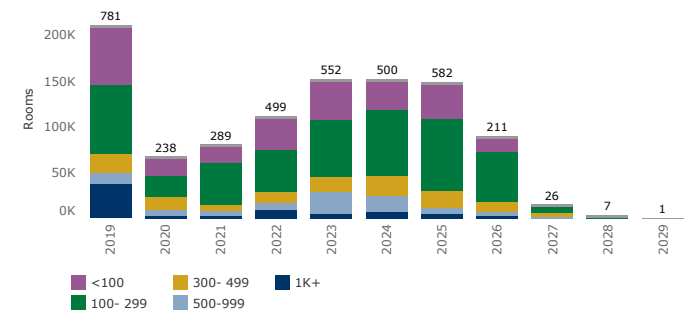
	<100	100- 299	300- 499	500-999	1K+
Avg.	2.9 mo	6.3 mo	1.0 yr	1.7 yr	10.4 mo
2025	1.5 mo	4.1 mo	8.2 mo	1.2 yr	-69 days
2026	6.7 mo	6.9 mo	1.5 yr	1.8 yr	1.9 yr
2027	2.0 yr	1.5 yr	1.2 yr	3.8 yr	
2028	3.5 yr	2.4 yr			
2029		3.2 yr			

% change in rooms vs. 2025

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2026	-15.0%	-49.5%	-22.0%	-6.8%	+73.5%	-74.3%	-30.7%	-56.6%	-60.3%	-66.3%	-77.3%	-84.8%	-40.0%
2027	-87.4%	-86.2%	-87.0%	-91.5%	-93.7%	-76.2%	-87.1%	-94.8%	-93.3%	-96.4%	-95.1%		-90.2%
2028		-98.8%	-93.0%		-94.4%	-94.4%				-96.4%			-97.9%
2029		-97.8%											-99.7%

Definite Events

Events and requested room nights



Difference in rooms vs. 2025

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2026	-2,378	-9,318	-2,349	-672	+8,459	-10,720	-2,159	-6,820	-7,261	-11,290	-8,448	-6,018	-58,974
2027	-13,821	-16,211	-9,307	-9,004	-10,788	-11,003	-6,120	-11,417	-11,231	-16,419	-10,394		-132,814
2028		-18,584	-9,951		-10,873	-13,628				-16,419			-144,234
2029		-18,397											-146,854

Opportunities (Prospect, Lead, Tentative)

Total requested room nights by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2026	1,171	3,585	8,509	14,984	5,705	10,042	3,303	8,773	12,290	13,948	7,973	2,904	93,187
2027	11,682	10,973	8,756	10,362	9,445	11,610	1,972	8,351	9,472	7,047	3,941	1,124	94,735
2028	3,967	14,194	3,397	2,550	4,229	5,520	5,745	1,027	7,049	3,939	2,571		54,188
2029	3,459	115	700	3,572	3,641	5,166	151	814	4,523	290	1,800	463	24,694

Status
 X Multiple values

Current Opportunities (Prospect, Lead, Tentative)

Events and requested room nights

