



MONDAY, MARCH 23, 2026 11:45 a.m.

IRVING CONVENTION CENTER
EXHIBIT HALL B
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	12/15/2026	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	P	P	C	P							
2	Basoco	Michael	P	P	P	C	P							
3	Gibson	Colvin	A	A	P	C	P							
4	Stewart, Jr	Richard	A	P	P	C	P							
5	Cooperstein	Karen	P	P	P	C	P							
6	Arafat	Yasir	A	P	P	C	P							
7	Reed	Sam	P	A	P	C	P							
8	Tancabel	John	P	A	P	C	P							
9	Taylor	Kyle	N/A	P	P	C	P							
10	Buttafuoco	Anthony	P	P	P	C	P							
11	Kang	Julia	A	P	P	C	P							
12	Malcolm	Greg	N/A	P	N/A	C	N/A							
13	Cole	David	P	P	P	C	*							
	Bob	Bourgeois	A	P	P	C	P							
	Bowman	Beth	P	P	P	C	*							
	Burke	Dallas	A	A	*	C	*							
	DeBeaudry	Tommy	A	A	P	C	P							
	Fenley-Garcia	Stephanie	A	P	P	C	P							
	Hawkins	Todd	A	P	*	C	P							
	Hillman	Chris	A	P	P	C	#							
	Lake	Harry	P	P	β	C	*							
	Limon	Kim	A	A	*	C	*							
	Wallace	Chris	A	A	*	C	*							
	Perot	Hammond	A	A	P	C	P							
	Rogers	Dick	A	A	#	C	#							
	Whittington	J. Lee	A	A	P	C	*							
	Zapanta	Councilman Al	A	P	*	C	P							

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, March 23, 2026 at 11:45 AM
Irving Convention Center
Exhibit Hall B
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

Consent Agenda

2. Approving ICVB Board Meeting Minutes for February 23, 2026
3. Accepting the ICVB Financial Reports for February 2026
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for February 2026

Board Reports

6. Board Chair Report
 - a. Conflict of Interest Form Reminder
 - b. Update on Board Member: City Council Engagement Assignments
 - c. Next Meeting – April 27
7. Board Committee Reports
 - a. Board and Business Development – Karen Cooperstein
 - Recap of March 13 Meeting
 - Next Meeting – June 12
 - b. Community Engagement – Cambria Jones
 - Officer Andrew Esparza Memorial Fun Run/Walk and 5K – April 11, 2026
 - Next Meeting – April 14
 - c. Destination Development – Anthony Buttafuoco
 - Next Meeting – May 12
8. 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

AGENDA - Continued

9. 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

10. Convention Center Management Report – Tom Meehan, Kayla Perez, Jeremy Pierce, Casey Villasenör

11. 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

12. 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, February 23, 2026 at 11:45 AM
Embassy Suites Las Colinas – Mustang Ballroom
Irving, Texas 75039**

Those in attendance: Sam Reed – Board Chair; Michael Basoco – Board Vice Chair; Yasir Arafat, Bob Bourgeois, Anthony Buttafuoco, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Colvin Gibson, Cambria Jones, Julia Kang, Hammond Perot, Richard Stewart, Jr., John Tancabel, and Kyle Taylor – Board Members; Councilman Mark Cronenwett, Mayor Rick Stopfer, , Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, and Senior Assistant City Attorney Christina Weber, and Council Liaison Al Zapanta – City of Irving; Tom Meehan, Casey Villaseñor, and Kayla Perez – ICC Staff; Carol Boyer, Maura Gast, Lori Fojtasek, Susan Rose, Monty White, Brice Petty, Matt Tungett, and Marianne Lauda – ICVB Staff.

Board Chair Sam Reed called the meeting to order at 11:45 a.m. and thanked the Embassy Suites by Hilton Irving-Las Colinas staff for hosting the meeting. Reed asked if there were any citizen comments; there were none.

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for December 15, 2025
- Accepting ICVB Financial Reports for October, November, December 2025, and January 2026
- Reviewing Hotel Occupancy Tax Collections
- Accepting ICC Financial Reports for November, December 2025, and January 2026

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

INDIVIDUAL CONSIDERATION

APPROVING HIGH SPIRITED CITIZEN RECOMMENDATIONS FROM THE COMMUNITY ENGAGEMENT COMMITTEE

Community Engagement Committee Chair Cambria Jones presented the recommendations for High Spirited Citizen nominations. Nomination forms for John Barbosa and Diana Pfaff are included in the packet.

Reed asked for a motion to approve the recommendations. On a motion from Board member Julia Kang and a second from Board member Colvin Gibson, the motion passed unanimously.

BOARD REPORTS

Board Chair Report

- Reed reported on the recent Board Leadership Symposium held January 23–24 at the Irving Convention Center. Several ICVB Board members attended, along with representatives from approximately 50 destination marketing organizations across North America. Reed noted the

symposium reinforced that the ICVB continues to be recognized as an industry leader under the leadership of Executive Director Maura Gast and the ICVB staff.

- Reed also reported that the Hotel Occupancy Tax Ordinance update has been completed and will take effect September 1, 2026.
- Reed reminded Board members to complete and return their Conflict of Interest forms to Office Manager Carol Boyer.
- A handout outlining City Council engagement assignments for Board members was distributed. The initiative aligns with the strategic plan to ensure ongoing communication with elected officials. Board members are encouraged to meet quarterly with their assigned Council members to provide updates.

Board member Kyle Taylor asked what steps would be taken if a Council member does not engage. Reed noted the matter could be addressed in an offline conversation. Talking points will be provided at an upcoming Board meeting.

BOARD COMMITTEE REPORTS

Board and Business Development Committee

Board member Karen Cooperstein reported:

- The Committee will meet on Friday, March 13.

Community Engagement Committee

Committee Chair Cambria Jones gave a recap of the January 13 meeting:

- The Committee recommended the High Spirited Citizen nominations approved earlier in the meeting.
- Discussion was also held on a recap of the City's Holiday Parade and related activities.
- The Committee is planning a new Board engagement activity on April 11 in support of the Irving Police Department's Andrew Esparza 5K event. Information will be distributed to Board members via email.
- The next meeting will be held on April 14, and Jones noted the Committee meeting time has changed to 11:30 a.m.

Destination Development Committee

Committee Chair Anthony Buttafuoco gave a recap of the February 10 meeting:

- Presentation by Assistant Chief Christopher McGuire regarding lithium battery safety.
- Review of Resident Sentiment Survey results.
- Toyota Music Factory updates and Urban Center parking concerns.
- FIFA World Cup planning updates.
- Current committee goals and priorities.
- The next Committee meeting is scheduled for May 12.

CITY REPORTS

Councilman Mark Cronenwett reported:

- City Council will meet this week and may consider potential updates to the short-term rental ordinance. Discussions include zoning approaches similar to Arlington and potential limits on short-term rental concentrations.
- Discussion was held on the upcoming DART election.

- Approval of a new data center project and opportunities to redevelop older industrial sites. Concerns related to water usage, energy demand, and noise from data center operations were raised.
- Cronenwett noted a vacant property near East Grauwlyer Road and Highway 183 is being considered as a potential site for data center development.
- Cronenwett also reported discussions regarding parking at the Toyota Music Factory and in the Urban Center, as well as potential improvements including signage, parking circulation, and more consistent pricing.

Council Liaison Al Zapanta reported no additional comments.

Mayor Rick Stopfer reported:

- The City currently has approximately \$1.3 billion in development permits issued, reflecting continued growth across Irving.
- Stopfer emphasized the importance of the ICVB to the City's economic success and thanked Executive Director Maura Gast for her leadership and engagement with community stakeholders.
- Stopfer discussed the City's primary revenue sources: property tax, personal property tax, sales tax, and the hospitality industry remains a key driver of economic growth.
- Stopfer also reported on ongoing discussions involving DART governance and a potential agreement related to rail operations among regional entities.

Assistant City Manager Philip Sanders reported on behalf of City Manager Chris Hillman.

- Sanders highlighted several economic indicators:
 - Irving ranked #18 among 182 for best U.S. cities for jobs and #5 strongest job market nationally from *WalletHub*.
 - A *SmartAsset* study ranked Irving #21 most popular U.S. cities for millennials. Millennials now represent approximately 36% of the national workforce.
- The City is allocating \$5.8 million toward development of a domestic violence shelter and is seeking an operator to partner with the City.
- Additional updates included:
 - Lake Carolyn Promenade project is nearing completion this spring.
 - Resident Survey launching February 25.
 - Frost Fest recently held on Saturday, February 21 was a success at Levy Event Plaza.
 - Music on Main returning Friday nights at 7:00 p.m. in April.
 - Fusion event scheduled for Saturday, April 25 at Heritage Park from noon to 4:00 p.m.

BUREAU MANAGEMENT REPORTS

EXECUTIVE DIRECTOR REPORT

Executive Director Maura Gast requested an update regarding Hotel Occupancy Tax delinquency collections from City staff:

- Chief Financial Officer Bret Starr reported the City has received approximately \$1.2 million in delinquent payments to date, including \$276,000 from audit collections. Starr noted the delinquent balance is the lowest it has been in the past two years.
- Starr reported one major property is currently on a payment plan and is expected to be resolved over the next eight months and another case is being addressed through legal settlement negotiations.

- The total delinquent balance is currently approximately \$852,000, with \$680,000 under structured payment agreements.
- Gast also reported that ICVB sales efforts will continue to support leads, but business development incentive payments will be directed to clients rather than properties for those who remain delinquent.

Gast thanked Mayor Stopfer for his comments and support, and noted she recently presented an update to the Planning and Zoning Commission regarding ICVB goals and the tourism industry.

ICVB SALES AND SERVICE

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The sales team is currently on pace for their goal.
- Fojtasek highlighted several upcoming and recent events including:
 - Wells Fargo event with over 600 room nights.
 - Ritz event generating over 600 room nights.
 - Southern Baptist convention with approximately 3,500 attendees.
 - Black Educators conference generating over 1,000 room nights.
- Fojtasek noted that Dallas Market Hall may be converted to a data center, which could create opportunities for Irving to capture displaced business at least in the short-term.

MARKETING AND COMMUNICATIONS

Assistant Executive Director Marketing and Communications Monty White reported:

- White highlighted the success of the client blanket mailer campaign sent to top meeting planner clients under the theme “We’ve Got You Covered.” The campaign was well received and coincidentally landed during the recent winter storm.
- Website traffic reached 110,508 sessions in January and marketing campaigns generated strong engagement.
- White also reported:
 - 12 Days of Holiday Giveaway campaign generated more than 57,000 entries and over 26,000 entries on the final day, generated 370 partner referrals and approximately 27,000 Instagram engagements.
 - Staycation campaign produced 3,542 hotel referrals.
 - DFW Entertainment Hub campaign produced 17,284 ad clicks in January.
- The Expedia partnership continues to deliver the highest return on investment, generating more than 6,000 room nights and approximately \$800,000 in revenue for Irving hotels.
- Social media audience now exceeds 211,000 followers.
- White discussed the “Most Romantic City” campaign and a Dream Proposal giveaway in partnership with The Las Colinas Association.

Board member Michael Basoco asked how the “Most Romantic City” designation originated. Senior Marketing Manager Kayla Mansour was inspired by the successful destination branding efforts such as Grapevine’s “Christmas Capital of Texas.”

FINANCE AND ADMINISTRATION

Assistant Executive Director Finance and Administration Susan Rose reported:

The complete Hotel Performance and Short-Term Rental data for December 2025 and January 2026 is included in the packet.

- Hotel performance for January 2026:
 - Irving data reports Occupancy: 60.2%, increase from last year of 1.2%, ADR: \$127.02, decrease of 0.6% from last year, and RevPAR: \$76.48, an increase of 0.6% from last year.
 - Texas performance for January 2026 for Occupancy was 53.2%, an increase of 0.5% from the previous year.
 - The Occupancy rate for the U.S. was 52.4%, a decrease of 0.2% from the previous year.
 - Short Term Rental for the month of January had 598 available listings in Irving with an Occupancy rate of 59.4%, and ADR of \$132.81, a 12% increase over last year.
- FY2026-27 budget preparation is currently underway.
- ICVB Accounting and Budget Director Marianne Lauda and Senior Accounting and Purchasing Assistant Monica Soto recently attended Government Finance Officers Association Training in Denton.
- Rose reported the organization is working toward DMAP accreditation from Destinations International, which includes compliance with 15 performance and quality categories.
- Rose recognized ICC staff for their assistance while Technology Manager Brice Petty was out of the office.

IRVING CONVENTION CENTER MANAGEMENT REPORT

General Manager Tom Meehan:

Meehan introduced Kayla Perez, who was recently promoted to Assistant General Manager. Perez has been with the organization for approximately 14 years and previously served as Concessions Coordinator, Events Manager, and Director of Events. The promotion is well deserved, and she is a great team player.

Director of Sales Casey Villaseñor reported for ICC Sales:

- Eight events were held in January compared to eleven the previous year.
- Approximately 25,000 attendees compared to 15,000 the previous year.
- Customer satisfaction survey rating of 96.4%.
- Upcoming events include North Texas Teen Book Festival, Scrapbook Expo, Dry Cleaning and Laundry Expo.

Meehan reported:

- The Convention Center's financial performance remains steady following a record-breaking year.
- Meehan also reported a recent venue sustainability audit scored the ICC at 56, compared to an industry average of 44. Only two venues scored higher, both located in Europe.
- The installation of the new Grab-and-Go Market in the lobby was approximately \$149,000 and has generated \$73,000 in revenue within the first month and ten days of operation.

Board member Yasir Arafat asked for an update on the installation of 5G service within the building. Meehan noted the installation has begun; however, timing is dependent on when the vendor can access spaces in the building without disrupting events. He will let the Board know when the project is completed.

INDUSTRY PARTNER REPORTS

Toyota Music Factory / Live Nation

Tommy DeBeaudry reported:

- The Pavilion has 53 promoted events confirmed out of the 84 events budgeted for the year, and 11 conferences or special events have already been secured.
- The Live Nation General Manager Conference was recently held with no operational issues and more excellent feedback for Irving.
- DeBeaudry also reported a complete technology refresh project will be completed by the end of March.
- DeBeaudry noted Dos Equis Pavilion at Fair Park will operate May 25 through July 30 as an official FIFA Fan Fest site, which may push additional concert activity Irving's way this summer.

HOTEL INDUSTRY UPDATE

Board member Anthony Buttafuoco reported Omni Las Colinas hotel performance:

- For December 2025:
 - Occupancy: 53%, increase year over year
 - ADR: \$213
 - RevPAR: \$112
- Year-end:
 - Occupancy: 65%
 - ADR: \$234
 - RevPAR: \$152, representing approximately 25% growth.
- Buttafuoco reported January Occupancy declined slightly due to winter weather, but ADR remained strong.

INDUSTRY-AT-LARGE

Board member Stephanie Fenley-Garcia provided a report:

The state of the tradeshow industry is strong, with some caveats.

- According to a recent industry survey: About 75% of exhibitors have a positive outlook for the future of trade shows, and 65% of attendees feel that attending trade shows helps them gain a better understanding of products and services.
- With 12% of Americans working remotely 100% of the time, face-to-face interaction is more important now than ever.
- There is no better way than a trade show to bring buyers and sellers together, and 2026 looks like it is going to be a strong one for exhibitions overall.
- The largest show in the nation, Consumer Electronics Show, was held the first week of the year and had more than 148,000 attendees, a 4% increase over 2025.
- World of Concrete was held in January and reported more than 200 first time exhibitors, the largest influx of new exhibitors in show history. Irving-based PPAI reported a 55% increase in total attendance, with conference sessions seeing an average increase of 33% over last year.
- Focus for exhibitor spending has shifted, and companies are now pouring their resources into experiences, rather than flashy booth spaces. Branded lounges, coffee bars, and quiet zones are being seen more often.
- A recent report by Eventsair reported that 90% of respondents rate in-person events as very important, and 74% of respondents view engagement as a key success factor. Event measurement is evolving - it is no longer about just attendance. Criteria such as feedback, participation, and

extended content engagement are being used to measure success. Events are being evaluated not just by what happens inside, but by the momentum they generate beyond the room.

- Trade shows continue to provide higher conversion rates and lower costs per lead compared to other methods like sales calls.

All of these bode well for the trade show side of our industry, however:

- A large corporate tradeshow scheduled for the Minneapolis area in late February was cancelled three weeks in advance by the host because of safety concerns related to the surge in ICE activity in Minnesota.
- Hotels, restaurants, and other hospitality-industry operations could be a target for concentrated ICE activity, and with ICE in more than 150 locations across the country, this could become a larger concern.
- It will be interesting to see how quickly event organizers and venues are able to react to the recent tariff changes.
- We should plan on continued growth, exciting innovations, and a focus on integrating technology to foster genuine business connections.

RESTAURANT INDUSTRY UPDATE

No report.

PARTNER ORGANIZATION REPORTS

DCURD and Irving Flood Control Districts Update

No report

Chamber of Commerce

No report

Las Colinas Association

Board member Hammond Perot reported:

- The LCA Annual Meeting will be held March 24 and will include elections for three Board member seats.
- Perot also reported landscaping improvements are underway in several Lake Carolyn neighborhoods, replacing rock landscaping with grass sod.

Irving Arts and Culture

Executive Director Todd Hawkins expressed appreciation to the Board and ICVB team for their continued support.

Hawkins reported:

- The Arts organization received several awards including a Silver Anthem Award for the “*Badge of Pride*” exhibit and state and global recognition for the Green Book exhibit.
- Hawkins reported that the Smithsonian Board of Directors will visit Irving on April 14 as part of the America 250 celebration.

TIF

No report

University of Dallas
No report

Reed noted the next Board meeting will be held March 23.

With no further discussion, Reed adjourned the meeting at 12:54 p.m.

Respectfully submitted,

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

Maura Allen Gast, FCDME
Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending
February 2026

KNIFE ITALIAN

IRVING
CONVENTION &
VISITORS BUREAU



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
FEBRUARY 2026

Assets

Cash and equivalents 282,675.04
Investments 4,906,130.00

Total Assets 5,188,805.04

Liabilities

Accounts payables 58,829.47
Due to other funds 1,348.00

Total Liabilities 60,177.47

Fund Balance (Budgetary basis)

Reserve for encumbrances 730,107.57
Unreserved 4,398,520.00

Total Fund Balance 5,128,627.57

Total Liabilities and Fund Balance 5,188,805.04



IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
FEBRUARY 2026

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	786,612.67	2,514,946.39	9,945,613.00	25.3%	0.00	7,430,666.61
	PENALTY AND INTEREST	21,848.04	43,909.67	0.00	0.0%	0.00	(43,909.67)
	PRIOR YEAR	121,026.83	305,255.03	0.00	0.0%	0.00	(305,255.03)
	SHORT-TERM RENTALS	26,213.02	69,597.83	0.00	0.0%	0.00	(69,597.83)
	TOTAL HOTEL/MOTEL TAX	955,700.56	2,933,708.92	9,945,613.00	29.5%	0.00	7,011,904.08
M1 - CHARGES FOR SERVICES							
	EVENTS TRUST FUND RECEIPTS	0.00	5,004.46	0.00	100.0%	0.00	(5,004.46)
M4 - INVESTMENT INCOME							
		20,168.65	69,944.56	185,000.00	37.8%	0.00	115,055.44
M5 - MISCELLANEOUS							
		0.00	0.00	10,000.00	0.0%	0.00	10,000.00
M6 - TRANSFER FROM ICC RESERVE/CIP							
		289,886.00	289,886.00	289,886.00	0.0%	0.00	0.00
TOTAL REVENUE		1,265,755.21	3,298,543.94	10,430,499.00	31.6%	0.00	7,131,955.06
EXPENDITURES							
N1 - SALARIES							
		230,444.24	1,075,557.39	3,459,324.00	31.1%	0.00	2,383,766.61
N2 - BENEFITS							
		48,798.82	218,921.62	690,885.00	31.7%	0.00	471,963.38
N4 - SUPPLIES							
		4,706.47	14,572.20	107,810.00	13.5%	0.00	93,237.80
O1 - UTILITIES (COMMUNICATIONS)							
		1,885.79	6,925.75	31,836.00	21.8%	0.00	24,910.25
O2 - COST ALLOCATION TO HEALTH SELF INSUR							
		0.00	0.00	3,550.00	0.0%	0.00	3,550.00
O3 - OUTSIDE SERVICES							
	CLOUD BASED SOFTWARE FEES	4,281.27	114,464.32	260,942.00	43.9%	0.00	146,477.68
	FREIGHT	246.01	424.21	3,250.00	13.1%	0.00	2,825.79
	MARKETING AND SALES RESOURCES	7,411.32	16,732.71	65,500.00	25.5%	0.00	48,767.29
	MEDIA ADVERTISING	16,900.00	95,679.70	345,059.50	27.7%	148,341.35	101,038.45
	POSTAGE EQUIPMENT RENTAL	0.00	1,438.50	2,950.00	48.8%	1,438.50	73.00
	PROFESSIONAL SERVICES	49,232.64	1,084,280.50	2,231,642.49	48.6%	525,927.72	621,434.27
	PROPERTY MANAGEMENT SERVICES	0.00	348,000.00	1,395,000.00	24.9%	0.00	1,047,000.00
	TOTAL OUTSIDE SERVICES	78,071.24	1,661,019.94	4,304,343.99	38.6%	675,707.57	1,967,616.48
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	22,737.64	113,692.84	534,154.00	21.3%	0.00	420,461.16
	MILEAGE REIMBURSEMENT	124.98	706.67	3,900.00	18.1%	0.00	3,193.33
	MEMBERSHIP AND DUES	2,219.00	47,216.00	80,660.00	58.5%	0.00	33,444.00
	TOTAL TRAVEL - TRAINING - DUES	25,081.62	161,615.51	618,714.00	26.1%	0.00	457,098.49
O5 - CLAIMS AND INSURANCE							
		0.00	0.00	167,035.00	0.0%	0.00	167,035.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	38,228.02	117,348.34	397,824.00	29.5%	0.00	280,475.66
	BUSINESS DEV INCENTIVE PROG	63,106.00	197,305.00	550,000.00	35.9%	0.00	352,695.00
	CONVENTION SERVICES MATERIALS	780.00	18,267.07	160,350.00	11.4%	49,400.00	92,682.93
	EVENT SPONSORSHIPS	0.00	50,772.50	122,500.00	41.4%	0.00	71,727.50
	LOCAL PROGRAMS-PROMOTIONS	16,317.81	174,800.91	243,550.00	71.8%	5,000.00	63,749.09
	TOTAL MISCELLANEOUS EXPENSES	118,431.83	558,493.82	1,474,224.00	37.9%	54,400.00	861,330.18
P5 - TRANSFERS OUT							
	TRSF TO ICC RESERVE / CIP FUND	2,110,321.00	2,110,321.00	2,110,321.00	100.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	0.00	90,306.00	0.0%	0.00	90,306.00
	TOTAL TRANSFERS OUT	2,110,321.00	2,110,321.00	2,200,627.00	0.0%	0.00	90,306.00
TOTAL EXPENDITURES		2,617,741.01	5,807,427.23	13,058,348.99	44.5%	730,107.57	6,520,814.19

Beginning Fund Balance	7,637,510.86
Revenues	3,298,543.94
Expenditures	(5,807,427.23)
Ending Fund Balance	<u>5,128,627.57</u>



2204 - ICVB CONV CENTER RESERVE / CIP
MONTHLY BALANCE SHEET
FEBRUARY 2026

Assets

Cash and equivalents	216,792.31
Investments	6,708,000.00
Receivables	7,852,917.20

Total Assets

14,777,709.51

Liabilities

Accounts payables	67,954.49
Unearned revenue	1,475,707.77
Deferred inflow	7,565,578.90

Total Liabilities

9,109,241.16

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	5,668,468.35

Total Fund Balance

5,668,468.35

Total Liabilities and Fund Balance

14,777,709.51



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
 MONTHLY FINANCIAL REPORT
 FEBRUARY 2026

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
M1 - CHARGES FOR SERVICES							
	LEASE REVENUE	0.00	0.00	147,621.00	0.0%	0.00	147,621.00
	M4 - INVESTMENT INCOME	15,459.54	65,195.31	110,000.00	59.3%	0.00	44,804.69
	M5 - MISCELLANEOUS	26,453.67	132,268.35	364,072.00	36.3%	0.00	231,803.65
	M6 -TRANSFER FROM ICVB GENERAL FUND	2,110,321.00	2,110,321.00	2,110,321.00	100.0%	0.00	0.00
TOTAL REVENUE		2,152,234.21	2,307,784.66	2,732,014.00	84.5%	0.00	424,229.34

EXPENDITURES							
	N7 - STRUCTURE MAINTENANCE	67,954.49	208,823.83	1,224,000.00	17.1%	0.00	1,015,176.17
	P1 - CAPITAL EXPENDITURES	0.00	0.00	1,000,000.00	0.0%	0.00	1,000,000.00
	P5 - TRANSFER TO ICVB GENERAL FUND	289,886.00	289,886.00	289,886.00	100.0%	0.00	0.00
TOTAL EXPENDITURES		357,840.49	498,709.83	2,513,886.00	19.8%	0.00	2,015,176.17

Beginning Fund Balance	3,859,395.52
Revenues	2,307,784.66
Expenditures	(498,709.83)
Ending Fund Balance	<u>5,668,470.35</u>



Irving Convention and Visitors Bureau

Check Register

February 2026

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065254	2/3/2026	BOYER JAUDES, CAROL COMMUNICATIONS	DEC 2025 - CELL	75.00	75.00
80065255	2/3/2026	FISHER, BREAHN COMMUNICATIONS	DEC 2025 - CELL	75.00	75.00
80065256	2/3/2026	FOJTASEK, LORI COMMUNICATIONS	NOV 2025 - CELL / MILEAGE	75.00	170.50
		MILEAGE REIMBURSEMENT	NOV 2025 - CELL / MILEAGE	20.50	
		COMMUNICATIONS	DEC 2025 - CELL	75.00	
80065257	2/3/2026	LAUDA, MARIANNE TRAVEL AND TRAINING	GFOAT FALL CONF 2025	46.76	196.76
		COMMUNICATIONS	NOV 2025 - CELL	75.00	
		COMMUNICATIONS	DEC 2025 - CELL	75.00	
80065258	2/3/2026	LOPEZ, BRENDA COMMUNICATIONS	NOV 2025 - CELL	75.00	150.00
		COMMUNICATIONS	DEC 2025 - CELL	75.00	
80065259	2/3/2026	MANSELL, LORI TRAVEL AND TRAINING	MPI THCC TX EDUCATION CONF 2025	18.75	96.78
		TRAVEL AND TRAINING	CONNECT WINTER MARKETPLACE 2025	3.03	
		COMMUNICATIONS	DEC 2025 - CELL	75.00	
80065260	2/3/2026	MANSOUR, KAYLA COMMUNICATIONS	DEC 2025 - CELL	75.00	75.00
80065261	2/3/2026	MARIE E. BELL BUSINESS DEV INCENTIVE PROG	BLUE-GREY BOWL/JAN 2026	1,428.00	1,428.00
80065262	2/3/2026	NATIONAL PHYSIQUE COMMITTEE OF THE U.S.A. BUSINESS DEV INCENTIVE PROG	NPC NATIONALS/DEC 2025	4,151.00	4,151.00
80065263	2/3/2026	PROVIDENT RESOURCES GROUP, INC BUSINESS DEV INCENTIVE PROG	COTTON BOWL MEDIA/DEC 2025	4,615.00	4,615.00
80065264	2/3/2026	ROSE, SUSAN COMMUNICATIONS	DEC 2025 - CELL / MISC	75.00	110.17
		LOCAL PROGRAMS-PROMOTIONS	DEC 2025 - CELL / MISC	35.17	
80065265	2/3/2026	SOTO, MONICA COMMUNICATIONS	DEC 2025 - CELL / MISC	41.00	79.86
		OFFICE SUPPLIES	DEC 2025 - CELL / MISC	38.86	
80065266	2/3/2026	TUNGETT, MATT COMMUNICATIONS	DEC 2025 - CELL	65.05	65.05
80065267	2/3/2026	UNITED STATES JUDO INC BUSINESS DEV INCENTIVE PROG	USA JUDO PRESIDENT'S CUP/NOV 2025	2,529.01	2,529.01
80065268	2/3/2026	WHITE, MONTY COMMUNICATIONS	DEC 2025 - CELL	75.00	75.00
80065269	2/10/2026	AMERICAN AIRLINES RECREATION COMMITTEE BUSINESS DEV INCENTIVE PROG	NEW YEARS EVE PARTY/JAN 2026	645.00	645.00
80065270	2/10/2026	ASHFORD TRS CORPORATION BUSINESS DEV INCENTIVE PROG	AUTOZONE/JAN 2026	2,550.00	5,052.00
		BUSINESS DEV INCENTIVE PROG	E&J GALLO WINERY/JAN 2026	232.00	
		BUSINESS DEV INCENTIVE PROG	VIVA LA BACHATA/FEB 2026	2,270.00	
80065271	2/10/2026	BATTLE UP PRODUCTIONS LLC BUSINESS DEV INCENTIVE PROG	BATTLE OF TEXAS/DEC 2025	615.00	615.00
80065272	2/10/2026	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - 01/19-30/26	936.00	936.00



Irving Convention and Visitors Bureau

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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065273	2/10/2026	DARR EQUIPMENT LP BUSINESS DEV INCENTIVE PROG	DARR EQUIPMENT/DEC 2025	260.00	260.00
80065274	2/10/2026	ED COURTNEY BUSINESS DEV INCENTIVE PROG	FLYING EAGLES/JAN 2026	650.00	650.00
80065275	2/10/2026	EMERALD CITY BAND, INC BUSINESS DEV INCENTIVE PROG	ECNYE ROCK26!/DEC 2025	830.00	830.00
80065276	2/10/2026	GRANICUS LLC PROFESSIONAL SERVICES	2ND QUARTER FEES - MARKETING	89,797.31	98,315.56
		PROFESSIONAL SERVICES	2ND QUARTER FEES - SALES	8,518.25	
80065277	2/10/2026	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	SALES XCELERATION/JAN 2026	2,090.00	2,090.00
80065278	2/10/2026	HERZOG FOUNDATION RESOURCE MANAGEMENT BUSINESS DEV INCENTIVE PROG	TRAINING #1/JAN 2026	447.00	1,860.00
		BUSINESS DEV INCENTIVE PROG	TRAINING #2/JAN 2026	444.00	
		BUSINESS DEV INCENTIVE PROG	TRAINING #3/JAN 2026	288.00	
		BUSINESS DEV INCENTIVE PROG	TRAINING #4/JAN 2026	402.00	
		BUSINESS DEV INCENTIVE PROG	TRAINING #5/JAN 2026	99.00	
		BUSINESS DEV INCENTIVE PROG	TRAINING #6/JAN 2026	180.00	
80065279	2/10/2026	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	MARKETING/ADVERTISING PROJECTS-INV 1 OF 12	16,000.00	51,328.00
		PROFESSIONAL SERVICES	MARKETING/ADVERTISING PROJECTS-INV 2 OF 12	16,000.00	
		PROFESSIONAL SERVICES	MARKETING/ADVERTISING PROJECTS-INV 4 OF 12	16,000.00	
		PROFESSIONAL SERVICES	Q1 MATERIALS PRINTING & STORAGE	3,328.00	
80065280	2/10/2026	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - JAN 2026	1,500.00	1,500.00
80065281	2/10/2026	PANADE II, LTD BUSINESS DEV INCENTIVE PROG	PASSION CONF/JAN 2026	580.00	580.00
80065282	2/10/2026	PANADE, LTD BUSINESS DEV INCENTIVE PROG	PASSION CONF/JAN 2026	390.00	390.00
80065283	2/10/2026	SPORTS CLUB LC OWNER LLC MEMBERSHIPS, CERTS, & LICENSES	FEBRUARY 2026	1,300.00	1,300.00
80065284	2/10/2026	TEXAS ASSOCIATION OF SPORTS OFFICIALS BUSINESS DEV INCENTIVE PROG	TASO MEETING/JAN 2026	1,415.00	1,415.00
80065285	2/10/2026	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	TITO'S VODKA/JAN 2026	5,980.00	11,899.00
		BUSINESS DEV INCENTIVE PROG	ENTERPRISE MOBILITY/OCT 2025	4,074.00	
		BUSINESS DEV INCENTIVE PROG	PASSION CONF/JAN 2026	1,845.00	
80065286	2/10/2026	TRADE PRESS MEDIA GROUP, INC MEDIA ADVERTISING	ADVERTISING	3,800.00	3,800.00
80065290	2/17/2026	ESPINOZA, ANABEL COMMUNICATIONS	DEC 2025 - CELL / MILEAGE	75.00	116.30
		MILEAGE REIMBURSEMENT	DEC 2025 - CELL / MILEAGE	41.30	
80065291	2/17/2026	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	48.46	71.14
		FREIGHT	SHIPPING	22.68	
80065292	2/17/2026	GALLAGHER, BREANNA DAWN COMMUNICATIONS	DEC 2025 - CELL	75.00	75.00
80065293	2/17/2026	GROVES, DONNA COMMUNICATIONS	DEC 2025 - CELL	75.00	75.00



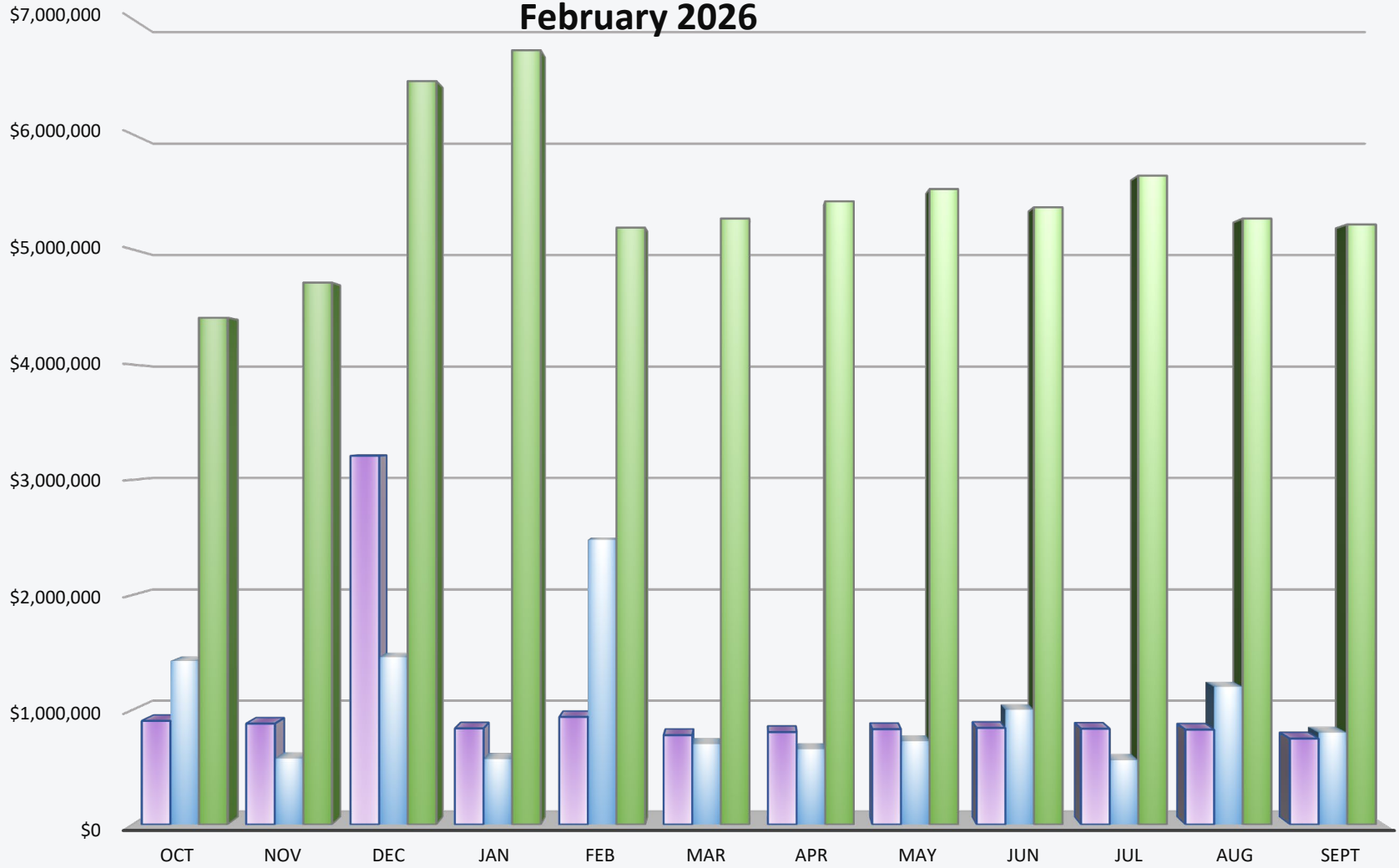
Irving Convention and Visitors Bureau

Check Register

February 2026

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065294	2/17/2026	IPROMOTEU.COM, INC. MARKETING RESOURCES	ROMANCE CAMPAIGN - ENGRAVED NAPKINS	884.25	884.25
80065295	2/17/2026	LEVINE, KATHY COMMUNICATIONS	DEC 2025 - CELL	65.44	65.44
80065296	2/17/2026	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	MARKETING/ADVERTISING PROJECTS-INV 5 OF 12	16,000.00	16,000.00
80065297	2/17/2026	SIRMEN, LORI COMMUNICATIONS	DEC 2025 - CELL	75.00	89.03
			OFFICE SUPPLIES	14.03	
80065298	2/17/2026	SMG BUILDINGS MAINT	WESTIN GARAGE RENTAL - FEB 2026	26,453.67	43,173.17
			CLOUD BASED SOFTWARE SUB FEES	1,719.50	
			PROFESSIONAL SERVICES	15,000.00	
80065299	2/24/2026	ANDRES MAURICIO BLANCO ARQUETA PROFESSIONAL SERVICES	ROMANCE CAMPAIGN - SOCIAL MEDIA COVERAGE	2,299.08	2,299.08
80065300	2/24/2026	AVON NGUYEN PROFESSIONAL SERVICES	ROMANCE CAMPAIGN - PHOTOS/VIDEOS	1,200.00	1,200.00
80065301	2/24/2026	CLARITY OF PLACE INC PROFESSIONAL SERVICES	2026 STRATEGIC PLAN - 1ST PYMT	17,500.00	17,500.00
80065302	2/24/2026	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - 02/02-13/26	891.00	891.00
80065303	2/24/2026	ELIZABETH MEDLOCK PROFESSIONAL SERVICES	ROMANCE CAMPAIGN - PHOTOS/VIDEOS	100.00	100.00
80065304	2/24/2026	FLOWSERVE CORPORATION BUSINESS DEV INCENTIVE PROG	PB COMMERCIAL EXCELLENCE/NOV 2025	320.00	705.00
			BUSINESS DEV INCENTIVE PROG	165.00	
			BUSINESS DEV INCENTIVE PROG	200.00	
			BUSINESS DEV INCENTIVE PROG	20.00	
80065305	2/24/2026	GOODGAME, STEPHEN PROFESSIONAL SERVICES	ROMANCE CAMPAIGN - PHOTOGRAPHY	300.00	300.00
80065306	2/24/2026	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	NAT'L CATHOLIC BIOETHICS/FEB 2026	1,008.00	1,008.00
80065307	2/24/2026	IPROMOTEU.COM, INC. MARKETING RESOURCES	ROMANCE CAMPAIGN - HEART SUNGLASSES	791.65	791.65
80065308	2/24/2026	IRVING - LAS COLINAS ROTARY CLUB MEMBERSHIPS, CERTS, & LICENSES	JANUARY 2026	40.00	66.00
			LOCAL PROGRAMS-PROMOTIONS	26.00	
80065309	2/24/2026	JENNIFER COX PROFESSIONAL SERVICES	ROMANCE CAMPAIGN - SOCIAL MEDIA CONTENT	400.00	604.28
			PROFESSIONAL SERVICES	204.28	
80065310	2/24/2026	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING	ADVERTISING	3,200.00	3,200.00
80065311	2/24/2026	TARYN CATES PROFESSIONAL SERVICES	ROMANCE CAMPAIGN - SOCIAL MEDIA CONTENT	2,585.27	2,585.27
80065312	2/24/2026	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	MERRY MAIDS ANNUAL CONF/JAN 2026	3,480.00	6,180.00
			BUSINESS DEV INCENTIVE PROG	2,700.00	
		Total Number of Invoices	90	295,337.30	
		Total Number of Checks	56		295,337.30

Irving Convention and Visitors Bureau FY26 Cash Flow February 2026



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$903,333	\$879,365	\$3,207,955	\$837,564	\$937,643	\$778,610	\$805,468	\$830,986	\$841,746	\$834,970	\$826,953	\$748,863
EXPENSES	\$1,425,307	\$574,487	\$1,458,117	\$569,328	\$2,478,548	\$700,000	\$655,000	\$725,000	\$1,000,000	\$560,000	\$1,200,000	\$800,000
ENDING CASH	\$4,406,758	\$4,711,636	\$6,461,474	\$6,729,710	\$5,188,805	\$5,267,415	\$5,417,883	\$5,523,869	\$5,365,615	\$5,640,585	\$5,267,538	\$5,216,401

**IRVING CONVENTION AND VISITORS BUREAU
FUND BALANCES
FEBRUARY 2026**



General

**GOAL: \$2,000,000
CURRENT: \$5,128,627**



Reserve

**GOAL: \$5,000,000
CURRENT: \$6,155,108**



Technology

**GOAL: \$1,000,000
CURRENT: \$560,506**



ICC CIP

**GOAL: \$3,000,000
CURRENT: \$5,668,468**



ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
December 2025

IRVING
CONVENTION &
VISITORS BUREAU

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2025 - 2026**

LUXURY & FULL SERVICE		OCT 2025	NOV 2025	DEC 2025
1	Atrium Hotel and Suites DFW Airport	14,484.61	12,551.54	16,720.18
2	Dallas Marriott Hotel Las Colinas	61,406.87	51,082.88	36,969.93
3	DFW Airport Marriott	64,697.81	51,920.64	41,848.36
4	<i>Doubletree DFW Airport North</i>	<i>0.00</i>	<i>0.00</i>	<i>0.00</i>
5	Embassy Suites DFW Airport South	14,755.16	13,794.52	11,675.03
6	Embassy Suites Dallas Las Colinas	23,186.65	20,989.07	18,375.17
7	Hilton Garden Inn DFW Airport South	14,636.66	10,690.37	8,519.62
8	Hilton Garden Inn Las Colinas	16,777.27	12,991.52	10,106.65
9	Holiday Inn Irving Las Colinas	11,634.69	7,876.69	6,578.66
10	Hotel Indigo Las Colinas	17,570.53	12,601.37	9,944.88
11	NYLO Las Colinas Tapestry Collection	22,901.97	17,412.63	16,993.36
12	Omni Las Colinas Hotel	76,471.23	63,325.09	43,185.46
13	Sandman Signature Las Colinas Hotel & Suites	11,306.47	11,944.62	11,372.47
14	Sheraton DFW Airport Hotel	22,008.90	24,488.56	12,967.49
15	Texican Court	21,543.54	16,201.77	13,133.21
16	The Ritz-Carlton Dallas, Las Colinas	122,861.42	99,077.05	75,473.97
17	Westin DFW Airport	56,115.31	43,095.26	37,535.64
18	Wyndham DFW Airport Hotel	13,553.72	11,222.49	8,500.99
TOTAL LUXURY & FULL SERVICE		585,912.81	481,266.07	379,901.07
19	Westin Irving Convention Center Las Colinas	58,175.23	49,103.56	43,419.34

Westin pays 9% tax which is applied to bond payments. The 9% has been converted to the ICVB'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 2025	NOV 2025	DEC 2025
1	Best Western Plus DFW Airport Suites North	4,827.35	4,138.48	3,181.88
2	Candlewood Suites DFW Airport North	6,256.20	4,660.53	4,222.42
3	Comfort Suites DFW Airport North	3,802.10	2,950.09	3,409.71
4	Element Dallas Las Colinas	16,447.05	15,017.32	13,549.25
5	Extended Stay Deluxe Green Park	2,166.29	1,723.88	1,844.62
6	Extended Stay Deluxe Las Colinas	861.03	611.38	655.51
7	Extended Stay Dallas DFW Airport North	1,987.22	1,419.01	1,269.41
8	Hawthorn Suites Irving DFW Airport South	1,689.35	1,586.11	1,574.35
9	Holiday Inn Express Hotel & Suites DFW Airport North	13,760.68	12,194.14	11,882.86
10	Holiday Inn Express Hotel & Suites DFW Airport South	9,089.02	7,398.19	6,561.42
11	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,545.33	6,787.95	5,733.14
12	Home Towne Studios Dallas Irving	1,419.87	836.48	1,010.92
13	Homewood Suites DFW Airport North	8,735.42	7,173.02	5,998.79
14	Homewood Suites Las Colinas	10,442.21	8,196.81	6,883.28
15	Hyatt House Dallas Las Colinas	7,760.11	6,525.00	4,504.69
16	Hyatt Place Dallas Las Colinas	10,249.96	7,810.06	5,945.42
17	Quality Suites Las Colinas	1,335.34	815.38	653.60
18	Residence Inn Dallas DFW Airport North Irving	6,454.10	5,488.91	4,752.86
19	Residence Inn Dallas DFW Airport South Irving	10,668.38	9,250.07	7,569.72
20	Residence Inn Dallas Las Colinas	10,238.56	9,244.85	7,827.79
21	Soka Suites Dallas Las Colinas	10,713.57	10,103.50	8,710.43
22	Sonesta Simply Suites Dallas Las Colinas	2,198.86	2,352.35	2,200.43
23	Springhill Suites Dallas DFW Airport East Las Colinas	11,074.88	8,989.27	6,839.57
24	Staybridge Suites Dallas Las Colinas	5,424.03	2,908.54	4,003.65
25	Staybridge Suites DFW Airport North	6,777.28	4,855.59	3,903.30
26	TownePlace Suites Dallas DFW Airport North Irving	9,951.79	8,743.01	7,125.42
27	TownePlace Suites Dallas Las Colinas	7,049.62	5,374.40	3,704.13
28	Woodspring Suites Signature	1,664.24	901.01	1,226.59
TOTAL ALL SUITE / EXTENDED STAY		192,589.84	158,055.33	136,745.16

BUDGET SERVICE		OCT 2025	NOV 2025	DEC 2025
1	Arya Inn & Suites	735.04	780.35	824.74
2	Budget Inn & Suites	39.25	72.73	8.80
3	Budget Suites of America Las Colinas	522.54	760.82	332.02
4	Clarion Inn & Suites	2,388.96	4,386.89	2,048.09
5	Comfort Inn & Suites Irving Las Colinas DFW	4,874.88	4,001.98	3,485.59
6	Days Inn	4,061.16	3,346.77	3,254.17
7	Days Inn DFW Airport North	2,028.25	1,334.75	1,872.51
8	Delux Inn	810.45	738.56	942.35
9	<i>Delux Suites Motel</i>	61.34	47.45	0.00
10	<i>Extended Stay America Dallas Las Colinas</i>	0.00	0.00	0.00
11	Gateway Inn	327.01	375.35	348.21
12	Magnuson Extended Stay & Suites Airport Hotel	799.07	659.55	615.77
13	Motel 6 Dallas DFW South	1,783.21	1,594.77	1,571.33
14	Motel 6 Dallas Irving	2,839.55	2,503.15	2,680.28
15	Motel 6 DFW North	3,811.46	3,794.69	4,430.03
16	Motel 6/Budget Inn Irving Loop 12	1,000.18	899.23	760.92
17	OYO Hotel DFW Airport South	2,115.77	1,576.66	1,446.48
18	Quality Inn & Suites DFW Airport	5,625.64	4,721.31	4,669.95
19	Quality Inn & Suites DFW Airport South	3,425.28	2,918.24	3,431.66
20	<i>Red Roof Inn & Suites Irving DFW South</i>	2,955.05	3,004.28	0.00
21	Red Roof Inn Dallas DFW Airport North	3,968.31	3,163.13	3,577.72
22	Studio 6 / Motel 6 DFW Airport East	3,005.35	2,905.62	2,890.57
23	<i>Studio 6 DFW Airport North</i>	1,580.54	1,583.97	0.00
24	<i>Super 8 Hotel DFW South</i>	2,267.33	1,893.19	0.00
25	Super 8 Motel DFW North	2,564.96	2,475.85	2,377.06
26	<i>The Crossroads Hotel & Suites</i>	844.15	883.66	0.00
TOTAL BUDGET SERVICE		54,434.73	50,422.95	41,568.25

LIMITED SERVICE		OCT 2025	NOV 2025	DEC 2025
1	aLoft DFW Airport North	12,273.01	9,624.57	9,391.42
2	aLoft Las Colinas	15,111.03	11,942.79	9,082.19
3	<i>Best Western Plus Las Colinas Inn & Suites</i>	472.26	1,109.89	0.00
4	Country Inn & Suites DFW Airport South	3,221.90	2,892.55	2,401.67
5	Courtyard Dallas DFW Airport North Irving	15,495.70	13,422.71	10,509.69
6	Courtyard Dallas DFW Airport South Irving	11,448.31	8,796.87	7,583.62
7	Courtyard Dallas Las Colinas	13,122.90	9,624.88	6,761.80
8	Element DFW Airport North	11,953.02	8,989.13	7,323.90
9	Fairfield Inn & Suites Dallas DFW Airport South Irving	8,436.23	8,335.43	7,955.34
10	Fairfield Inn Dallas DFW Airport North Irving	9,870.08	7,667.65	7,186.77
11	Hampton Inn and Suites DFW Airport	N/A	N/A	968.25
12	Hampton Inn and Suites Irving	8,055.25	6,910.97	5,402.61
13	Hampton Inn Dallas Irving Las Colinas	9,413.25	7,623.52	7,876.33
14	Home2 Suites DFW Airport North	14,863.38	12,025.37	11,120.76
15	Home2 Suites DFW Airport South Irving	3,087.68	7,466.99	6,008.12
16	La Quinta Inn & Suites DFW Airport North	7,752.73	6,810.09	6,775.11
17	La Quinta Inn & Suites DFW Airport South	7,878.38	7,032.95	5,685.64
18	La Quinta Inn Hotel & Suites Las Colinas	4,859.97	4,246.91	3,326.47
19	TRU DFW Airport South	5,301.38	4,809.22	4,776.68
20	Wingate Inn DFW Airport North	4,561.51	3,717.85	3,685.51
TOTAL LIMITED SERVICE		167,177.97	143,050.34	123,821.88

TOTAL SHORT TERM RENTALS		20,104.63	23,280.18	26,213.02
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Number of locations	30	36	35
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SUMMARY	OCT 2025	NOV 2025	DEC 2025
ACTUAL GRAND TOTAL	1,020,219.98	856,074.87	708,249.38
BUDGET	892,889.00	957,558.00	864,714.00
DIFFERENCE	127,330.98 14.3%	(101,483.13) -10.6%	(156,464.62) -18.1%
CUMULATIVE YEAR TO DATE			
ACTUAL	1,020,219.98	1,876,294.85	2,584,544.23
BUDGET	892,889.00	1,850,447.00	2,715,161.00
DIFFERENCE	127,330.98 14.3%	25,847.85 1.4%	(130,616.77) -4.8%
COLLECTED PRIOR YEAR	956,183.06	771,097.54	622,110.90



IRVING CONVENTION CENTER

FINANCIAL STATEMENTS

For Period Ending

February 2026

LEGENDS GLOBAL - IRVING CONVENTION CENTER
OCTOBER 1, 2025 TO SEPTEMBER 30, 2026
Board Lead Income Statement - Monthly FY 2026

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	360,675	157,987	83,000	186,300	154,250	296,850	200,000	245,250	158,050	167,500	298,250	162,375	2,470,487
Service Income	178,379	140,907	46,367	165,954	159,875	44,900	57,340	103,445	55,810	45,050	49,390	62,680	1,110,096
Service Expenses	(262,359)	(195,512)	(145,685)	(284,353)	(263,880)	(125,285)	(149,861)	(177,975)	(138,945)	(92,350)	(148,290)	(147,795)	(2,132,291)
Total Direct Event Income	276,695	103,382	(16,318)	67,901	50,245	216,465	107,479	170,720	74,915	120,200	199,350	77,260	1,448,292
Ancillary Income													
F & B Concessions	25,581	25,061	5,165	75,478	65,924	55,657	16,000	44,650	16,650	12,400	28,905	10,100	381,570
F & B Catering	269,448	236,089	155,909	908,362	736,623	189,390	269,313	360,227	204,197	88,568	158,825	616,873	4,193,823
Parking: Self Parking	76,813	44,351	19,276	40,793	98,265	23,370	40,490	35,465	17,630	22,140	26,650	31,980	477,223
Electrical Services	34,725	16,385	12,405	13,350	23,215	10,400	31,275	16,475	6,200	7,630	7,150	31,000	210,210
Audio Visual	0	(0)	(0)	0	0	-	-	-	-	-	-	-	0
Internet Services	4,831	9,009	6,371	851	11,857	2,850	5,300	16,800	3,850	300	305	7,050	69,374
Total Ancillary Income	411,398	330,895	199,126	1,038,834	935,884	281,667	362,378	473,617	248,527	131,038	221,835	697,003	5,332,201
Total Event Income	688,093	434,277	182,808	1,106,735	986,129	498,132	469,857	644,337	323,442	251,238	421,185	774,263	6,780,495
Other Operating Income	141,474	126,535	53,765	88,816	136,840	111,183	111,183	111,183	111,183	111,183	111,183	110,966	1,325,495
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	829,567	560,812	584,573	1,195,551	1,122,969	959,315	581,040	755,520	783,375	362,421	532,368	1,233,479	9,500,989
Operating Expenses													
Employee Salaries and Wages	322,611	281,868	339,571	303,967	281,852	320,905	318,280	318,280	320,905	318,280	318,280	325,455	3,770,254
Benefits	76,384	73,833	77,829	78,961	68,309	78,981	78,981	78,981	78,981	78,981	78,981	80,236	929,437
Less: Event Labor Allocations	(61,725)	(44,381)	(36,185)	(63,090)	(61,555)	(52,083)	(52,083)	(52,083)	(52,083)	(52,083)	(52,083)	(46,194)	(625,628)
Net Employee Wages and Benefits	337,270	311,320	381,215	319,838	288,606	347,803	345,178	345,178	347,803	345,178	345,178	359,497	4,074,062
Contracted Services	89,806	86,547	90,103	90,119	86,986	90,278	89,928	89,928	90,278	89,928	89,928	96,489	1,080,318
General and Administrative	79,394	76,962	63,532	67,233	75,426	92,950	90,640	71,960	87,150	71,060	76,360	108,006	960,673
Operations	36,412	29,115	29,118	40,041	55,572	51,055	51,055	51,055	51,055	51,055	51,055	52,084	548,672
Repair & Maintenance	66,547	50,449	48,917	50,981	50,573	65,143	65,143	68,643	65,143	65,143	65,143	65,015	726,840
Supplies	22,481	5,361	9,760	1,059	9,328	10,453	10,453	10,453	10,453	10,453	10,453	9,975	120,682
Insurance	23,768	23,768	23,048	23,768	23,768	23,768	23,768	23,768	23,768	26,208	23,768	28,828	291,996
Utilities	55,946	60,291	54,489	56,476	63,202	57,583	91,583	99,083	97,083	99,583	90,583	95,833	921,736
Other	1,334	2,729	5,112	784	2,814	417	417	417	417	417	417	417	15,692
Legends Global Management Fees	50,677	48,650	41,320	98,302	91,174	36,190	61,099	65,595	54,436	30,431	88,603	69,190	735,667
Total Operating Expenses	763,635	695,192	746,614	748,601	747,448	775,640	829,264	826,080	827,586	789,456	841,488	885,334	9,476,339
Net Income (Loss) From Operations	65,932	(134,380)	(162,041)	446,950	375,521	183,675	(248,224)	(70,560)	(44,211)	(427,035)	(309,120)	348,145	24,650

Irving Convention Center
Financial Statement Monthly & YTD Highlights
For the Month Ending February 28, 2026

	Current Month	PY Current Month	YTD Actual	Prior YTD Actual
Attendance	23,463	25,592	93,653	86,006
Events	20	17	72	75
Event Days	39	41	165	167
Direct Event Income	50,245	161,326	481,905	302,076
Ancillary Income	935,884	605,372	2,916,128	2,639,495
Total Event Income	<u>986,129</u>	<u>766,698</u>	<u>3,398,033</u>	<u>2,941,571</u>
Other Operating Income	<u>136,840</u>	<u>83,681</u>	<u>547,426</u>	<u>569,928</u>
Adjusted Gross Income	1,122,969	850,379	3,945,459	3,511,499
Indirect Expenses	<u>(747,448)</u>	<u>(803,302)</u>	<u>(3,701,482)</u>	<u>(3,764,846)</u>
Net Income (Loss) From Operations	<u><u>375,521</u></u>	<u><u>47,077</u></u>	<u><u>243,977</u></u>	<u><u>(253,347)</u></u>

Irving Convention Center
Balance Sheet
February 28, 2026

ASSETS

Current Assets

Cash	\$	1,196,689
Accounts Receivable		2,759,584
Prepaid Assets		391,299
Inventory		102,652

Total Current Assets 4,450,224

Total Assets **\$ 4,450,224**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	1,441,926
Accrued Expenses		113,503
Deferred Income		0
Advance Deposits		2,302,817
Other Current Liabilities		0

Total Current Liabilities 3,858,246

Long-Term Liabilities

Long Term Liabilites		0
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Total Long-Term Liabilities 0

Total Liabilities 3,858,246

Equity

Net Funds Received		16,070,552
Retained Earnings		(15,722,552)
Net Income (Loss)		243,978

Total Equity 591,978

Total Liabilities & Equity **\$ 4,450,224**

Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2026

	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	154,250	165,300	(11,050)	942,212	938,325	3,887	769,551
Service Revenue	159,875	91,900	67,975	691,479	315,200	376,279	524,626
Service Expenses	(263,880)	(175,855)	(88,025)	(1,151,786)	(715,505)	(436,281)	(992,101)
Total Direct Event In	50,245	81,345	(31,100)	481,905	538,020	(56,115)	302,076
F & B Concessions	65,924	29,094	36,830	197,208	134,474	62,734	154,344
F & B Catering	736,623	411,506	325,117	2,306,422	1,205,258	1,101,164	2,090,402
Parking	98,265	56,170	42,095	279,500	154,980	124,520	290,382
Electrical Services	23,215	14,950	8,265	100,080	53,000	47,080	77,035
Audio Visual	0	0	0	0	0	0	(2,335)
Internet Services	11,857	4,800	7,057	32,918	42,650	(9,732)	29,667
Total Ancillary Inco	935,884	516,520	419,364	2,916,128	1,590,362	1,325,766	2,639,495
Total Event Income	986,129	597,865	388,264	3,398,033	2,128,382	1,269,651	2,941,571
OTHER OPERATING INCOME							
Other Income	136,840	121,183	15,657	547,426	605,915	(58,489)	569,928
Total Other Operatin	136,840	121,183	15,657	547,426	605,915	(58,489)	569,928
Adjusted Gross Inco	1,122,969	719,048	403,921	3,945,459	2,734,297	1,211,162	3,511,499
INDIRECT EXPENSES							
Salaries & Wages	281,852	314,476	32,624	1,529,867	1,575,005	45,138	1,500,311
Payroll Taxes & Ben	68,309	75,206	6,897	375,310	376,030	720	354,128
Labor Allocations to	(61,555)	(52,083)	9,472	(266,936)	(260,415)	6,521	(307,302)
Net Salaries and Ben	288,606	337,599	48,993	1,638,241	1,690,620	52,379	1,547,137
Contracted Services	86,985	88,792	1,807	443,563	444,310	747	440,464
General and Adminis	75,426	49,795	(25,631)	362,543	279,316	(83,227)	412,619
Operating	55,572	30,710	(24,862)	190,262	159,690	(30,572)	195,341
Repairs & Maintenan	50,573	60,560	9,987	267,464	302,800	35,336	440,917
Operational Supplies	9,328	10,453	1,125	47,987	52,815	4,828	69,808
Insurance	23,768	25,060	1,292	118,120	105,060	(13,060)	66,507
Utilities	63,202	49,166	(14,036)	290,404	258,430	(31,974)	273,995
Other	2,814	417	(2,397)	12,775	2,085	(10,690)	7,226
Legends Global Man	91,174	69,139	(22,035)	330,123	267,675	(62,448)	310,832
Total Indirect Expens	747,448	721,691	(25,757)	3,701,482	3,562,801	(138,681)	3,764,846
Net Income (Loss)	375,521	(2,643)	378,164	243,977	(828,504)	1,072,481	(253,347)

February 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Delta Sigma Theta Alum... Definite	2	3	4	5 Talent on Parade Definite	6 Khamzat Tour Definite US Travel Power Hour Definite	7
8 Talent on Parade Definite	9 SRC 2026 Meeting Definite Vistage Executive Summit 2026 Definite	10 Destination Developme... Definite	11 Zelle Law Definite Confidential Site Visit Definite	12	13 Bravo Spirit Events Definite	14
15 Bravo Spirit Events Definite	16 Presidents' Day Lead4ward 2026 Definite Irving Police Departmen... Definite	17 Ryan AFM 2026 Definite	18	19 FPA DFW 2026 Definite	20 World Oddities Expo Definite Irving Police Departmen... Definite	21 Breakthrough T1D Definite Luma Residential- Awar... Definite Southern Baptists of Tex... Definite
22 Southern Baptists of Texas Evangelism Conference Definite	23	24	25 Franklin Covey Definite	26 KAR Productions Dance Competition Definite	27	28



BOARD REPORTS

BOARD CHAIR,
BOARD COMMITTEES,
CITY OF IRVING

IRVING
CONVENTION &
VISITORS BUREAU



MEMO

To: Chris Hillman, City Manager
 From: Bret W. Starr, Chief Financial Officer
 Date: March 20, 2026
 Subject: Hotel Occupancy Tax Collections Report – March 2026

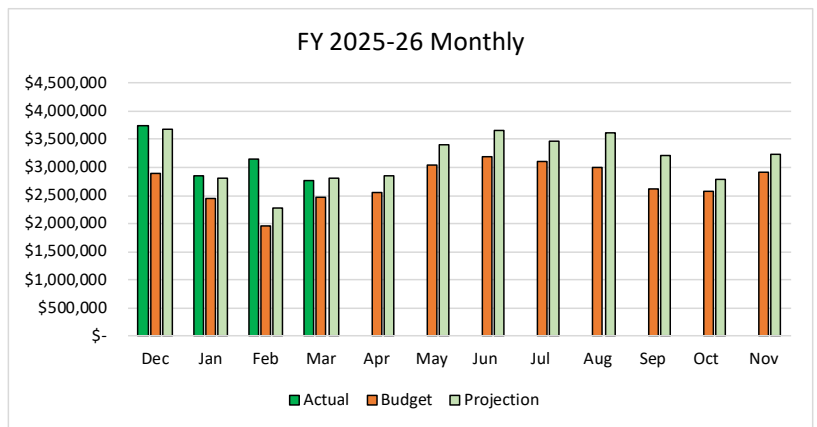
As shown in the table and graph below, total Hotel Occupancy Tax (HOT) collections for March 2026 (for January 2026 sales) were \$2,769,231, \$308,034 or 12.5% above the projected budget of \$2,461,197. This is the fourth month of collections for FY 2025-26. The FY 2025-26 budget projection increased by 1.7% from the prior year with monthly projections and allocations based on collection patterns for the prior four years and revenue and occupancy forecasts by Tourism Economics as of May 2025. Collections for the month include \$124,341 in prior period collections, penalties, and interest and no audit collections. Collections from short term rentals (STR) account for \$70,565 or 2.55% of the total.

HOT collections to date for FY 2025-26 are above prior year collections to date by \$1,926,098 or 25.9%, and above budget by \$2,754,871 or 28.24%.

FY2025-26 HOT Cash Flow Projections vs Actuals

Updated on 3/18/2026

Month	FY 2025-26 Budget	FY 2025-26 Actual	FY 2025-26 Projection	Percent Difference
Dec	2,887,264	3,740,810	3,687,570	29.6%
Jan	2,438,007	2,844,307	2,810,058	16.7%
Feb	1,968,125	3,155,115	2,275,802	60.3%
Mar	2,461,197	2,769,231	2,806,891	12.5%
Apr	2,552,745	-	2,844,781	0.0%
May	3,033,491	-	3,407,827	0.0%
Jun	3,200,106	-	3,664,354	0.0%
Jul	3,112,420	-	3,469,470	0.0%
Aug	2,989,779	-	3,617,573	0.0%
Sep	2,618,911	-	3,220,768	0.0%
Oct	2,567,555	-	2,780,288	0.0%
Nov	2,922,395	-	3,225,002	0.0%
	<u>32,751,995</u>	<u>12,509,464</u>	<u>37,810,382</u>	<u>-61.8%</u>



ICVB has engaged Tourism Economics, an Oxford Economics company, to prepare a custom forecast of key indicators for the City of Irving. The analysis relies on historical data developed in Tourism Economics' prior research on the Dallas tourism economy, Smith Travel Research hotel data, economic forecasts prepared by Oxford Economics, and assumptions on the future path of tourism sector recovery. They will be preparing semi-annual estimates of key lodging measures (supply, demand, room revenue, occupancy, ADR, RevPAR) over the next several years.

Their latest report was presented to the ICVB Board in May 2025 and included hotel data collected through April 2025. This report projected hotel revenue to grow 0.6% in 2025, which is below previously forecasted growth of 2.8%. The next update is scheduled to be presented to the ICVB Board in April 2026 which will be incorporated into the FY 2026-27 Budget.

Key assumptions from the report include:

- Economic growth will slow in 2025 and the economy is vulnerable and has little margin for error.
- Income growth will sustain some spending growth and higher inflation will weigh on real disposable incomes.
- Business uncertainty poses a major risk, a weaker corporate investment will impact business travel and international travel has begun its expected decline.
- Irving ADR will also drive impact; we assume 2026 ADR will grow 19.1% in June and 17.6% in July, as well as expecting ADR to be the primary driver behind the impact of the World Cup.

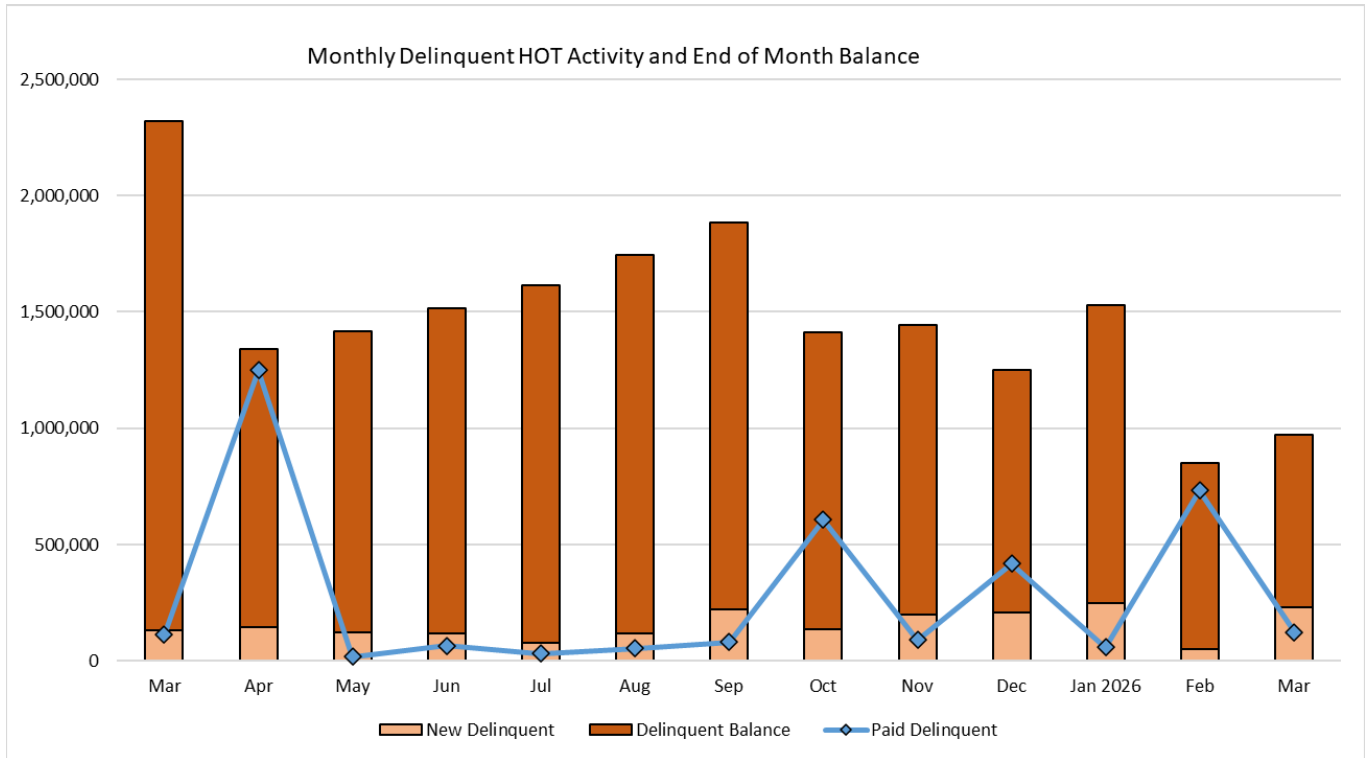
Key data points from the report include:

- Expect Irving hotel room revenue to grow 1.0% in fiscal year ending September 2025.
- We expect room revenue to grow 4.7% in fiscal year ending September 2026.
- Tariffs and the surrounding uncertainty are economic headwinds in the short term. Leisure, business and group travel are not insulated from this uncertainty.
- The recent trade wars and travel warnings are significant headwinds for US international inbound travel. Overall, international travel is expected to decline this year.
- FIFA World Cup in 2026 is expected to positively affect hotel performance throughout the Dallas area, including Irving.

Staff will continue to remain conservative in their projections as the outlook continues to improve.

For March 2026 the outstanding delinquent collections balance, including penalty and interest, was \$972,070 of which \$232,370 is newly delinquent for the month with the remainder outstanding from prior months. One property continues to have significant outstanding balances due from prior months and represents almost the entire delinquent balance. On August 19, the city entered into a mediated settlement agreement with the taxpayer to fully repay all delinquent taxes, penalties, interest, audit amounts, and attorney fees outstanding as of May 31, 2025 over a fourteen-month period. The first five payments under this settlement have been received on schedule, and the remaining balance of \$607,941 will be paid off monthly, according to the agreement. Current payments for this property are one month delinquent. Delinquent taxes for a related property are three months behind with additional interest charges for the additional prior five months due as of this report.

The chart below shows total delinquent amounts for March 2026, the delinquent amounts added in the current month, and the amount collected on prior delinquent amounts. Monthly balances and collections are shown for the prior twelve months as a reference.



The HOT revenue budget of \$32.55 million for FY 2025-26 represents the total 9 percent city HOT assessed. Of the city's 9 percent tax, 2 percentage points are allocated to the Convention Center Complex Fund to repay debt issued for the purchase of the land for the Convention Center, Convention Center hotel, and entertainment venue, as well as the construction costs of the Convention Center. An additional 2 percentage points are allocated to the construction and maintenance of the Entertainment Venue in the Convention Center complex.

The remaining 5 percentage points are allocated to the operations of the Irving Convention and Visitors Bureau (ICVB), Irving Arts Center (IAC), and Museums, as well as to preservation and redevelopment efforts and debt service for the Convention Center. Revenue is distributed to each area as follows: 57.0 percent to the ICVB, 35.5 percent to the IAC, 4.0 percent to debt service, 2.5 percent to Museums, and 1.0 percent to historic preservation. State law further limits how much HOT revenues can be spent on the arts, so the IAC distribution may be reduced marginally to comply with required maximums, with any excess funds dedicated to the Museum fund.



page 2

Explore a local history spotlight on Sesame Place and activities planned for Youth Art Month from Irving Arts and Culture.



page 3

March 7 marks the 12th Annual North Texas Teen Book Festival, a free event designed especially for teens and middle school readers.



page 4

Renovations are underway at Heritage Senior Center. Improvements include new ballroom flooring and outdoor courtyard.

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MARCH 2026 / VOL 33 / NO 03

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Help Shape Irving's Future: The 2026 Resident Survey Is Now Open!

The 2026 Irving Resident Survey is officially open, and all Irving residents ages 18+ are invited to participate. This quick, 15-minute survey is conducted every two years and provides residents with an opportunity to rate the quality of life in Irving, as well as city services and facilities. The survey is available in both English and Spanish.

Your feedback directly helps city leaders prioritize services and plan projects – the survey is a customer satisfaction report card for the city and a resource allocation tool for city officials. The information collected is used to inform decisions related to service levels, budget allocation and future planning.

The survey will remain open until April 1 at 11:59 pm. Once the survey closes and data is analyzed, the results will be shared with Irving City Council and be available online for the public to view.

The City of Irving has partnered with Irving-based Elite Research, LLC, to conduct the survey and ensure reliable,



meaningful results. They may reach out directly to residents via text or email. For questions regarding the 2026 Irving Resident Survey, contact Lauren Hale at lhale@IrvingTX.gov.



DAYLIGHT SAVING TIME: CHANGE YOUR CLOCK, CHANGE YOUR BATTERY

It's that time of year again — set the clocks ahead one hour and replace the smoke alarm batteries. Daylight saving time begins at 2 a.m. on Sunday, March 8. ■



REGISTER NOW FOR GREAT AMERICAN CLEANUP APRIL 4, 2026

Keep Irving Beautiful (KIB) encourages Irving residents to participate in the 2026 "Great American Cleanup" happening Saturday, April 4 from 9 a.m. to noon at Trinity View Park, 2298 E. 6th St.

Registration is open to all ages, but those 17 and younger must be accompanied by a parent or guardian. Participants should register online at IrvingTX.gov/KIB by March 27.



During the event, KIB will provide cleanup supplies for on-site volunteers, including trash bags, gloves and grabbers. Following the event, volunteers will receive a free lunch.

In conjunction with the event, Crisis Ministries will host a canned food donation drive for their food pantry. Participating volunteers will receive a free KIB T-shirt, while supplies last.

For more information, call (972) 721-2175 or email rhose@IrvingTX.gov. ■

2026 CITYWIDE egg hunts
Saturday, March 28
10 a.m. to Noon
FREE
Arts & Crafts • Entertainment • Photos with the Easter Bunny
IrvingEvents.org

Participating Recreation Centers

- Cimarron Park**
201 Red River Trail
- Georgia Farrow**
530 W. Davis Drive
- Lee Park**
3000 Pamela Drive
- Mustang Park**
2223 Kinwest Pwky.
- Northwest Park**
2800 Cheyenne St.

Discontinued Use of the Penny

The U.S. government is phasing out the penny because it costs more to make than it's worth and is rarely used in everyday purchases. As pennies are removed from circulation, cash transactions will be rounded down to the nearest 5 or 0 cents, unless a credit can be applied to the account. Payments made by credit card, debit card or other electronic methods are not affected. These transactions will continue to be charged the exact amount, just as they are today.



To avoid rounding altogether, customers are encouraged to:

- Use credit or debit cards
- Provide exact change when paying with cash

For more information, contact Iliza Sebikali at (972) 721-4633. ■

Permits Required for Garage, Estate Sales



Garage, yard, rummage and estate sales held in Irving must have a permit. Permits are free, and applications are made online at IrvingTX.gov/GarageSale.

In accordance with city ordinances, sales are limited to:

- Two per calendar year per residential address
- Three consecutive days in duration

Multifamily complexes are limited to two sales per year, and management must apply for the permit. Signs may not be placed on telephone poles, street signs, trees or in center medians.

- Signs may be placed in the right of way between the sidewalk and street only beginning at 12:01 a.m. Thursday, and they must be removed by 11:59 p.m. Sunday.
- Signs may only be placed on private property, not in the right-of-way, for sales Tuesday through Thursday.
- Signs must be picked up at the conclusion of the sale.

Cancellations must be submitted prior to 8 a.m. on the first day of the sale. Complete the online form at IrvingTX.gov/GarageSale and select "cancel" under Type of Request. Call (972) 721-4829 for special provisions regarding garage sales at business or nonprofit locations. ■

LITHIUM BATTERY DISPOSAL

Lithium batteries should never be placed in the trash or recycling due to fire risks.

Dispose of batteries safely at local retail drop-off locations, at a Home Chemical Collection event, or drop off unwanted batteries at the Dallas County Home Chemical Collection Center, 11234 Plano Road in Dallas.



Visit IrvingTX.gov/SWS for more information. ■



Irving ISD Teacher Exhibit on View at Irving Archives and Museum

In partnership with Irving Independent School District (IISD), the Irving Archives and Museum presents the **IISD Teacher Exhibit** showcasing the creative talents of local art educators.

Every day, these teachers pour their creativity into their classrooms, helping students discover their own artistic voices. Now, the spotlight turns to them. From elementary to high school, IISD art teachers share personal works that reflect their passion, skill and dedication to their craft.

"I think it's important as an artist and as an art

educator to practice your art," says Kim Black, elementary art teacher at Thomas Haley Elementary. "Continuing to create makes us better teachers."

On display through **March 29**, this special exhibit invites the community to experience the artistry of those who shape Irving's creative future. Visit the Irving Archives and Museum at **801 W. Irving Blvd.**, and help celebrate Irving's local artists and educators.

Learn More at

IrvingArtsCenter.com/Exhibitions



Kim Black by her works Flourish (Top) and Centripetal (Bottom)

Celebrate Youth Art Month in Irving



March is Youth Art Month! It's a time to celebrate the creativity, confidence and critical thinking skills young artists gain through the arts. **Irving Arts Center** offers a safe and creative space for families to experience the arts, make friends and learn. The community is invited:

- **March 4 - April 30:** Annual Exhibition of Irving ISD Student Artwork
- **March 5:** JumpstART Stories and Art
- **March 8:** Second Sunday Funday with the Irving Quilt Guild
- **March 8:** Open Studio for Teens

Plus, registration for the **Youth Summer Arts Camp** opens in late March. Spaces fill up fast! Follow @IrvingArts on social media to stay informed.

Learn More at

IrvingArtsCenter.com/Youth

Handmade Spring Earrings

mavah
HANDMADE IN AUSTIN, TEXAS

Spring the Clay Jewelry

mavah
HANDMADE IN AUSTIN, TEXAS

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Irving Archives and Museum

Local History Spotlight: Sesame Place

Local History Spotlight is presented by the **Irving Archives and Museum**.



In **June 1982**, balloons soared as Sesame Place opened along State Highway 183 near Valley View. Inspired by Sesame Street, the park welcomed children ages 3 to 13 into a colorful, seven-acre world. Though the park's run was brief after closing in **October 1984**, it remains a delightful chapter for residents who remember when a little TV magic lived right here in Irving.

Discover more local history at the **Irving Online Archives!**

IrvingTexas.HistoryIT.com



IRVING ARTS CENTER

Upcoming Shows

March 6-21 | 7:30 p.m. | Dupree Theater
Native Gardens stage play presented by MainStage Irving - Las Colinas

March 7 | 7:30 p.m. | Carpenter Hall
Pianist Alice Burla presented by Las Colinas Symphony Orchestra

March 14 | 7:30 p.m. | Carpenter Hall
Trumpeter Vicente Campos presented by Irving Symphony Orchestra

March 15 | 5:00 p.m. | Carpenter Hall
Thet Tumchya Gharatun play by Academy of Business, Education, Art & Music

March 21 | 7:30 p.m. | Carpenter Hall
Sinatra and Bubl  concert presented by Entertainment Series of Irving

March 29 | 6:30 p.m. | Carpenter Hall
ABBA vs Queen Candlelight Concert presented by Fever

For ticket and event details, visit IrvingArtsCenter.com



Celebrate America 250 With a Wish for the Future

In celebration of the United States Semiquincentennial, the Irving Archives and Museum has unveiled its **America 250 Wish Wall**. This interactive mural, painted by **Dallas-based artist Ruth Monjaras**, invites guests to share their hopes for the next chapter of the nation's story.

encourages community members to add their wishes throughout the summer at Irving Archives and Museum, located at 801 W. Irving Blvd.

Learn More at

IrvingArchivesandMuseum.com

Inspired by the nationwide Made By Us initiative honoring America's 250th anniversary, the Wish Wall



Parks and Recreation Activities



March 16–20 | Spring Break Camp
7 a.m. to 6 p.m. | Grades K–5 | \$100 per person
Breakfast snack and afternoon snack provided. Campers must bring a lunch daily. Registration deadline: March 11.

Cimarron Park Recreation Center
201 Red River Trail, (972) 910-0702

- **March 27 | Paints & Pastries**
6:30 to 8:30 p.m. | Ages 18 and older | \$10 per person
Unwind with an evening of painting, pastries and creativity in a relaxed social setting.

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

- **March 5–26 | Citizenship Class**
6 to 8 p.m. | Ages 18+ | IPAR Card
Supportive instruction covering U.S. civics, history and citizenship interview preparation.
- **March 17 | St. Patrick's Day Celebration**
10 to 11:15 a.m. | Ages 50+ | IPAR Card
A festive morning celebration with friends. Wear green and enjoy a cheerful St. Patrick's Day gathering.

Lively Pointe Youth Center
909 N. O'Connor Road, (972) 721-8090

- **March 6 | Irving's Got Talent**
7 to 10 p.m. | Irving Arts Center
- **March 17-19 | Spring Break Field Trip Series**
\$10 per field trip; middle school and high school only.
Fun-filled adventure during spring break.

Mustang Park Recreation Center
2223 Kinwest Parkway, (972) 556-1334

- **March 4, 11, 25 & April 8, 15 | Stop-Motion Studios**
12:30 to 1:30 p.m. | Ages 10–15 | IPAR Card
Hands-on stop-motion animation with themes.
- **March 13–April 24 | Drone Discovery: Aerial Robotics & Coding**
Fridays | noon to 1 p.m. | Ages 12–17 | \$5 per child
Introduction to drone flight, robotics and coding using block-based and Python programming.

Northwest Park Recreation Center
2800 Cheyenne St., (972) 721-2529

- **March 20 | Pottery Painting**
6 to 8:30 p.m. | All Ages | \$5 and up
Create personalized pottery pieces in a creative setting. Staff will glaze and fire all items.

LEARN TO SWIM

North Lake Natatorium (NLN)
5001 N. MacArthur Blvd., (972) 756-0860

- **Tuesday & Thursday Group Lessons** | \$48
March 9–April 2 | Registration opens March 2
- **Saturday Group Lessons** | \$48
March 7–April 25 | Registration is now open
- **Specialty Lessons**
Monday | Spanish-Only | March 2–April 20 | \$48
Wednesday | Women-Only | March 4–April 2 | \$48



AQUATIC EVENTS

- **March 7 & 8 | Lifeguard Hiring Events**
9 a.m. to noon | Ages 15+ | Free | NLN
- **March 7 | Tales & Tides**
noon to 12:45 p.m. | Ages 3–7 | Free
- **March 9 | Irving Sharks Swim Team Tryouts**
7 to 7:30 p.m. | Ages 7–17 | Free | Registration Required
- **March 17 | Lucky Dive**
1 to 4 p.m. | All Ages | Pool Admission | HAC



Visit IrvingTX.gov/Aquatics to register for classes.

IRVING INDOOR AQUATIC HOURS & ACTIVITIES

Heritage Aquatic Center (HAC)
200 S. Jefferson St., (972) 721-7310

- Monday & Friday | 7 a.m. to noon
- Tuesday & Thursday | 11 a.m. to 2 p.m., 5 to 8 p.m.
- Wednesday | 7 a.m. to noon, 5 to 8 p.m.
- Saturday & Sunday | 1 to 5 p.m.

*** Spring Break Hours: March 15–21

- Monday–Friday | 7 to 11 a.m. | 1 to 7 p.m.
- Saturday & Sunday | 1 to 5 p.m.

North Lake Natatorium (NLN)
5001 N. MacArthur Blvd., (972) 756-0860

- Monday, Wednesday, Friday | 6 to 7 a.m., 5 to 8 p.m.
- Tuesday & Thursday | noon to 2 p.m., 5 to 8 p.m.
- Saturday | noon to 4 p.m.

*** Spring Break Closure: March 15–21

AQUATIC CLASSES

- **Mondays | HydroHIIT**
6 to 6:45 p.m. | Ages 18+ | \$2 | NLN
- **Monday, Wednesday, Friday | Senior EZ Water Aerobics**
7:30 to 8:15 a.m. | Ages 18+ | \$2 | HAC
- **Monday, Wednesday, Friday | Senior Pep Water Aerobics**
8:30 to 9:15 a.m. | Ages 18+ | \$2 | HAC
- **Mondays through Thursdays | Night Steppers**
6:30 to 7:15 p.m. | Ages 18+ | \$2 | HAC
- **Monday, Wednesday, Friday | Hydro Hustle**
6 to 6:30 a.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Aqua Sunset**
6:15 to 7 p.m. | Ages 18+ | \$2 | NLN
- **Tuesdays & Thursdays | Deeply Fit Aerobics**
7:15 to 8 p.m. | Ages 18+ | \$2 | NLN
- **Saturdays | Aqua Synergy**
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
- **Saturdays | Power H2O**
10:30 to 11:15 a.m. | Ages 18+ | \$2 | NLN

Visit IrvingTX.gov/Aquatics to register for classes.

Library Programs and Activities



Chalk & Bubbles

New Library Account Notifications
The library will soon update the options for patron account notifications, which include phone and text alerts. During the system update, which is anticipated from March to early April, phone notifications will be unavailable. Cardholders currently receiving phone messages about their accounts are invited to speak to staff for assistance in setting up alternatives during the transition period. Patrons may visit Irving.polarislibrary.com/polaris to verify their current notification status.

A Spring Break for the Books (Kids)
South Irving Library | 2:30 p.m.

- **March 14** | Le Théâtre de Marionette: Silly Strings
Sponsored in part by the Texas Commission on the Arts
- **March 17** | Chalk & Bubbles
- **March 19** | Craftastic Junior: Spring Suncatchers
- **March 20** | Spring Break Movie

Valley Ranch Library | 2:30 p.m.

- **March 16** | All About Animals Team Challenge
- **March 17** | McEggart Irish Dancers
- **March 18** | Mike's Magic and Comedy Show
- **March 19** | Irving Police Robots Demonstration
- **March 20** | Pom-Pom Pointillism Craft
Sponsored by the Meadows Museum

West Irving Library | 2:30 p.m.

- **March 14** | Outdoor Chalk and Games
- **March 16** | Painting Spring Roses
- **March 17** | St. Patrick's Day Recycled Crafting
- **March 18** | The Ramazinis Two-Person Circus
- **March 19** | Animal Shelter Pet Story Time

Spring Break Level Up (Teens Grades 6-12)

- **March 9-19** | Spring Break Snack Kits
All day | West Irving Library
Beginning at 10 a.m., pick up ingredients to whip up snacks and meals at home. While supplies last.

Valley Ranch Library | 4 p.m.

- **March 16** | Perler Bead Crafternoon
- **March 17** | MiY Zone Pencil Cases
- **March 18** | Color Me Calm
- **March 19** | MiY Zone 3Doodler Maker Club (Grades 9-12)
- **March 20** | Game On!

LIBRARY PROGRAMS

- **March 10 | Navigating Accessibility of Microsoft Word**
6 p.m. | South Irving Library | Adults
Learn how to make Word documents ADA-compliant and accessible for all. Must be familiar with basic Word functions. Bring a laptop for practice or a journal to take notes.
- **March 17 | Adult(ish) Academy**
7 p.m. | West Irving Library | Adults
This month's topic takes an artful twist — brush up on writing elegant script and rediscover the art of the loop, slant and flourish.
- **March 28 | Pizza + Paperbacks**
1 p.m. | South Irving Library | Adults
Bring a favorite personal book for bedazzling while enjoying pizza.
- **April 1 | The Wind Down Corner**
10 a.m. | South Irving Library | Adults
Take a well-deserved break in this all-day dedicated decompression space and enjoy coloring, puzzles and other creative activities.

For a full schedule, visit IrvingTX.gov/Library.



The Ramazinis Two-Person Circus



NORTH TEXAS TEEN BOOK FESTIVAL

NTTBF CONNECTS READERS AND AUTHORS ON MARCH 7

The North Texas Teen Book Festival (NTTBF) returns from 8 a.m. to 5 p.m. Saturday, March 7 at the Irving Convention Center, 500 West Las Colinas Blvd.

This 12th annual festival is free and designed specifically for teens and middle grade readers. Highlights include bestselling and emerging authors in attendance, book sales and signings, panel discussions and interactive programming focused on reading, writing and storytelling. The event draws attendees from across the region, reinforcing Irving's role as a center for education, literacy, culture and community collaboration. It is open to teens, parents, educators, librarians and community members.

Throughout the day, participants have opportunities to hear and engage with authors, explore a wide range of literary genres and attend moderated panels and Q&A sessions. The festival also serves as a regional celebration of literacy and youth engagement. By offering free access to nationally recognized authors and programming, the event encourages lifelong literary habits and a source of endless stories.

Additional information, including schedules and participating authors, is at NorthTexasTeenBookFestival.com. For the latest updates, follow NTTBFEST on Facebook, X (Twitter) and Instagram.

All Irving Public Library locations are closed on Festival Day, March 7, and will reopen at 1 p.m. on Sunday, March 8. ■

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.com/TheCityofIrving](https://www.instagram.com/TheCityofIrving). ■



Frost Fest brought snow tubing, life-sized snow globe, balloon artists, train rides, face painters and food trucks to the Levy Event Plaza. Visit [IrvingEvents.org](https://www.IrvingEvents.org) for more 2026 Irving events.

Roll-Off Container Services



Got a big cleanup or renovation project? Irving Solid Waste Services offers affordable roll-off container rentals for residents and businesses! Visit [IrvingTX.gov/Roll-Off-Service](https://www.IrvingTX.gov/Roll-Off-Service) for details.



Give a shelter pet a second chance by adopting. Plan a trip to the Irving Animal Care Campus or visit [IrvingTX.gov/Adopt](https://www.IrvingTX.gov/Adopt) to see the current adoptable pets available.

Don't invite UNWANTED CRITTERS. Don't put trash out before 6 p.m.



Join Irving's new anti-littering initiative, "Don't Trash Irving." Want to avoid critters and litter? Don't put trash out early. It attracts unwanted critters. Visit [IrvingTX.gov/DontTrashIrving](https://www.IrvingTX.gov/DontTrashIrving).



WE'RE HIRING LIFEGUARDS! 15-YEARS AND OLDER, RED CROSS CERTIFIED, PART- AND FULL-TIME, FLEXIBLE SCHEDULE, TRAINING AVAILABLE

Looking for flexible hours and career growth? Become a lifeguard at one of Irving's pools or aquatic centers! Visit [IrvingTX.gov/Jobs](https://www.IrvingTX.gov/Jobs) to apply and explore more opportunities.

Keep It Clean Irving Working Together for a Cleaner, Healthier City [IrvingTX.gov/Clean](https://www.IrvingTX.gov/Clean)



Keep It Clean, Irving runs through April. Help do your part to keep Irving healthy and vibrant: just don't litter! Learn more at [IrvingTX.gov/Clean](https://www.IrvingTX.gov/Clean).



Heritage Senior Center

Improvements Coming to Heritage Senior Center



Renovations at Heritage Senior Center, 200 S. Jefferson St., begin this month. Improvements to the ballroom flooring and outdoor courtyard are expected to be complete this summer.

Ballroom Upgrades

The existing ballroom flooring at Heritage Senior Center was put in place in the early 2000s. With near-constant use since, the flooring is in poor condition and is no longer manageable by targeted repairs. The flooring will be removed and replaced with a new hardwood ballroom floor. Estimated to cost \$181,500, this project is funded entirely by the U.S. Department of Housing and Urban Development (HUD) through the Community Development Block Grant (CDBG) program.

Courtyard Renovations

The Heritage Senior Center courtyard, located at the southeast corner of the building, was identified as an

opportunity to expand programming and make greater use of underutilized space. Plans for the courtyard include increasing shading with a pavilion and shade canopy, installing an outdoor kitchen and fire pit with seating, and adding video screens. Estimated to cost around \$500,000, this project is funded entirely by the HUD through the Community Development Block Grant (CDBG) program with construction expected to begin in April.

ICTN covered construction at Heritage Senior Center, Northwest Park, West Park and Campion Trail in a segment from the Feb. 13 edition of City Source.



Explore all of Irving's recreation opportunities at [IrvingTX.gov/Recreation](https://www.IrvingTX.gov/Recreation). For more information on the city's ongoing infrastructure initiatives, visit [IrvingTX.gov/IrvingInvests](https://www.IrvingTX.gov/IrvingInvests). ■

Plan Ahead of Severe Weather Season

As severe weather season approaches in North Texas, residents should take steps now to prepare for potential emergencies. The area is vulnerable to severe thunderstorms, tornadoes, flash flooding, strong winds, lightning and drought. Advance preparation can significantly reduce risks to life and property.

The city's Emergency Preparedness Guide, available at [IrvingTX.gov/Emergency-Disaster-Prep](https://www.IrvingTX.gov/Emergency-Disaster-Prep), outlines recommended planning steps, safety measures and response actions for a variety of emergency situations.

Severe storms in the Irving area may produce large hail, heavy rainfall, damaging winds and tornadoes. Seek shelter inside a stable structure and remain indoors until the threat has passed.

To reduce potential damage caused by strong winds and tornadoes, be sure to trim trees, secure outdoor furniture and equipment, and ensure windows and doors are properly closed and secured. Additionally, motorists should not stop under highway overpasses during storms and instead should seek shelter inside the nearest building when possible.

Flash flooding poses a major risk in North Texas. As little as two feet of moving water can carry away most vehicles, including sport utility vehicles and pickup trucks. Leave flood-prone areas immediately and move to higher ground. When encountering water on roadways, drivers are advised to turn around rather than attempt to cross.

Households should maintain a disaster supply kit with enough provisions to last at least three days. Special items should be included for infants, elderly family members, individuals with disabilities and pets. A vehicle emergency kit also is recommended.



Create a Family Disaster Plan by discussing potential hazards, identifying meeting locations, establishing communication methods and planning evacuation routes. Plan for pets and designate an out-of-town relative or friend as a family contact.

When outdoor warning sirens are activated during inclement weather, immediately move indoors and take shelter on the first floor in an interior room without windows. Outdoor warning sirens are tested at 1 p.m. on the first Wednesday of each month, weather permitting.

The City of Irving's iALERT notification system provides critical information related to emergencies such as gas leaks, boil water notices, power outages and crime alerts. Residents may register to receive alerts by text message, phone call or email at [IrvingTX.gov/Emergency-iAlert](https://www.IrvingTX.gov/Emergency-iAlert).

Additional information on emergency preparedness is available at [IrvingTX.gov/Emergency-Management](https://www.IrvingTX.gov/Emergency-Management), [Ready.gov](https://www.Ready.gov) and [KnoWhat2Do.com](https://www.KnoWhat2Do.com), or by calling (972) 721-2100. ■

2026 CITY OF IRVING UPCOMING EVENTS

APRIL Music on Main Fridays | Heritage Park

APRIL 25 Fusion Heritage Park

IRVINGEVENTS.ORG Dates and events subject to change.





BUREAU MANAGEMENT AND STAFF REPORTS

IRVING
CONVENTION &
VISITORS BUREAU

ICVB Memorandum

Date: March 17, 2026
 To: Maura Gast, FCDME, Executive Director
 From: Lori Fojtasek, Vice President, Sales & Services
 RE: Sales & Services Department February 2026 Board Report

Convention Sales Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	172	814
Irving Convention Center Leads	32	153

February

Room Nights Generated	Monthly Goal	February 2026 Actuals	February 2025 Actuals	FY 2025-26 Annual Goal	FY 2025-26 YTD Actuals	FY 2024-25 YTD Actuals	February Convention Center	Convention Center YTD
Definite Room Nights	14043	10029	13981	168510	81079	61269	1787	12745
Lost Room Nights		47112	35182		246786	204919	20793	96621

Travel & Activity

February	Organization	Event	Location
9-13	Religious Conference Management Association	Annual Convention	Lexington, KY

Customer Services Activity February Servicing & Inventory

Groups Served	
February	16
YTD	56

Service Type	February	Total Inventory Utilized	
	# of Groups Served		
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance	0/0/0
	0	Mayor Welcome Letter	0
	0	Proclamation	0
Name Badge/Lanyard Services	3	Badge holders	638
	3	Lanyards	960
Meeting/conference supplies	11	Pens	3335
	4	Notepads	1460
	4	Bags	1360
Promotional Materials	4	Toyota Music Factory Map	575
	4	Water Street Map	250
	4	Travelers Guides	210
	7	"Things To Do" QR Sheet	1650
Staffing Services	5	168 Convention Services Associate Staff Hours	

Event Location: Hotels: 8

Irving Convention Center: 6

Other: 2

Proclamations/Welcomes/Flags

Past :

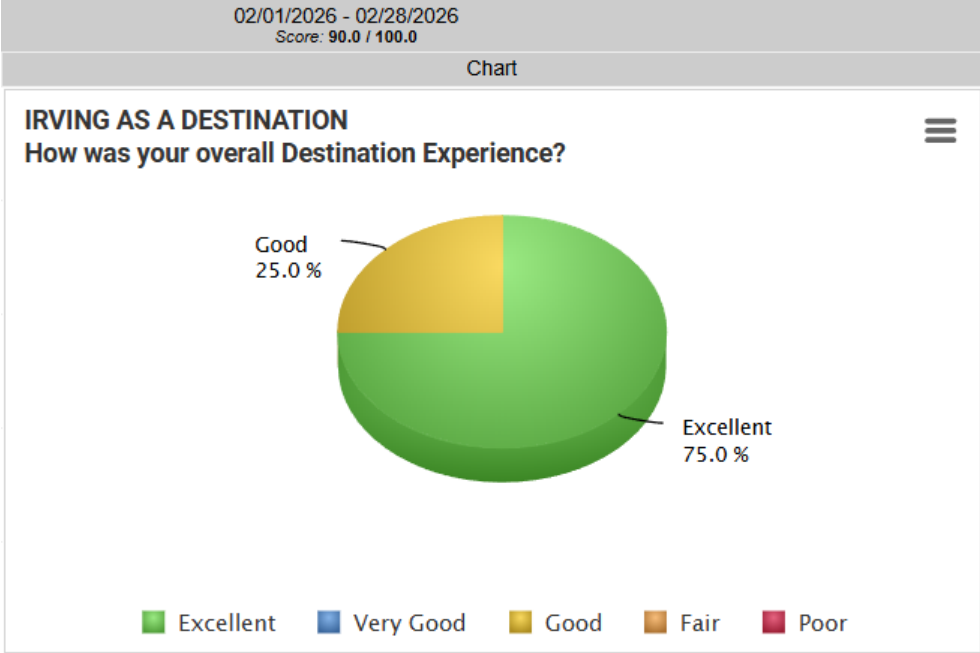
- Mayor Welcome- Ribbon Cutting - American Franchise Expo November 9, 2025

Upcoming:

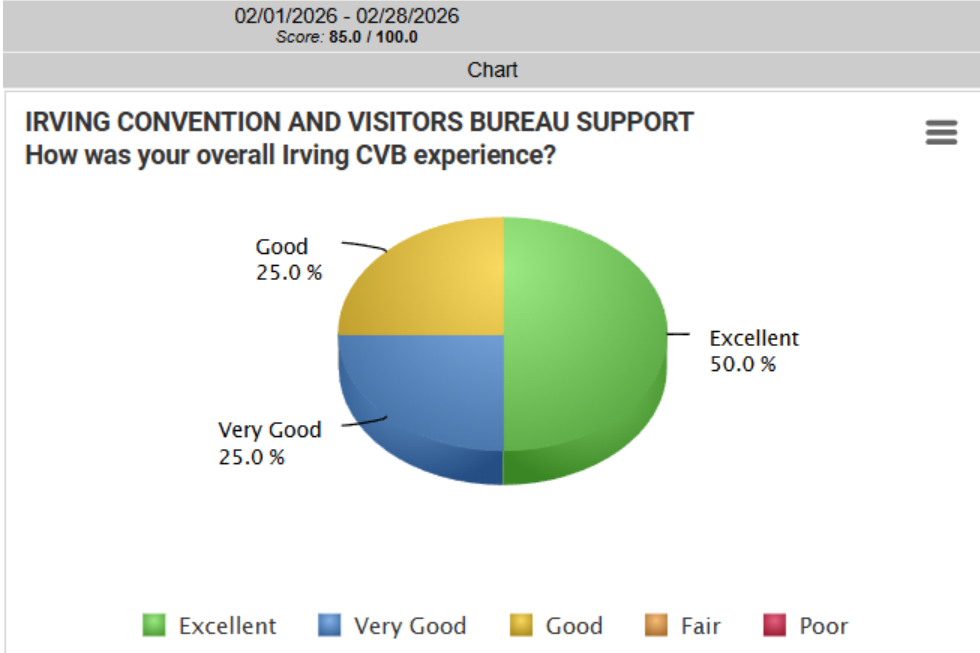
- Mayor Letter - Texas State Historical Association, March 2026
- Mayor Welcome- Texas State Historical Association, March 4, 2026, at the Irving Archives and Museum
- Ribbon Cutting/Welcome – North Texas Business Alliance, April 8, 2026 – Mayor Stopfer

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings

March 2026 – August 2026

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
HD Supply	HD Supply-Overflow Guestrooms from Gaylord	3/1/2026	3/6/2026	1000	400
	America Conference	3/1/2026	3/5/2026	125	317
The Health Management Academy	Spring CFO Forum	3/2/2026	3/7/2026	215	499
Microsoft Corporation	RCG Manager Empowerment Workshop	3/2/2026	3/4/2026	80	160
Marcus Evans, Inc.	ACO & Payer Leadership Summit	3/3/2026	3/7/2026	140	185
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	500	400
International Academy of Endodontics	International Academy of Endodontics - 2026 Conference	3/4/2026	3/7/2026	150	410
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
Caesarstone	Caesartone March 2026 Meeting	3/5/2026	3/7/2026	140	280
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies Annual Conference 2026	3/6/2026	3/8/2026	200	160
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies Annual Conference 2026	3/6/2026	3/8/2026	200	160
Caterpillar	Caterpillar Inc. - Mining Dealer Council - March 2026	3/7/2026	3/12/2026	45	139
Chaplaincy of Full Gospel Churches	Chaplaincy of Full Gospel Churches 2026	3/9/2026	3/14/2026	100	340
Herzog Foundation	Herzog Foundation - Training #12 2026 (Fort Worth)	3/9/2026	3/10/2026	100	120

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Morada	PB DSL Morada Senior Living Regional Meeting Courtesy block	3/9/2026	3/11/2026	60	96
Comfort Systems	Comfort Systems DynaTen Meeting 2026	3/9/2026	3/10/2026	17	34
Medtronic	CLIMB for Managers Capstone CH2	3/10/2026	3/12/2026	70	140
Herzog Foundation	Herzog Foundation - Training #13 2026 (Fort Worth)	3/11/2026	3/12/2026	100	200
Vizient, Inc.	Vizient, Inc. 2026 Data Science and Methodology All-Hands Meeting RBO	3/11/2026	3/12/2026	30	59
Parker University	Parker University Mar2026	3/12/2026	3/14/2026	60	134
Assemblies of God/Marriage	Marriage Encounters Mar2026	3/13/2026	3/14/2026	80	80
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
Simplicity Group Holdings	2026 March Platform Recruiting	3/16/2026	3/19/2026	275	555
Surgical Care Affiliates	SCA PSG Connection Meeting	3/17/2026	3/19/2026	13	16
World Fandom	2026 GameFest	3/18/2026	3/21/2026	500	142
World Fandom	2026 GameFest	3/18/2026	3/21/2026	500	142
Bible Study Fellowship	Bible Study Fellowship March2026 Orientation	3/19/2026	3/26/2026	100	676
Airemaster	Franchisee Meeting	3/19/2026	3/21/2026	25	30
University of the Cumberland	University of the Cumberland Mar2026 RB 1	3/19/2026	3/21/2026	16	48
ALM First Financial Advisors, LLC	2026 ALM Conference	3/21/2026	3/25/2026	200	630
TEXSOM Foundation dba TEXSOM Conference	TEXSOM 2026 International Wine Awards	3/21/2026	3/25/2026	300	188
Kansas City Royals	Kansas City Royals @ Texas Rangers	3/21/2026	3/23/2026	100	264
Southwest Drycleaners Association	Drycleaning and Laundry Expo West 2026	3/24/2026	3/29/2026	400	489
Health & Wellness Partners	Sobi Advisory Board Meeting	3/24/2026	3/26/2026	20	64
Association for Advancing Quality in Educator Preparation	AAQEP 2026 Symposium	3/25/2026	3/27/2026	300	525
Texas Hoe-Down Dance	Texas Hoe Down Mar 2026	3/26/2026	3/29/2026	300	330
University of the Cumberland	University of the Cumberland Mar2026 RB 2	3/26/2026	3/28/2026	16	48

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
SMU Dedman School of Law	SMU Air Law Symposium 2026	3/29/2026	4/1/2026	151	352
The Job Shop Company	Design 2 Part Show	3/29/2026	4/2/2026	110	298
Vizient, Inc.	Vizient, Inc. 2026 Perioperative Council Meeting RBO	3/31/2026	4/1/2026	22	114
Cincinnati Reds	Cincinnati Reds @ Texas Rangers	4/2/2026	4/4/2026	100	237
Seattle Mariners Baseball Club	Seattle Mariners @ Texas Rangers	4/5/2026	4/7/2026	100	225
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
Greystone Interests, LLC	Greystone Development Conference April 2026	4/7/2026	4/9/2026	50	100
Vizient, Inc.	Vizient, Inc. 2026 Hospitality Council RBO.	4/7/2026	4/8/2026	18	36
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
University of the Cumberlands	University of the Cumberlands APR2026 RB 1	4/9/2026	4/11/2026	16	45
The Health Management Academy	Spring COO	4/11/2026	4/18/2026	190	703
Terrapinn Holdings	Connected America	4/11/2026	4/16/2026	700	45
Genus PLC	PIC Global Meeting	4/12/2026	4/17/2026	250	858
American College of Emergency Physicians	Emergency Medicine Foundation (branch of ACEP) Rooms April 2026	4/12/2026	4/13/2026	25	20
Herzog Foundation	Herzog Foundation - Training #14 2026 (Fort Worth)	4/13/2026	4/14/2026	100	200
Independent Medical Alliance	IMA 2026 Conference	4/14/2026	4/20/2026	500	613
Texas Junior College Student Government Association	Texas Junior College Student Government Association - April 2026 Conference	4/15/2026	4/19/2026	400	740
Herzog Foundation	Herzog Foundation - Training #15 2026 (Fort Worth)	4/15/2026	4/16/2026	100	50
Japan-America Society of Dallas/Fort Worth	Japan-America Society of DFW Gala	4/15/2026	4/15/2026	650	20
SONIC Corporation	SONIC Regional Meeting Dallas Area 2026	4/15/2026	4/16/2026	100	89

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McKesson Corporation	Board & Committee Meeting April 2026	4/18/2026	4/22/2026	20	85
Onco360 Oncology Pharmacy	National Sales Meeting 2026	4/18/2026	4/24/2026	315	1207
Pittsburgh Pirates	Pittsburgh Pirates @ Texas Rangers	4/19/2026	4/22/2026	100	320
Turning Point USA	TPUSA - Pastors Summit 2026	4/19/2026	4/23/2026	3000	285
Populus Financial Group	Populus Leadership Programs	4/20/2026	5/6/2026	50	300
Sammons Financial Group	Midland National Life Meeting	4/20/2026	4/21/2026	75	36
Straumann USA LLC	Straumann Learning and Development workshop	4/20/2026	4/22/2026	27	41
Scarritt Group, Incorporated	PPD & Alnylam - ZENITH North American Investigator Meeting #1	4/21/2026	4/26/2026	385	638
ECO: A Covenant Order of Evangelical Presbyterians	ECO Ordination Retreat APRIL 2026 (Week 1)	4/22/2026	4/25/2026	24	74
The Athletics	Athletics @ Texas Rangers	4/22/2026	4/25/2026	100	256
Sammons Financial Group	North American Company for Life and Health Insurance Meeting	4/22/2026	4/23/2026	50	35
SIGMA America's Leading Fuel Marketers	SIGMA Spring Conference April 2026	4/24/2026	4/30/2026	500	1344
Court of Master Sommeliers Americas	CMS-A Advanced Sommelier Course	4/25/2026	4/29/2026	220	453
ECO: A Covenant Order of Evangelical Presbyterians	ECO Presbytery Leader Gathering 2026	4/26/2026	5/1/2026	75	244
SLS Event Planning and Consulting LLC	Credit Repair Expo 2026	4/27/2026	5/1/2026	1000	695
Electric Power Research Institute	E&SES Program Managers and Leaders Meetings - 2026	4/28/2026	4/30/2026	26	57
Molly Maid	Molly Maid 2026-04 Regional Meeting Dallas Rooms Only.	4/29/2026	4/29/2026	60	17
The Nostalgia Con	The Nostalgia Con	4/30/2026	5/2/2026	4000	300
Confluent Health	Confluent Health PTVille May 2026	4/30/2026	5/1/2026	95	190
Richmond Events	Human Resources Forum May 2026	5/1/2026	5/6/2026	200	346
International Federation of Airline Flight Dispatchers Association	IFALDA - AGM Dallas May 2026	5/3/2026	5/7/2026	100	140
Richmond Events	Richmond CIO Forum	5/3/2026	5/5/2026	100	168
Oilfield Water Connection	Oilfield Water Connection Room Block 2026	5/3/2026	5/7/2026	125	130

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
The Pilot Network	The Pilot Network Conference 2026	5/4/2026	5/8/2026	500	140
American Academy of Ozonotherapy	2026 AAO Annual Meeting	5/5/2026	5/10/2026	200	632
Lone Star Rally	LDX Rally	5/5/2026	5/8/2026	50	80
Chicago Cubs	Chicago Cubs @ Texas Rangers	5/7/2026	5/9/2026	100	252
Arizona Diamondbacks	Arizona Diamondbacks @ Texas Rangers	5/10/2026	5/12/2026	100	231
ECO: A Covenant Order of Evangelical Presbyterians	ECO Ordination Retreat MAY 2026 (Week 2)	5/11/2026	5/15/2026	14	58
Vizient, Inc.	Vizient, Inc. 2026 Alternate Site Pharmacy Council (May) RBO	5/12/2026	5/13/2026	15	30
TruckSpy	Linehaul Summit 2026	5/12/2026	5/16/2026	1000	290
Pryor Learning	Guide Leadership Training	5/13/2026	5/15/2026	50	20
Focus Medical Communications	Focus Medical Communications GI & Liver Assn. of the Americas (GALA) 2026	5/14/2026	5/15/2026	200	60
McKesson Corporation	Board & Committee Meeting May 2026	5/16/2026	5/20/2026	20	85
Informa	Informa Tech - 2026-Network Next	5/16/2026	5/23/2026	3270	575
Workgrounds	Sondermind Shift	5/17/2026	5/22/2026	300	1080
Electric Power Research Institute	Generation ELT Summer 2026 Meeting	5/19/2026	5/21/2026	1	13
Texas Nightmare Weekend LLC	Texas Nightmare Weekend 2026	5/20/2026	5/27/2026	1500	3000
Houston Astros Baseball Club	Houston Astros @ Texas Rangers	5/24/2026	5/27/2026	100	300
FIFA World Cup Soccer	FIFA Tier One - Westin	5/25/2026	7/20/2026	500	4900
Cotswold Collectibles LLC	DFW GI Joe & Action Figure Show	5/28/2026	5/31/2026	400	220
Vintage Computing Collective of North Texas	Vintage Computer Festival Southwest May2026	5/28/2026	5/30/2026	1200	230
Kansas City Royals	Kansas City Royals @ Texas Rangers	5/28/2026	5/30/2026	100	264
FIFA World Cup Soccer	FIFA VIP/Officials Block - Ritz-Carlton Las Colinas	5/28/2026	7/19/2026	500	5300
Electronic Security Association	2026 Electronic Security Expo	5/29/2026	6/5/2026	1000	1411
National Automotive Finance Association	2026 NAF Association Conference	5/31/2026	6/4/2026	200	485

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Nouvelle Model & Talent EXPO	Model & Talent June 2026	5/31/2026	6/8/2026	400	1232
The Petroleum Alliance of Oklahoma	The Petroleum Alliance of Oklahoma 2026 Annual Meeting	6/2/2026	6/6/2026	300	600
Titan Investors, LLC	Titan Investors Retreat	6/2/2026	6/6/2026	90	60
North Texas RPG-Con	North Texas RPG-Con July 2026	6/2/2026	6/8/2026	350	679
Cleveland Guardians	Cleveland Guardians @ Texas Rangers	6/4/2026	6/6/2026	100	243
Assemblies of God/Marriage	Marriage Encounters June2026	6/5/2026	6/6/2026	80	80
Wells Fargo Bank	Extended Leadership Meeting	6/6/2026	6/11/2026	80	235
Educate Texas	2026 CCRSM Leadership Summit - Contracted Room Block	6/8/2026	6/11/2026	800	200
Vizient, Inc.	Vizient, Inc. 2026 BOD (June)	6/9/2026	6/10/2026	27	41
National Association of Division Order Analysts	NADOA 2026 Planning Meeting	6/11/2026	6/13/2026	40	120
Minnesota Twins Baseball	Minnesota Twins @ Texas Rangers	6/14/2026	6/17/2026	100	320
Greystone Interests, LLC	Greystone Event June 2026	6/16/2026	6/19/2026	150	297
Steubenville	Steubenville Lone Star 2026 CONTRACTED	6/17/2026	6/20/2026	4000	215
San Diego Padres	San Diego Padres @ Texas Rangers	6/18/2026	6/21/2026	100	364
American Heart Association	AHA June 2026 Board of Directors & Committees Summit	6/21/2026	6/24/2026	150	300
Texas Education Technology Leaders	2026 TETL Conference	6/22/2026	6/25/2026	500	593
Detroit Tigers Baseball Club	Detroit Tigers @ Texas Rangers	7/1/2026	7/4/2026	100	344
Dallas Zouk and Lambada Festival	Dallas Zouk and Lambada Festival 2026	7/2/2026	7/5/2026	500	321
Houston Astros Baseball Club	Houston Astros @ Texas Rangers	7/8/2026	7/11/2026	100	344
Combined Agents of America	Combined Agents of America-July 2026	7/13/2026	7/17/2026	300	582
Texas Haunters Convention	Texas Haunters Convention 2026	7/16/2026	7/19/2026	1000	280
McKesson Corporation	Board, Committee & Shareholders Meeting July 2026	7/19/2026	7/21/2026	20	52
Texas Trial Lawyers Association	TTLA 2026 TACT	7/19/2026	7/22/2026	75	158

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Chicago White Sox	Chicago White Sox @ Texas Rangers	7/19/2026	7/21/2026	100	246
Nukum Reborn Studios	DFW Doll Show Jul 2026	7/20/2026	7/26/2026	200	280
Big 12 Conference	Big 12 Officiating Alliance 2026	7/22/2026	7/25/2026	200	492
Seattle Mariners Baseball Club	Seattle Mariners @ Texas Rangers	7/22/2026	7/26/2026	100	375
Cypress Baptist Church	Cypress Baptist Church Marriage Retreat	7/23/2026	7/25/2026	300	158
Love of Christ CSI Church of South India	35th CSI North America Family & Youth Conference 2026	7/23/2026	7/25/2026	450	300
Parker University	Parker University Jul2026	7/23/2026	7/25/2026	90	194
North Texas Sewing and Quilt Expo	North Texas Sewing and Quilt Expo	7/25/2026	8/2/2026	4000	246
Brinker International	Brinker Supplier Partner Room Block	7/27/2026	7/28/2026	269	538
Herzog Foundation	Herzog Foundation - Teacher Apologetics DFW 2026	7/27/2026	7/28/2026	100	200
Herzog Foundation	Herzog Foundation - Teacher Apologetics 2026 DFW - ADDITIONAL ROOMS BOOKED	7/27/2026	7/28/2026	100	100
San Francisco Giants Baseball Club	San Francisco Giants @ Texas Rangers	8/2/2026	8/4/2026	100	252

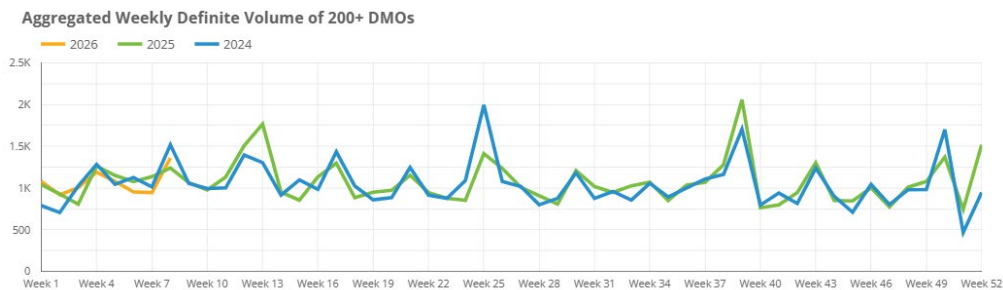
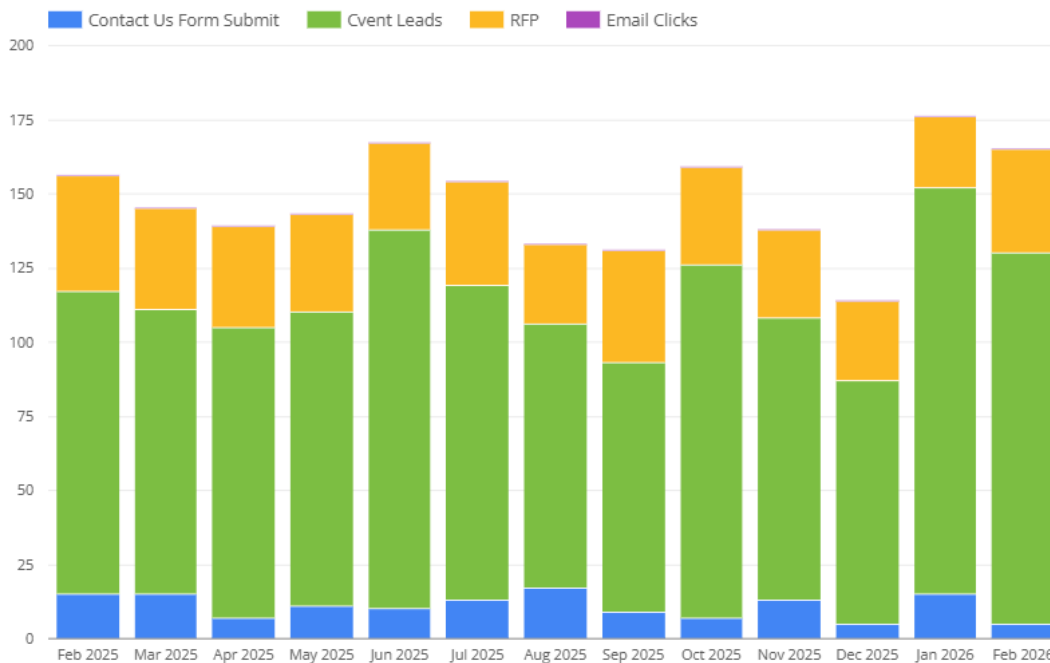
**Highlighted items above are Target Industries for Irving

Marketing and Communications

To: Maura Gast, FCDME, Executive Director
 From: Monty White, VP, Marketing & Communications
 Date: March 13, 2026
 Re: **Marketing & Communications - March 2026 Report**

Marketing Prospects

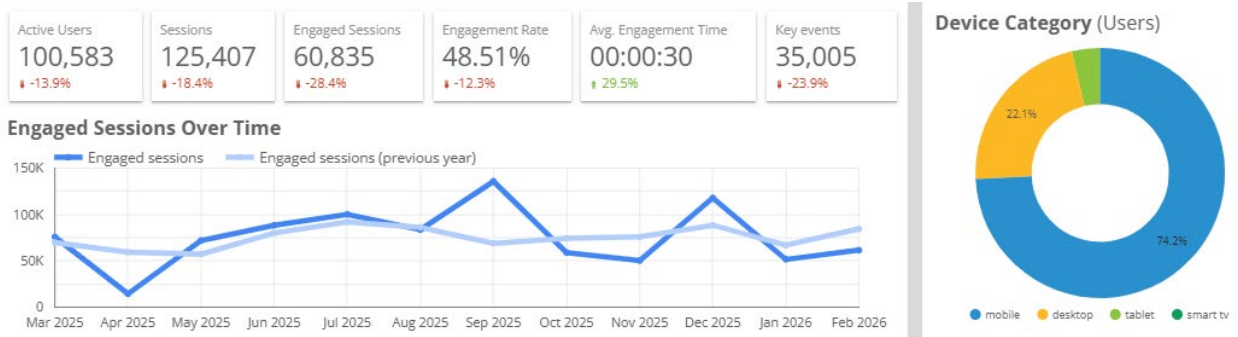
In February, there were 166 marketing prospects, 125 came from Cvent and 40 came from the website.



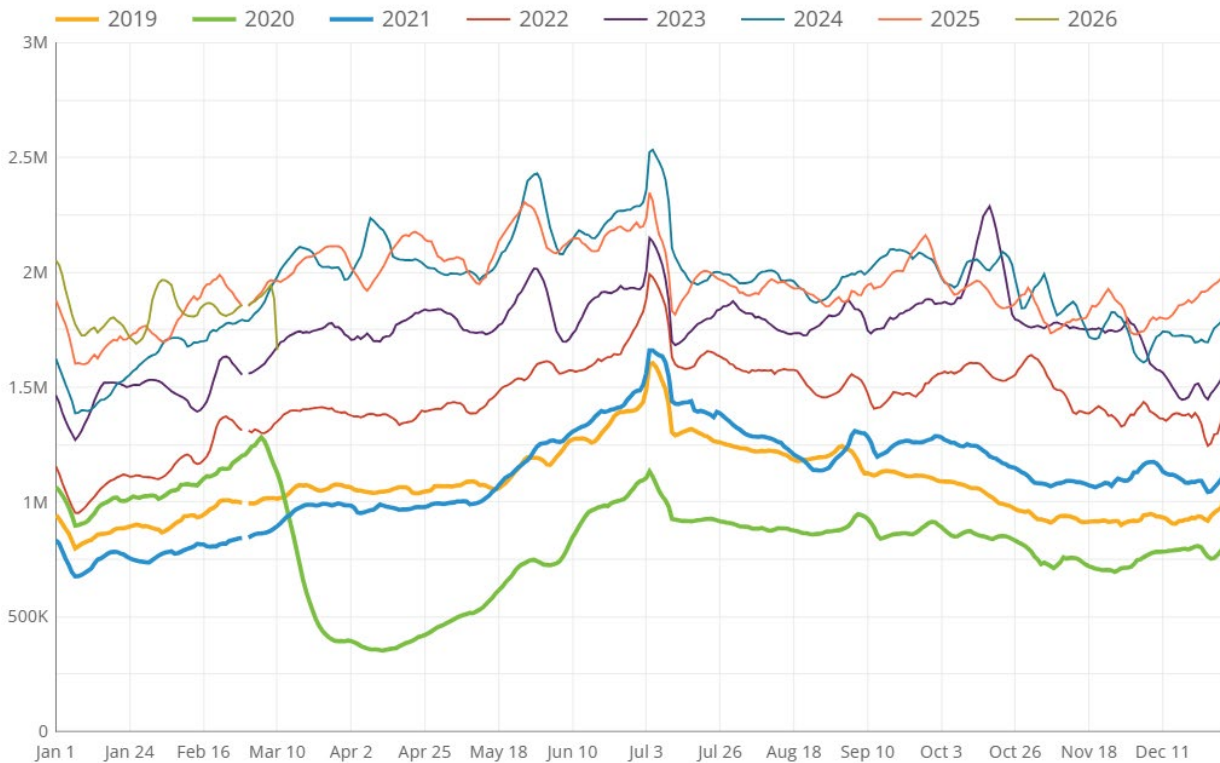
Meetings Marketing Performance

Website Traffic and Engagement

In February, there were **125,407 total sessions**, including **60,835 engaged sessions** from **100,583 active users**.



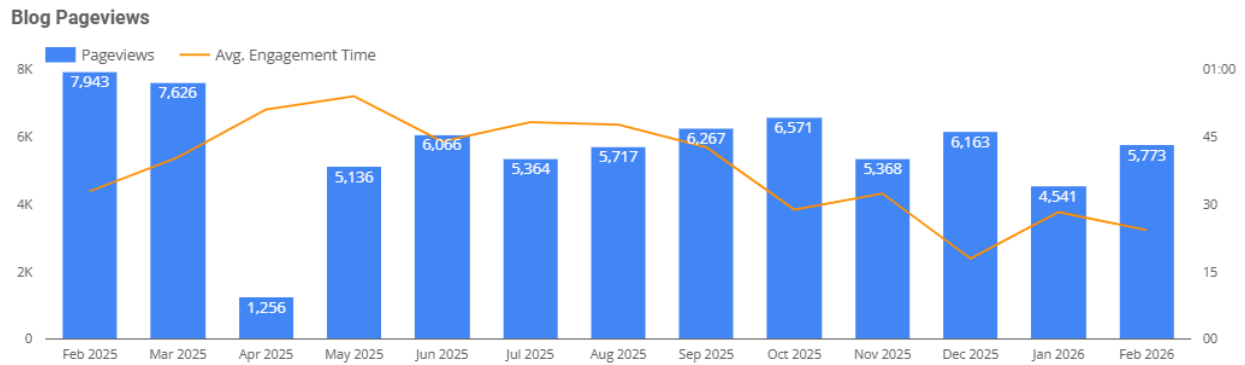
Aggregated Website Sessions of 200+ DMOs



Blog Traffic

In February, there were **5,773 blog pageviews**. The top three posts were:

1. Fall in Love All Over Again at Irving’s Love Lock Bridge – 478 pageviews
2. Five Ways to Have Fun at Lake Carolyn – 395 pageviews
3. The Luxury Seeking Couple a Five-Star Romantic Escape in Irving – 329 pageviews



Leisure Campaigns:

Staycations Campaign:

The Staycations Campaign generated 27,335 advertising clicks and **5,123 hotel referrals**.

DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **20,734 advertising clicks** in February.

Seasonal Campaigns:

The Winter Campaign, which promotes seasonal events, hotel deals, and related blog and social media content, produced **18,675 advertising clicks** as well as **2,747 non-hotel partner referrals**.

OTA Partnership Campaign

Year-to-date, the OTA Campaign, in partnership with Expedia, has produced **10,758 room nights** and **\$1,457,821** in direct hotel revenue, which was a \$96.42 return on advertising spend

Romance Campaign

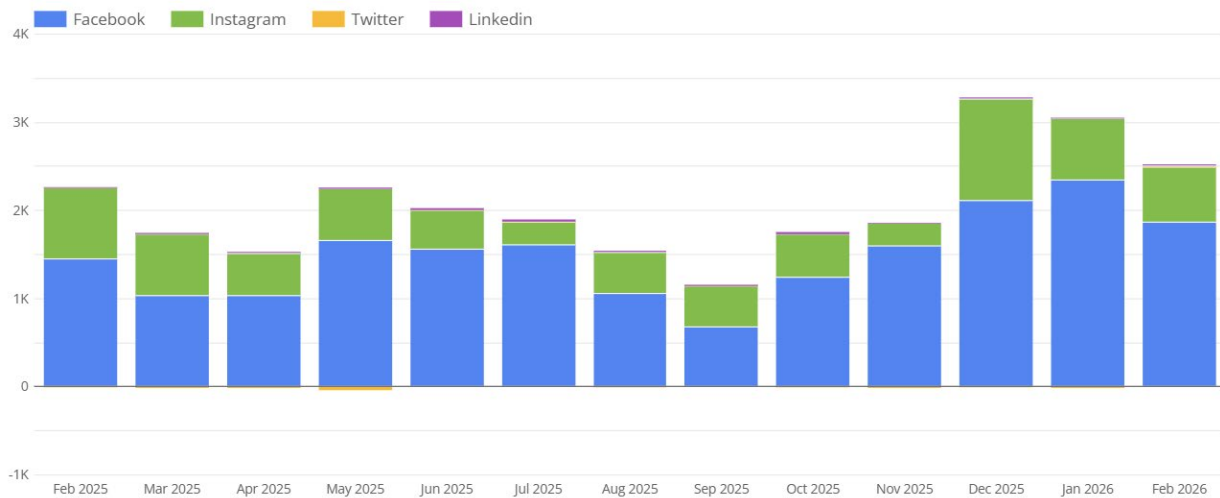
The Romance Campaign generated 443,470 impressions and **16,925 advertising clicks**, while driving 17,900 website sessions to romance-focused content. The campaign also generated 158 non-hotel-partner referrals. A four-week Romance Giveaway email series reached **144,250 subscribers** with a 13% average open rate and contributed to 4,404 giveaway entries throughout February.

The Dream Proposal Giveaway generated 3,290 website sessions and **57 total proposal entries** from both local and out-of-state couples. The selected winners are both Irving ISD employees from Irving, and on March 20, Visit Irving will partner with the Las Colinas Association to host a memorable proposal experience along the Mandalay Canal.

Social Media

In February, **1,863 new social media followers** were added, bringing the total influence to 212,776.

Social Media Net Followers



Earned Media

- **Impressions** 1,484,761,800
- **Advertising Value** \$14,583,485
- **PR Value** \$43,750,455

Attachments:

- Texas Lifestyle Magazine: Romantic Things to Do in Irving, Texas: How to Plan the Perfect Getaway, by Martin Ramirez, February 13, 2026
- Texas Monthly: Meet the Gondoliers Who Make Irving the Most Romantic City in Texas, by Sara Kinney, Patrick Michels, and Brian Standefer, February 13, 2026
- Texas Monthly: What Does a Suburban Gondolier Know About Love? by Lauren Larson, February 11, 2026

Romantic Things to Do in Irving, Texas: How to Plan the Perfect Getaway

texaslifestylemag.com/travels/irving-texas

Martin Ramirez

February 13, 2026



Share

It's that time of the year when a yearning for romance arises.

Hearts flutter and faces blush, as if time moves lightly, slowly in shared moments of togetherness. February has its share of this season, but truthfully, moments of romance should be celebrated year long.

From modern motel courts and high-rise hotels to riverfront dining and Venetian gondolas, Irving, Texas, offers moments that warm these colder February nights while heating up the rest of the year with passion, making this city the Romantic Capital of Texas. Now [Visit Irving](#) is even inviting you to enter for a chance to score your dream proposal. Read on to learn more.

Meet Your Amor at Texican Court



Texican Court. Photo courtesy Texican Court.

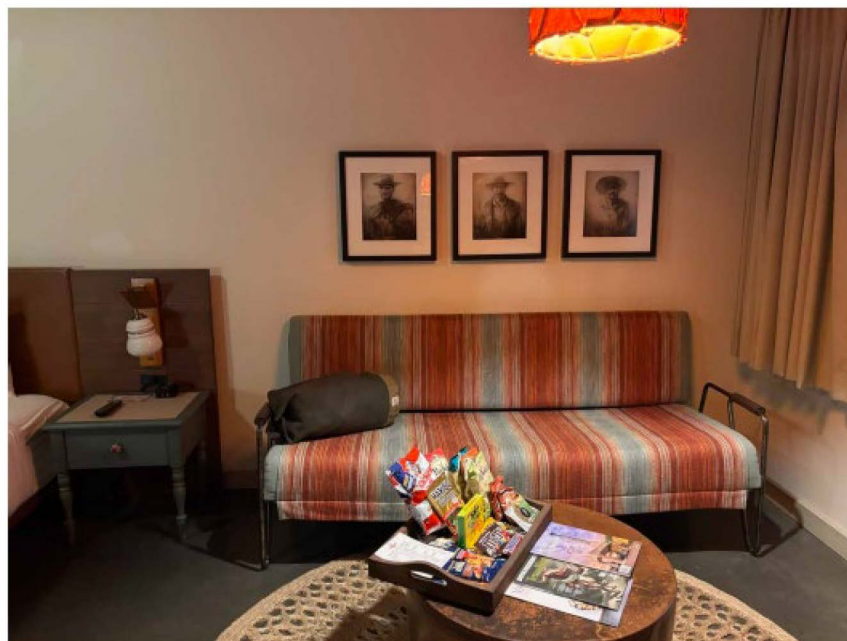
Run away with your love to [Texican Court](#), a desert psychedelic, retro-inspired motor court where wild hearts roam free. Combining raw exterior textures of stucco, terracotta, and agave with minimally processed interior elements of leather, steel, and wood, [Texican Court](#) creates a [one-of-a-kind stay](#) that seduces with the romance of a classic hacienda village and the allure of a cross-Texas road tripping adventure.

Kindle your love's passion while staring into a kicking fire pit in the courtyard, or toast to first-date nights or Valentine's adventures to come at [Salt Tequila Bar](#), where premier tequila flights and craft cocktails make for year-long romantic outings.



Texican Court rooms. Texican Court. Photo courtesy Texican Court.

Cozy with moody nostalgia, the [rooms at Texican Court](#) inspire moments of close togetherness, allowing couples to slow down and embrace one another. Whether breathing each other in the late morning as the early sun slices through the curtains or lounging on the custom western-serape-inspired sofa with a paloma or margarita in hand, Texican Court evokes a celebration of love, from sunrise to sunset.



Lounging inside rooms at Texican Court. Texican Court. Photo courtesy Texican Court.

Couples are encouraged to relish the experience and add the [Mi Amor Valentine's Diner Package](#), which includes the chef-driven Valentine's Dinner for two, detailed below; complimentary valet parking for peace of mind; a bottle of champagne, chilled and sweating in a bucket of ice upon arrival; and late checkout at 2 p.m. for those slower mornings.

Satisfy Cravings at Two Mules Cantina



Two Mules Cantina. Photo courtesy Texican Court.

Mark your calendars for February 13–14, as Executive Chef Marco Collins prepares a three-course feast for lovers at [Two Mules Cantina](#) for two nights only.



Chef Marco Collins. Texican Court. Photo courtesy Texican Court.

For \$75 per person, this [date-night degustation](#) features a limited-time menu of heart-warming starters, succulent meats, and sweet finishes, set against an authentically inspired cantina reflecting Latin romance and Texas hospitality.



Wild Rice Soup. Texican Court. Photo courtesy Texican Court.

Perfect for cold February nights, the chef experience begins with the Wild Rice Soup, which warms the soul with a rich, herby delight, featuring toasted rice, onions, and carrots that add a crunchy texture.



Braised Lamb Shank. Texican Court. Photo courtesy Texican Court.

Live large and love much with Braised Lamb Shank, an unctuous, slow-cooked shank that falls right off the bone with a glistening tenderness that melts hearts and in your mouth. The accompanying celery root potato cake offers a crisp texture and herbaceous notes for a refreshing contrast.



Smoked Half Chicken. Texican Court. Photo courtesy Texican Court.

Another lavish option is the Smoked Half Chicken with serrano cheddar mash and roasted rainbow carrots. The crispy, spiced chicken skin delivers classic backyard barbecue flavor that seeps into the glistening meat, while the whipped mash is elevated by notes of heat and smoke.

The Giant S'more is a pillowy treasure. Tipped with edible gold and buoyantly playful, the firm yet bouncy toasted marshmallow cap atop a cookie crisp is the perfect follow-up to the decadently robust entrées. Boasting a light-as-air finish, the whipped chocolate filling inside the s'more whispers sweet nothings to the palate, enticing the taste buds for more. Another sweet yet light dessert is the fresh fruit tart, whose silky lemon custard rolls off the tongue, inviting closer togetherness through sharing with your better half.

Go Big with Gondola Cruises Along the Mandalay Canal

Romance is afloat along the calm waters of the [Mandalay Canal](#), where Irving's gondola cruises sway smoothly with gondoliers serenading lovers onboard, each of them smiling with their fingers laced and waists embraced. This desire-inducing experience brings a certain closeness together, locking souls in harmony as a charming gondolier belts out classic Italian love songs.



Gondola serenade. Photo courtesy Visit Irving.

With three unique options, a traditional motorized gondola, a stargazer, or a classic Venetian rowing gondola, it's like love in slow motion in any setting of your choosing: under an Indigo blanket of stars, lost in the morning haze, sun-kissed on bright afternoon, or radiating abundantly at golden hour.

Enrich this experience with a decadent dessert and bottle of wine. Then, earn additional bonus points from your better half with a personalized message in a bottle, allowing that special someone to come across a certain lyric, quote, or note along the way, forever sealing that moment for a lifetime.

Rise to the Occasion at Omni Las Colinas Hotel

Elevate your romantic rendezvous at the [Omni Las Colinas Hotel](#), a bustling Irving Las Colinas hub for yearlong business and pleasure. Here, amid the vibrant business district, [Omni Las Colinas creates moments of intimacy](#) through thoughtful design, leveraging waterfront views, quaint walking paths, and spa amenities.



View from hotel at Omni Las Colinas. Photo Martin Ramirez.

Towering above Lake Carotyn, [Omni Las Colinas offers a unique vantage](#) for romantic evenings on the balcony. Couples can indulge in high-rise views, watching gondolas float by during the day, and the warm glow of tree lights dotting the shimmering canal.



Ice cream in lobby in Omni Las Colinas. Photo Martin Ramirez.

Then, spend mornings in repose with one another, calmly basking in the natural light falling into LRH Restaurant & Bar. Share a board of charcuterie and a dessert before a day's walk along the canal, or recharge the body and mind at Mokara Spa, all of which set the stage for a weekend-long romantic adventure.

On warmer days, the recently renovated pool and Lakehouse Pool Lounge bring an early-summer energy that can be enjoyed even in February.

With its ideal location, Omni Las Colinas offers amorous activities like mid-day strolls or stargazing evening walks along the canal, which lead you straight to waterfront dining, like Pacific Table.

[Pacific Table](#) is a welcome breath of fresh ocean air in the Las Colinas culinary scene, bringing an elevated menu of Pacific Northwest fare to Irving's lively waterfront dining scene. Fun with modern nods to classic Pacific Coast nautical culture, Pacific Table offers a fun date night with favorites like the Cedar Plank Salmon, featuring roasted Atlantic salmon and rosemary Dijon butter, or a shareable sushi tower.

Lock in the Moment of a Lifetime

Located just a short walk from Omni Las Colinas, [Love Lock Bridge](#) encourages couples to lock in their courtship on the pedestrian bridge overlooking the juncture of Lake Carolyn Promenade and Las Colinas Blvd East, a frequent stop for lovers in the Romantic City in Texas.



Lake Carolyn proposal. Photo courtesy Visit Irving.

Afterwards, fill your cups and hearts with drinks at the [Thirsty Lion](#). Then catch a show at [Toyota Music Factory](#) or a movie at [Alamo Drafthouse Cinema](#). For those looking for a date night to remember, one that locks in two souls in a forever union of love, Visit Irving is hosting a [Dream Proposal Giveaway contest](#), gifting one lucky couple with an iconic gondola proposal, a stay at an amazing Irving hotel, a professional photo shoot, and customized touchpoints along the way, cementing this moment in eternity.

Cover Photo courtesy Visit Irving.

Marin Ramirez is a brisket-eating, Stiner-loving, road-tripping enthusiast of all things Texas. This Dallas-born writer / adventurer is ready to take his '78 El Camino to find the best in food, fun, and fitness throughout the Lone Star State.

Meet the Gondoliers Who Make Irving the Most Romantic City in Texas

 texasmonthly.com/podcast/tm-out-loud-irving-las-colinas-gondolas

Texas Monthly

February 13, 2026



Greg Mohr, the gondola king of Irving, has witnessed thousands of marriage proposals on a man-made lake between Dallas and Fort Worth. Thanks to him and his team of striped-shirted, straw-hatted, singing gondoliers, they've all carried a touch of Venetian romance.

This week on *TM Out Loud*, senior writer Lauren Larson talks about what she learned from Mohr and his crew while reporting [her recent story](#) about them and their preparations for Valentine's Day, the "Super Bowl" of the gondola business.

Listen in your podcast app by linking your [TM Audio account](#).

This story was produced by Sara Kinney, Patrick Michels, and Brian Standefer.

Transcript

Katy Vine (voice-over): Hi, and welcome to *TM Out Loud*, exclusive audio storytelling for *Texas Monthly* audio subscribers. I'm Katy Vine.

Picture yourself celebrating Valentine's Day on a romantic gondola ride with your loved one. Now picture yourself in Irving, Texas. Thanks to Greg Mohr, the president of the Gondola Society of America, you can have them both. Mohr—who trained as a gondola in Venice—has his own fleet of gondolas that he and his employees guide through the canals of Irving.

He watches as his passengers fall in love and make marriage proposals in the shadow of State Highway 114. Staff writer Lauren Larson recently wrote about Mohr, and this week she's here in the studio to share some of what she learned. Here's Lauren Larson.

Lauren Larson: Hi, my name is Lauren Larson. I'm a writer with *Texas Monthly*, and this Valentine's Day, I decided to go to the most romantic city in Texas, which is . . . Irving.

As you may know, the drive to Irving from Austin is not that beautiful. It's just kind of bleak, and even getting into Irving—like, this big freeze had just come through, and so it was just really kind of hard to navigate. There was a lot of ice, and just not a lot to look at. And then arriving in this, in the Las Colinas development, it actually is really lovely. Like, it was inspired by Venice. But the parking garage is one of the most beautiful parking structures I've ever seen. One side of it is this really, really lovely ornate facade that actually does look really Venetian—or at least San Antonio—y, like old San Antonio. And there's a big white stucco clock tower. And it was built in the last, I don't know, like, thirty years, and it actually has some really beautiful waterways, which were constructed in part because this whole development was built in a floodplain.

So these waterways, which include Lake Carolyn—a man-made lake with a nice path that goes around it—and the Mandalay Canal, which runs through, kind of, this development, they rise and fall based on how much rainfall there's been. So they had this really functional purpose, but they're also kind of lovely. Like, there's cobblestones in the street leading down to the Gondola Adventures office, and the cobblestones themselves were brought in from Italy.

Coming down to this inlet where the gondolas are moored, it is hard not to feel a little Venetian something when you're in a gondola and, like, the water's lapping at the side of a wooden boat, and you're with a gondolier who's wearing, like, the black-and-white-striped shirt and the red silk scarf. Would I say I was one hundred percent transported? No. But ninety-five, ninety, you know, something in there? Yes. Yes, there were geysers of Venetian feeling, I would say.

But, B, the office itself is floating, because you can't build a building within thirty feet of the water in Irving, I think. But they got around it by having their office be a houseboat.

But yeah, this office is just so weird. There's a guy, like, cutting roses up to make rose petals. There's just, like, more Martinelli's than you've ever seen in your life. There's just all this romantic stuff, and it is really very, like, proposal-workshop-y.

Greg and Elisa are the co-owners of Gondola Adventures, and he does the gondoliering, and she does the administrative-mastermind stuff to grow the business. She's the reason that they have gondola.com as their domain.

But he's someone who, you meet him, and you just know he could never really have, like, a desk job. Like, he's someone who just seems like he's gotta be out in the world. And he's so agreeable, and just lovable, which is what Elisa found. They met in a heavy metal church in California. And they started dating, and after three days they were engaged, and then they got married like six months later.

I had actually forgotten to ask Greg how he proposed, and it was such an obvious question, because he's somebody who witnesses so many proposals all the time. And I had even asked him, like, how his daughters' husbands proposed—you know, knowing that you've got this father-in-law who's like the proposal deity must have been a lot of pressure. But I had forgotten to ask him, and so I asked Elisa, and she kind of looked at me like, Do you even need to ask? Like, of course he proposed to her in a gondola, obviously.

Before Elisa and Greg even met, she was in the yacht-charter business, and a business came up for sale that she wanted to buy, and so they decided to buy it together. So they had this yacht-charter business, and Elisa, again, was on the business side of that, and then Greg was doing a lot of the sort of more yacht-y tasks. He got ordained and became sort of an officiant for hire for yachts, which sometimes involved zipping between a couple of different yacht weddings in a speed boat.

And then eventually, they decided to sell that business. And the buyer didn't want the gondolas that they had procured as part of this business. So they decided to spin off into a gondola-only business.

And Greg loved them. Greg Mohr is a gondola obsessive, and he dove into the gondola world. He learned everything that he could about gondolas in Venice. He trained to be a gondolier in Venice, which very few Americans get to do. In 2002, they opened this kind of outpost in Irving, and then they relocated here in 2020, during the pandemic, from California.

COVID helped the gondola industry in Irving, in part because people just couldn't really hang out, except outside. And because there's also a catered aspect to gondola rides—or at least at Gondola Adventures—they also got to work with a lot of local restaurants to cater dinners. Like, the gondolas are pretty big. Like, they can fit sort of a table and things in there, and they have these really, really nice meals.

Gondoliering is very aesthetic work, which Greg will say a lot. The aesthetics are part of the whole experience. Greg, when he started, he initially had like a cassette player—again, this was like late nineties into the early aughts. He had a cassette player that he would play kind of typical gondolier songs on. And then he started kind of trying it out, and now he sings opera for his guests.

So, besides Greg, there's like a cloud of gondoliers who kind of tap in and out. It's sort of like a part-time gig for a lot of people. But there are three senior gondoliers who are kind of his right-hand men, and those are Jimi, Woody, and Tom. They're all musicians or singers who do this kind of as a way to just sing for people, because singing is part of the gondolier's job. And, like, Jimi in particular, he plays, he sings and plays a lot of his original songs for people in the boats and, like, really uses it as kind of a musical outlet. But also, these guys just love being on the water, obviously.

Jimi Dawson: I consider myself a "love artist."

Lauren Larson: This is Jimi Dawson.

Jimi Dawson: So, I consider being in an environment and helping to create an environment of love, that's my thing right there. Especially being in, you know, the most romantic city in Texas. I mean, come on. And then, I love to sing, and I love to share my music as well. You know, it is just amazing to be able to, you know, help people escape but still be in Texas.

Lauren Larson: I asked Greg whether there were commonalities to all the gondoliers that he has in his company and that he sees in himself. And one of the things that he said is that gondoliers tend to be sort of adventurers, and they love to travel. They love beautiful places and beautiful things, and I think that that's very true of Greg, who has given himself over completely to the unique aesthetics of gondoliering.

The gondolas themselves, especially the wooden Venetian-made ones, are very, very ornate. They use eight different types of wood. There's a lot of ornamentation, like they're kind of engraved on the sides, and there's these little kind of figurines, and they're just very unusual to look at. They curve, actually, a gondola to accommodate for both the weight and rowing, one-sided rowing of the gondolier.

So they're just really kind of freaky-looking, when you think about it. But they're also very beautiful, and very distinct. And, you know, the gondoliers wouldn't—like, don't have to wear the black-and-white-striped shirt and the red neck scarf and the little seafaring cap or whatever, but it just, like, completes the whole picture.

And I think for me, like, just having written about things in, kind of, the "romance industry"—and I gag when I say that—before, there can be this sort of mass-produced, sterile field, things like that. I used to work at an art museum, and we would do weddings every night, and just, like, the roteness of it really got to me. It kind of took the romance out of weddings—just kind of, I don't know, it just felt like a business. And I think the more traditional and aesthetic aspects of gondoliering made this feel really different. And the gondoliers are singing and rowing in this really traditional way. So even though it is in a development, and even though they do do a really, really extreme business, especially on Valentine's Day, it doesn't feel like that. It feels really special.

Gondola Adventures is really, really good at proposals, because they have done over ten thousand, they estimate, over the years. Which is a lot of proposals. Some of the gondoliers have done seven or eight proposals in a day, and they really are these facilitators to this process that kind of has to be extremely exact to avoid ruining the surprise.

So, sometimes they know when someone's gonna propose, because the *proposeur* will give them a heads up. Sometimes they just do it—like, feel out the moment and just do it in the boat. But when they have some warning, the gondoliers will suggest that they write out a message that they then put in a bottle, and then the gondolier flings the bottle into the water so that the proposee then finds it and reads the message. And then that gives the guy—typically—the opportunity to get down on one knee and pull out a ring, which he's hopefully remembered, and then pop the question.

I was fascinated by the discomfort of being the only person present when two people are having this extremely intimate moment and you're just, like, right next to them, but behind them, rowing.

And the gondoliers typically will, like, try to kind of read the room, and some of them will sing a very quiet song while this is happening. Like, Jimi plays guitar. They all have their own kind of tactics for getting through it. Greg said that when the couple starts taking selfies after the proposal, he'll try to, like, look really noble and sort of strike a pose, a little bit. But if it's taking—if they're taking a lot of selfies, he'll sort of smile and wave and stuff. But yeah, meanwhile, there's a photographer on a footbridge over them with a drone-based camera taking photos. So it's all really, like, dialed in.

For me, when I see someone proposing in public, it's so exciting, and I'm gonna tell everyone about it. And it's just like, you know you're witnessing something lovely, and I'll always take pictures, even if they're strangers. And I wondered if the gondoliers still had that feeling when it's their eighth of the day, their twentieth of the week. You know, they're doing a lot of proposals. And I asked all of them that, and they all said that, like, every couple is different, and that it's always just a different moment, and there's also always a lot of nerves. And so they were like, it really does stay exciting, even when you have seen over a thousand of them.

But it came up again in the context of his marriage with Elisa. Greg was like, I get to be there at the beginning of so many people's marriages. And he's like, I get to see this, like, really exciting first part of a marriage over and over and over. And he's like, it also really helps his marriage, when he's kind of just, like, seeing and remembering the "best part" every day. So I thought that was a really nice sentiment, just, like, getting to see the beginning of it all that many times.

Katy Vine: That was Lauren Larson. You can read her story about Greg Mohr and the gondoliers of Irving at texasmonthly.com. . . . We'll be back with more from the pages of *Texas Monthly* next week.

What Does a Suburban Gondolier Know About Love?

 texasmonthly.com/being-texan/irving-las-collinas-gondoliers-love-advice

Lauren Larson

February 11, 2028



"We are the most romantic city in the whole state," says sixty-year-old Greg Mohr. He is referring, confidently but improbably, to Irving, the Metroplex outpost that was previously home to Texas Stadium—and that is now, in his estimation, the Venice of Texas.

. *Listen to the story behind the story. For access, [subscribe to TM Audio](#).*

He would know. Greg runs an Irving-based gondoliering business called Gondola Adventures with his wife, Elisa. They began working with gondolas in 1993 as part of a yacht-chartering business they ran in California; they started offering gondola rides in Irving in 2002 before relocating there themselves, in 2020. Greg is also the president of the Gondola Society of America, advising

prospective gondoliers who are trying to figure out where to buy boats, as well as insurance companies baffled about how to underwrite the craft. He is, Elisa says, “the foremost authority on gondolas and Venice in the English-speaking world.” Naturally, he knows a little bit about love too.

Thanks to the very romantic city from whence they came—the Venice of Italy—gondolas are not just modes of transit but also modes of *amore*. Greg estimates that he and his fellow gondoliers have witnessed more than 10,000 marriage proposals in Irving over the years. “I’ve done seven in a row on a Saturday before,” says Tom Young, a musician who has gondoliered with the company since 2018. “I’m Cupid. That’s my job.”

Cupid lurks around the corner when I arrive in Irving in late January, and the gondoliers are already preparing for [Valentine’s Day](#), procuring cases of Martinelli’s (guests may bring their own alcohol for a service fee) and piles of chocolate. Some of them are college students, and many come back to Irving just to work the big day, activating like Army reservists. Greg expects he and his colleagues to cast off more than a hundred times on Saturday, and almost all of those rides will be for couples. “Valentine’s Day is our Super Bowl,” he says.

“It is, truly,” agrees gondolier Jimi Dawson, who has oared in Irving for fifteen years. “This is what you row all year for.”



Greg Mohr is a longtime gondola obsessive. “I would wither and die in an office at a desk,” he says. Photograph by Desiree Rios



Straw gondolier hats from Venice on display inside the Gondola Adventures headquarters. "Gondoliering is very aesthetic," says Mohr.
 Photograph by Desiree Rios

But on this frigid Saturday, Lake Carolyn, the man-made lake where Greg's gondolas are moored, is empty but for a brazen duo in a swan-shaped boat. (Greg and Elisa have a monopoly on unusual watercraft in the area, dispatching swans, ducks, and standard paddleboats from another site.) I meet Greg in the company's office, a houseboat—office boat—with weathered gray siding decorated by aesthetic painted oars. He wears a black short-brimmed cap with an embroidered band, a red silk scarf, and a thick black jacket, and he stands with a hand tucked into his coat's placket, a recognizably nautical posture.

As Greg shows me around the office, a fellow gondolier with swimming pool-blue eyes is removing the wilting outer petals of peachy roses in a bucket. His name is Woody, and he joined the company after seeing a call for gondoliers on Facebook in 2014. A deejay for thirty years and a singer all his life, on the water he wows couples with his rendition of Al Green's "Let's Stay Together." Now he places each rose into a container in a clear-doored refrigerator. Later they'll be dismembered, their petals artfully strewn about the gondolas.

On one wall are rows of plastic sleeves where the gondoliers store their jaunty straw hats and paperwork. Sometimes this paperwork includes messages that get stuffed into bottles, which the gondoliers then fling into the water for passengers to “discover.” (Greg says Gondola Adventures has trademarked the message-in-a-bottle maneuver. It does very little to defend its claim, however, and the move has become ubiquitous in the industry.) When one of Greg and Elisa’s daughters was expecting, she informed her parents on a gondola ride, slipping her ultrasound into one of the glass bottles. Such is the confessional allure of Irving’s waterways. Gondoliers operate the boats, yes—but more crucially, they are the facilitators of romance. They are “love artists,” as Dawson puts it.

“A good gondolier is the ultimate wingman,” Greg explains, stepping outside onto a dock that overlooks two-thirds of his fleet. He says that besides navigating the technical complexity of rowing a gondola (for which he trained in Venice), gondoliers must also be attuned to the moods of their passengers. They must know when to entertain—in his early days on the suburban seas, Greg would play music on a cassette player, but he has since developed his own repertoire of opera songs—and when to dissolve into the background. “I get couples who are just getting to know each other, and the last thing I want to do is be the most interesting person on the boat,” he says. There are other times, with longer-tenured couples, when “he’s heard all her stories, and she’s laughed at all his dumb jokes. They can finish each other’s sentences. They want to talk to the guy they’ve never met before.”



Mohr steering a gondola carrying the Files on Mandalay Canal in Irving. The canal and the development surrounding it were meant to evoke Venice. Photograph by Desiree Rios

And when someone is about to pop the question, as many passengers do, the gondolier is there for moral support. Before a client—or patient, depending on their level of anxiety—proposes, Greg will draw the *proposeur* into the office for a pep talk (under the guise of settling the payment) before they disembark. His advice is simple: Be cool. “The typical guy, especially in his twenties, they have no forethought, and everything is just ‘run out and do it,’” he says. “But on this one day, it’s *Mission: Impossible*. He’s got it planned down to the *minute*.” Sometimes they’re nervous enough that they risk ruining the surprise, or worse, the gondola ride, for their would-be spouse.

Greg’s strategies are fine-tuned. When the time comes, the gondolier subtly flings a message in a bottle into the water and then draws the proposee’s attention to it, suggesting they help keep Irving’s waterways clean. The proposee collects the bottle, and while they’re reading its message, their lover gets down on one knee. Greg and his cogondoliers encourage brevity in these notes so that a nervous supplicant is not left sweating on the boat’s wooden floor while his target reads every word.



A tray with sparkling cider and chocolates being carried ahead of a couple’s ride. On Valentine’s Day, the company will go through several cases of Martinelli’s. Photograph by Desiree Rios



Gondola Adventures' aesthetic oars. Photograph by Desiree Rios

It is strange to be a third party to so many couples' intimate moments. It helps, Greg says, that they're generally facing away from him. If a couple starts taking selfies, he is careful to strike a noble pose in the background. He demonstrates now, lifting his chin and straightening up like Washington crossing the Delaware. That his riders are not usually looking at him also aids his opera singing, he says. He has found that when there are more than two passengers in the boat—some unavoidably angled toward him—"I get weird."

Greg guides me around the inlet, introducing the boats by name as if presenting ten beautiful daughters to society. Some of his boats are fiberglass, but he is proudest of the five ornate wooden ones currently docked there. They were constructed using eight different types of wood and are painted a shiny black. He points out the floor of one, which is coated with a light turquoise that looks almost white in the bright afternoon sun but that in moodier light is closer to Tiffany Blue—an approximation of the signature color of the Italian bicycle maker Bianchi. He remarks on the smooth, piano-like black wood of another boat, this one made in Venice and purchased during the COVID pandemic. Typically, he explains, there is a years-long waiting list to buy a Venetian gondola, during which hopeful gondoliers save up—a gondola made in Venice can cost 50,000

euros (about \$60,000). But after demand in Venice plummeted during the pandemic, he and Elisa bought two new gondolas and brought them to the U.S. in shipping containers. Following that purchase, and with indoor activities limited during COVID lockdowns, their business exploded.

Winter, though, is a slow time for Irving's gondoliers. The city is several days into a deep freeze—I am impressed to learn that a duo has signed up for a gondola ride in the evening, when temperatures are expected to be 19 degrees Fahrenheit—and the path that surrounds the lake is empty except for two men running together in short sleeves, each of them flushed and whooping periodically. Even Greg, who at one point lived in Nome, Alaska, is cold. He locks the office and walks up a cobblestone street to the Italian Cafe, a restaurant that caters some of the meals his company serves riders.

This area, the [Las Colinas development](#), was inspired by Venice, Greg explains. (Later, he tells me the cobblestones were imported from Italy.) He takes his seat in the restaurant and removes his jacket, revealing a classic gondolier's black-and-white-striped long-sleeved shirt underneath. When the server brings a cappuccino, he holds the mug in both hands, each with "passaport"—the inner-thumb calluses that gondoliers like to compare. The scene lacks only a Tintoretto and 30 million tourists. But for a television playing a football game in the corner of the restaurant behind him, Greg looks as Venetian as anyone in North Texas ever has.



Gondolier Jimi Dawson displaying a message in a bottle. "I consider myself a love artist," he says. Photograph by Desiree Rios



Clockwise from top: gondoliers Mohr, Dawson, Woody, and Tom Young. Each of the four men sings his own romantic repertoire during gondola rides. "I literally get to drive a boat, sing a song, and get paid for it," says Woody. "It's been the best job of my life." Photograph by Desiree Rios

He takes out his phone and pulls up a satellite map of the area, then pulls out the file of a small blue Swiss Army Knife to use as a pointer. With a swipe of his finger, he swings the map onto Lake Carolyn before zooming in to reveal a fuzzy shape that looks like a long bacterium under a microscope. "There's one of our boats right there," he says. He moves north on the map, following the edge of the lake into the slender Mandalay Canal, which runs through the development. "We even have a special second-story bridge here, which we call the Bridge of Sighs," Greg says, referring to Venice's photogenic bridge.

Most of his proposal-inclined passengers pop the question at Glatter Falls, he continues, moving the map along the canal. The gondolier guides the boat under a footbridge where a photographer is positioned with a drone camera, ready to capture the moment. After the proposee says yes—ideally—the gondola might proceed to another bridge at the point where the canal rejoins Lake

Carolyn, where visitors have begun hanging “love locks,” as they do at bridges across Europe. The gondoliers will often encourage couples to get out to take a closer look at the bridge and will slip one of them a lock as they disembark.

I wonder whether Greg, having served as an accomplice to so many proposals, has developed an eye for a good couple. “How do I tell if a couple is really all that,” he muses, cupping his cappuccino as he thinks for a moment. Then he tells a story not from gondoliering, but from a chapter in which he worked as a wedding officiant for hire, in the nineties, when he and Elisa owned their [yacht](#) company. He recalls one occasion when he had to preside over two weddings on two different yachts, transferring from one to the other by speedboat. “The first couple, they fought in the office, they had screaming matches, they were slamming doors,” he recalls. When he asked the man if he took the woman to be his lawfully wedded wife, the man perceptibly paused. “Ever so slightly. Enough to be awkward,” he says. When Greg turned to the bride, she paused for even longer. He saw rough waters ahead.

He had never met the second couple before. They had worked with another coordinator and were getting married on a yacht he wasn’t affiliated with—he had simply been tapped to officiate. “I meet the guy, and he’s nice enough, seems pretty quiet and squared away,” he begins. “It was the way they looked at each other. I mean, when she walked up, I felt the energy from this guy. The whole room just went into soft focus. She just seemed to drift down the aisle. And when they came together, you just knew: These two are gonna be reaching for each other in the nursing home. You just knew.” He wipes his eyes. I blink rapidly.



Greg and Elisa Mohr, married for 33 years, have placed their own lock on Irving's love-lock bridge. Photograph by Desiree Rios

He and Elisa had that too. They met at a heavy metal church in California, and they dated for just three days before deciding to get engaged. They married six months later. "We've been married thirty-three years," he says, and they have yet to become "one of those 'Oh no, she's not gonna tell *that* story again'" couples. "I really do credit the fact that I'm always revisiting earlier moments in a marriage. I see proposals every week," he says. "I'm always revisiting the magic."

Later, I ask Elisa why she was amenable to marriage so soon after meeting Greg. "Anybody who meets him thinks he's wonderful," she says. "I knew right away."

I realize I'd forgotten to ask Greg how he, the proposal mastermind, had proposed. I ask now, and Elisa pauses.

"It was on a gondola."



DATE: March 19, 2026
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: Hotel Performance and Short Term Rental Data – February Data

Hotel Performance

Irving's hotel occupancy rate for February was 67.9%, a decrease of 1.2% from last year. The Average Daily Rate (ADR) was \$136.17, an increase of 0.9% from last year and Revenue Per Available Room (RevPAR) was \$92.44, a decrease of 0.2% from last year.

The hotel occupancy for Texas was 63.1%, an increase of 1.8% from the previous year and the hotel occupancy for the US was 60.4%, an increase of 2.3% from the previous year.

Short Term Rental

For the month of February, there were 583 available listings in Irving. The occupancy rate was 63.7%, a decrease of 2.1% from last year and the ADR was \$122.16, an increase of 3.9% over last year.

For the hotel comparable subset, the occupancy rate was 66.5%, a decrease of 3.3% from last year and the ADR was \$66.61, an increase of 2.4% from last year.

Hotel Performance Summary

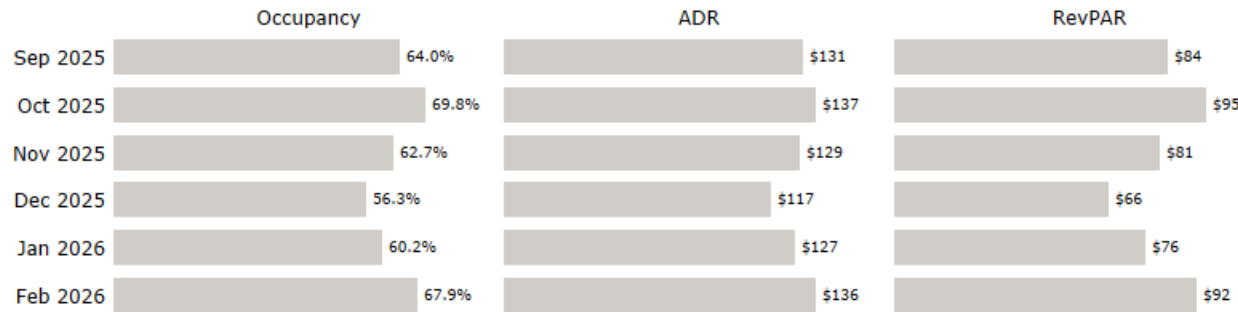
Irving, TX | February 2026



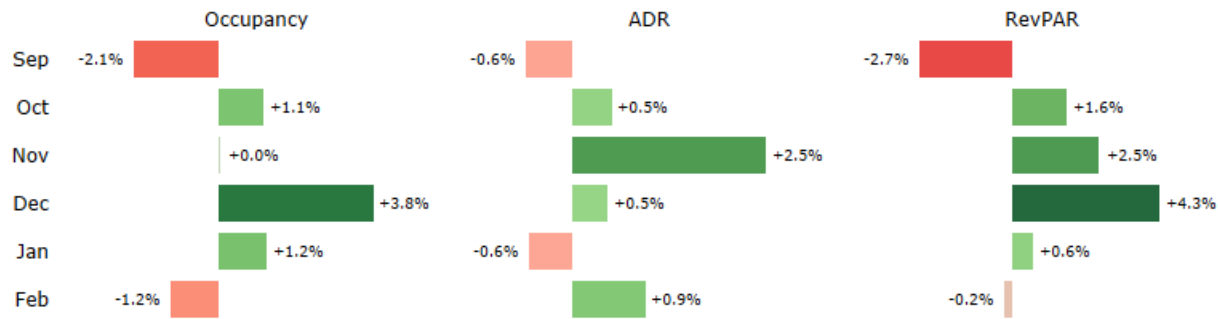
Month: February 2026
 Location: Irving, TX
 Compare to: Previous Year
 Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	67.9%	\$136.17	\$92.44	363.6K	246.8K	\$33.6M
Change vs. Previous Year	▼ -1.2%	▲ 0.9%	▼ -0.2%	▲ 0.1%	▼ -1.0%	▼ -0.1%
YTD Calendar Year	63.9%	\$131.64	\$84.05	766.2K	489.2K	\$64.4M
YTD Change vs. Previous Year	▲ 0.0%	▲ 0.2%	▲ 0.2%	▲ 0.1%	▲ 0.1%	▲ 0.3%

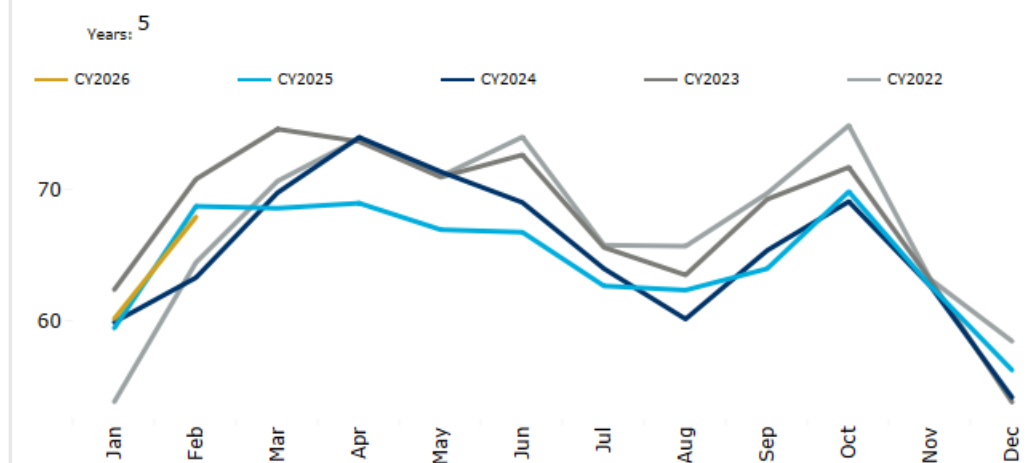
Last Six Months Performance



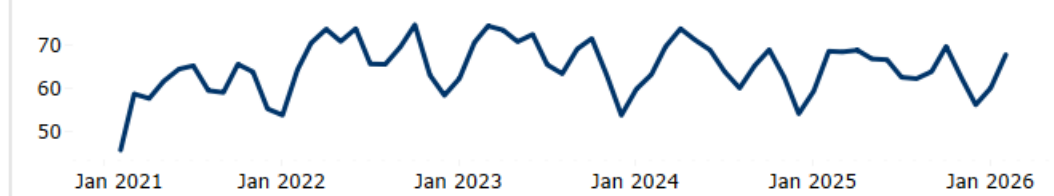
Last Six Months Performance vs. Previous Year



Occupancy YOY Comparison



Occupancy Long Term Trend



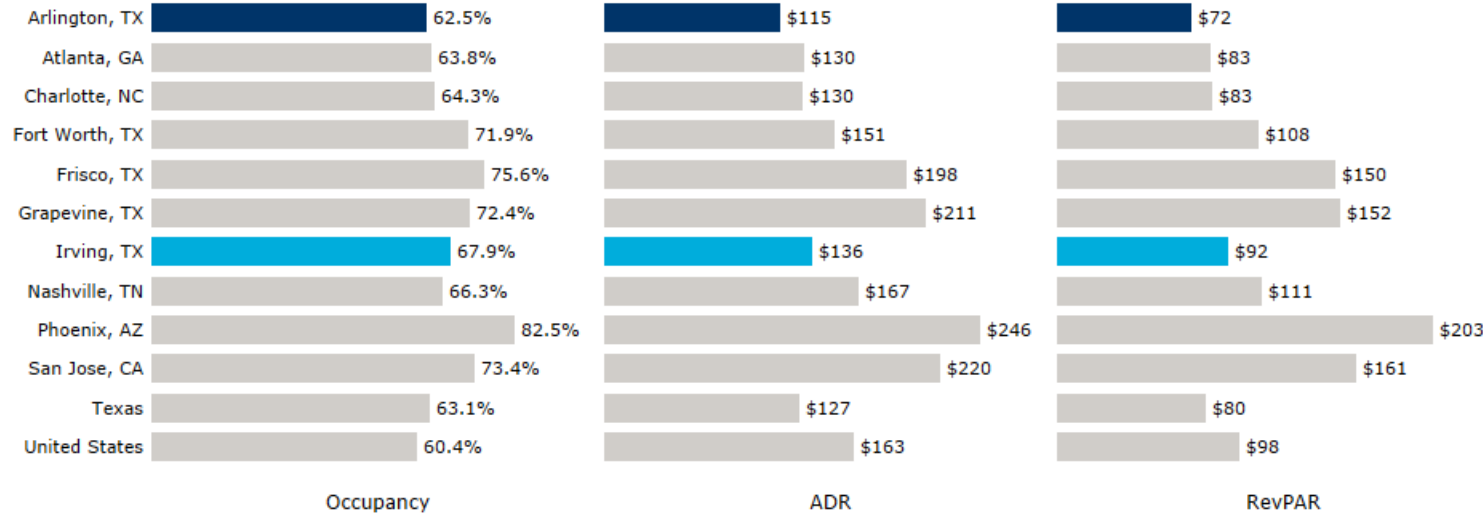
Source: STR

Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets

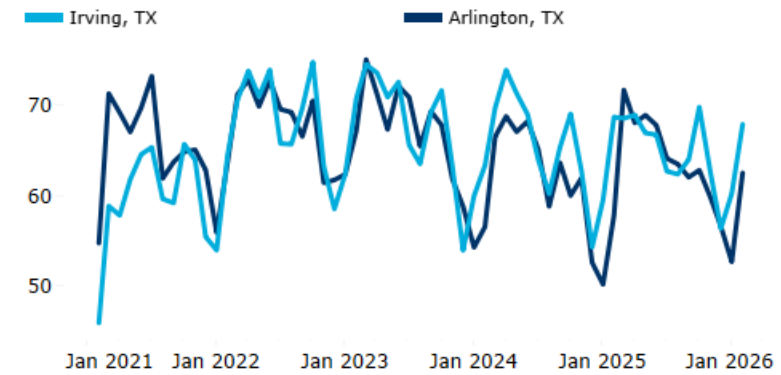
Month: February 2026 | Report Month: February 2026 | Compare to Previous Year: | Markets: All | Supply Total: | Measures Summary:

February 2026, Comp. Markets Hotel KPIs



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

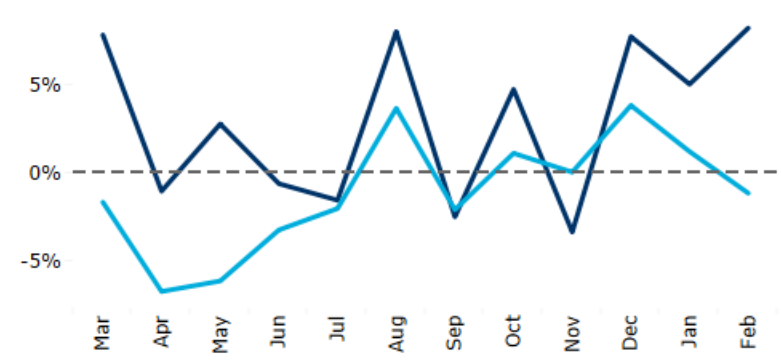
Occupancy Comparison



February 2026, Comp. Markets Hotel Performance vs. Previous Year

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	62.5%	▲ 8.2%	\$115	▲ 6.4%	\$72	▲ 15.1%	295.1K	▲ 0.6%	184.5K	▲ 8.8%	\$21.3M	▲ 15.9%
Atlanta, GA	63.8%	▲ 0.0%	\$130	▲ 1.0%	\$83	▲ 1.0%	3.2M	▲ 0.7%	2.1M	▲ 0.6%	\$268.5M	▲ 1.6%
Charlotte, NC	64.3%	▼ -1.8%	\$130	▲ 0.5%	\$83	▼ -1.3%	1.2M	▲ 1.0%	777.9K	▼ -0.8%	\$100.9M	▼ -0.3%
Fort Worth, TX	71.9%	▲ 7.8%	\$151	▲ 1.9%	\$108	▲ 9.8%	506.0K	▲ 3.7%	363.6K	▲ 11.9%	\$54.8M	▲ 13.9%
Frisco, TX	75.6%	▲ 7.2%	\$198	▲ 8.2%	\$150	▲ 16.1%	130.1K	▼ -0.2%	98.4K	▲ 7.0%	\$19.5M	▲ 15.8%
Grapevine, TX	72.4%	▼ -6.1%	\$211	▲ 2.0%	\$152	▼ -4.2%	134.1K	▲ 0.0%	97.0K	▼ -6.2%	\$20.4M	▼ -4.2%
Irving, TX	67.9%	▼ -1.2%	\$136	▲ 0.9%	\$92	▼ -0.2%	363.6K	▲ 0.1%	246.8K	▼ -1.0%	\$33.6M	▼ -0.1%
Nashville, TN	66.3%	▲ 10.8%	\$167	▲ 1.4%	\$111	▲ 12.4%	1.7M	▲ 2.8%	1.1M	▲ 13.8%	\$191.2M	▲ 15.5%
Phoenix, AZ	82.5%	▲ 2.9%	\$246	▲ 3.4%	\$203	▲ 6.4%	2.0M	▲ 1.8%	1.7M	▲ 4.8%	\$413.3M	▲ 8.4%
San Jose, CA	73.4%	▲ 11.2%	\$220	▲ 24.8%	\$161	▲ 38.8%	284.7K	▼ -0.3%	209.0K	▲ 10.9%	\$45.9M	▲ 38.4%
Texas	63.1%	▲ 1.8%	\$127	▲ 1.2%	\$80	▲ 3.0%	15.0M	▲ 0.9%	9.5M	▲ 2.7%	\$1.2B	▲ 3.9%
United States	60.4%	▲ 2.3%	\$163	▲ 2.0%	\$98	▲ 4.3%	158.3M	▲ 0.7%	95.7M	▲ 2.9%	\$15.6B	▲ 5.0%

Occupancy vs. Same Month in Previous Year Last 12 Months



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

Source: STR

Short Term Rental Summary

Irving, February 2026

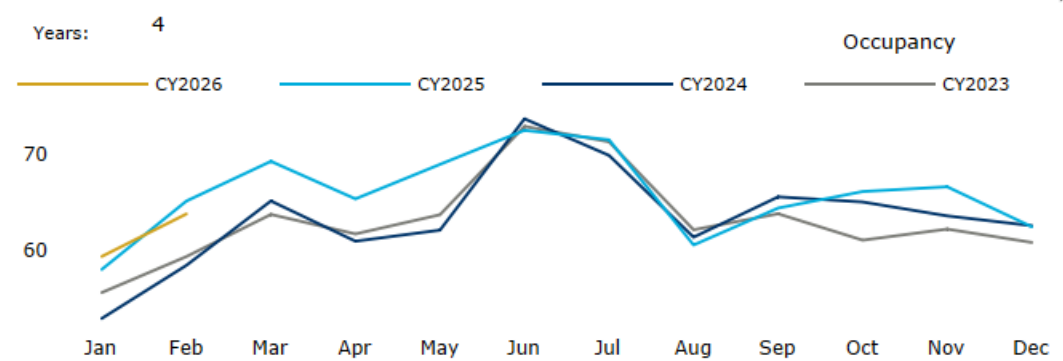
X Month: February 2026 | Location: Irving | Property Type: All Properties | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	63.7%	\$122.16	\$77.88	13.5K	8.6K	\$1.1M
Change vs. Previous Year	-2.1%	+3.9%	+1.8%	-5.3%	-7.3%	-3.6%
Calendar Year-to-Date	61.4%	\$127.71	\$78.39	29.2K	17.9K	\$2.3M
YTD Change vs. Previous Year	+0.2%	+7.9%	+8.1%	-5.6%	-5.4%	+2.0%

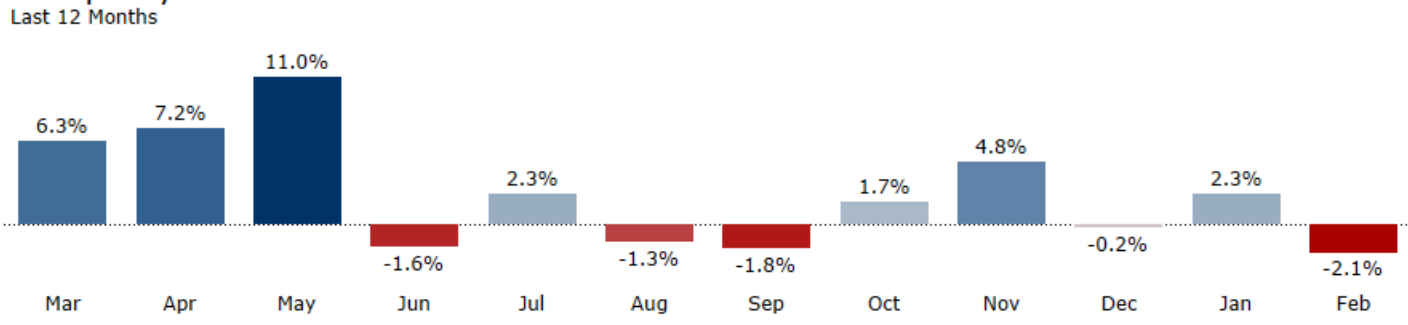
Last Six Months

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Sep 25	64.4%	-1.8%	\$116	-11.7%	\$75	-13.2%	15.9K	-6.2%	10.2K	-7.8%	\$1.2M	-18.6%
Oct 25	66.1%	+1.7%	\$127	+0.0%	\$84	+1.7%	16.8K	-6.9%	11.1K	-5.4%	\$1.4M	-5.3%
Nov 25	66.6%	+4.8%	\$131	-4.7%	\$87	-0.2%	16.1K	-5.2%	10.7K	-0.7%	\$1.4M	-5.4%
Dec 25	62.4%	-0.2%	\$144	+13.4%	\$90	+13.2%	16.4K	-7.1%	10.2K	-7.2%	\$1.5M	+5.2%
Jan 26	59.3%	+2.3%	\$133	+11.4%	\$79	+14.0%	15.7K	-5.9%	9.3K	-3.7%	\$1.2M	+7.3%
Feb 26	63.7%	-2.1%	\$122	+3.9%	\$78	+1.8%	13.5K	-5.3%	8.6K	-7.3%	\$1.1M	-3.6%

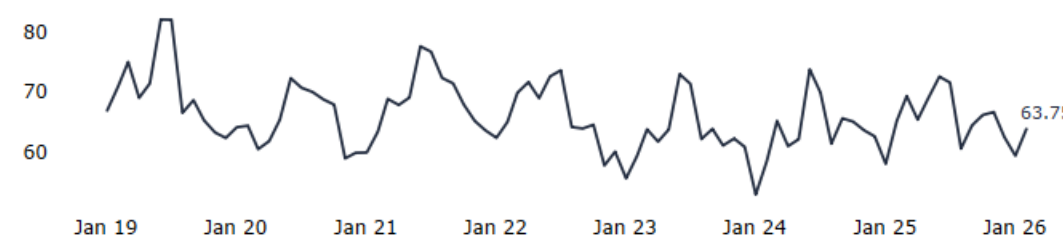
Occupancy YOY Comparison



Occupancy vs. Previous Year



Occupancy Long Term Trend



Short Term Rental Summary

Irving, February 2026

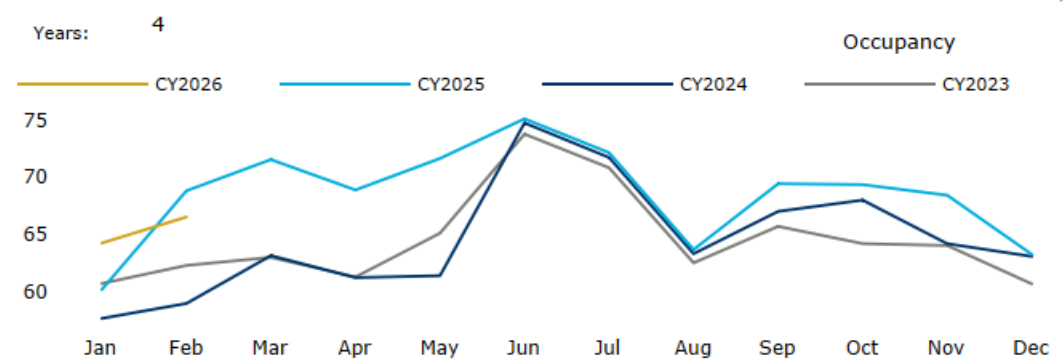
X Month: February 2026 | Location: Irving | Property Type: Hotel Comparable | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	66.5%	\$66.61	\$44.30	7.6K	5.0K	\$335.1K
Change vs. Previous Year	-3.3%	+2.4%	-1.0%	-9.7%	-12.7%	-10.6%
Calendar Year-to-Date	65.3%	\$72.69	\$47.46	16.2K	10.6K	\$767.5K
YTD Change vs. Previous Year	+1.9%	+11.7%	+13.8%	-12.1%	-10.5%	--

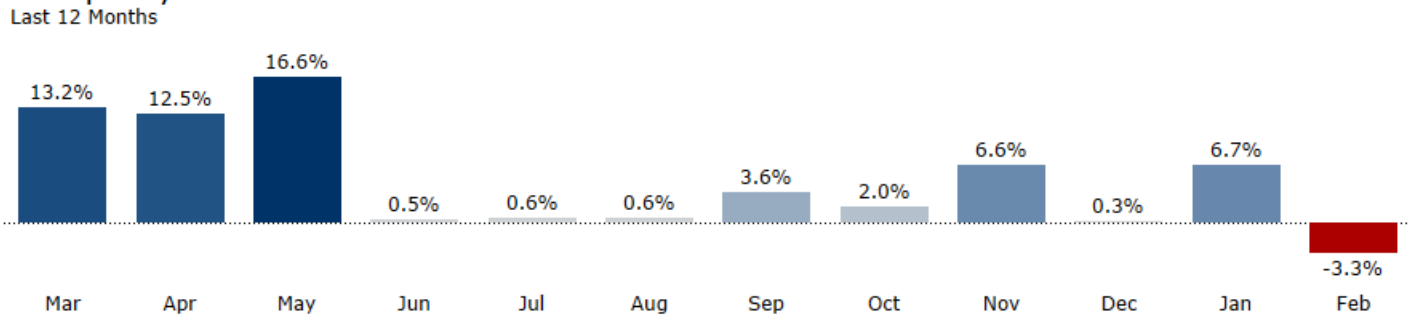
Last Six Months

	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Sep 25	69.4%	+3.6%	\$61	-13.9%	\$43	-10.8%	8.9K	-16.0%	6.2K	-13.0%	\$381.6K	-25.1%
Oct 25	69.3%	+2.0%	\$63	-9.9%	\$44	-8.1%	9.5K	-14.5%	6.6K	-12.8%	\$419.2K	-21.4%
Nov 25	68.4%	+6.6%	\$68	-6.7%	\$46	-0.5%	9.1K	-11.7%	6.2K	-5.9%	\$421.8K	-12.2%
Dec 25	63.3%	+0.3%	\$82	+20.0%	\$52	+20.3%	9.3K	-12.5%	5.9K	-12.3%	\$479.3K	+5.2%
Jan 26	64.2%	+6.7%	\$78	+20.1%	\$50	+28.2%	8.6K	-14.2%	5.5K	-8.4%	\$432.4K	+10.0%
Feb 26	66.5%	-3.3%	\$67	+2.4%	\$44	-1.0%	7.6K	-9.7%	5.0K	-12.7%	\$335.1K	-10.6%

Occupancy YOY Comparison



Occupancy vs. Previous Year



Occupancy Long Term Trend





CONVENTION CENTER MANAGEMENT REPORTS

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IRVING CONVENTION CENTER
AT LAS COLINAS

March 13, 2026

TO: Maura Gast, Executive Director ICVB
 FROM: Verenis Johnson, Legends Global Director of Finance
 Casey Villaseñor, Legends Global Director of Sales
 SUBJECT: **Monthly Financial & Sales Report – February 2026**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	50,245	81,345	161,326	481,905	538,020	302,076
Ancillary Income	935,884	516,520	605,372	2,916,128	1,590,362	2,639,495
Total Event Income	986,129	597,865	766,698	3,398,033	2,128,382	2,941,571
Other Income	136,840	121,183	83,681	547,426	605,915	569,928
Adjusted Gross Income	1,122,969	719,048	850,379	3,945,459	2,734,297	3,511,499
Indirect Expenses	(747,448)	(721,691)	(803,302)	(3,701,482)	(3,562,801)	(3,764,846)
Net Income (Loss)	375,521	(2,643)	47,077	243,977	(828,504)	(253,347)

- Monthly results were strong, with total event income significantly exceeding budget, driven largely by higher-than-expected ancillary revenue.
- Overall profitability outperformed expectations, turning a near break-even budget into a solid monthly profit despite slightly higher indirect expenses.
- Year-to-date performance remains very strong, with total event income and adjusted gross income well ahead of budget.
- Net income year-to-date has moved from a budgeted loss to a strong profit, reflecting stronger operational performance than anticipated.
- Catering and ancillary services continue to be major revenue drivers, delivering strong results both for the month and year-to-date.
- Bottom line: The month significantly outperformed expectations, with strong ancillary and catering revenue driving a solid net profit despite slightly higher expenses and lower direct event income.

Legends Global Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	1,256,983	1,080,269	787,776	3,962,526	3,055,247	3,687,066
Net Income/(Loss)	736,623	411,506	420,891	2,306,422	1,205,258	2,090,402
Net Income/(Loss) %	58.60%	38.09%	53.43%	58.21%	39.45%	56.70%

ICC by the Numbers

EVENTS	
This month	To date
20	72
Current Year	Current Year
17	75
Prior Year	Prior Year

VISITORS	
This month	To date
23,463	93,653
Current Year	Current Year
25,592	86,006
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
1,787	12,745
Current Year	Current Year
2,505	12,840
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
3	93.3%
This Month	Current Month
14	95.7%
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
15	69
Current Year	Current Year
21	62
Prior Year	Prior Year

Target Industry Bookings

- VidSummit 2027 – September 2027
- QuikTrip – July 2026
- Texas HOSA – March 2027

March and April at a Glance

- February 26-March 1 KAR Production Dance Competition
- March 1-3 Negotiation Mastery Summit 2026
- March 2-4 Inflatable Road Show
- March 4 Brown & Brown Meeting
- March 4 HCA Medical City Hiring Event
- March 5-7 North Texas Teen Book Festival
- March 9-10 IISD – State of the District
- March 9-15 GPX 2026
- March 13-14 2026 eLeVate Annual Convention
- March 18-21 Scrapbook Expo 2026
- March 22 Quinceañera Expo
- March 22-25 TEXSOM Awards
- March 25-29 Drycleaning & Laundry Expo West
- March 29-31 Convergence AI 2026
- March 30-April 2 Design 2 Part Tradeshow
- April 1 7x24 Exchange Lone Star Chapter
- April 6-8 North Texas Business Alliance Co-op.
- April 9 Women’s Business Council
- April 9-12 Tri Delta Collegiate Leadership Conference
- April 13-15 Connected America 2026
- April 15 Japan-America Society of DFW Gala
- April 16 IAEE April Chapter Learning
- April 16-18 Neora Annual Conference
- April 17-19 Legacy Dance 2026
- April 21-22 ADSC Meeting
- April 23 University of St. Augustine Ceremony
- April 24-25 Baylor Scott & White CME
- April 24-26 In10sity Dance Competition
- April 27-28 Texas Health 2026 Leadership Meeting
- April 28-29 Breakfast with the Stars

cc: Tom Meehan, RVP/General Manager, Legends Global

March 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Negotiation Mastery Summit 2026 Definite			North Texas Teen Book Festival Definite			
KAR Productions Dance ... Definite	The Inflatable Road Show Definite		Brown and Brown Definite			
8	9	10	11	12	13	14
	IISD - State of the District Definite				Le-Vel Brands Definite	
15	16	17	18	19	20	21
Le-Vel Brands Tentative 2			Scrapbook Expo 2026 Definite			
				City of Irving Boards & C... Definite		
22	23	24	25	26	27	28
TEXSOM Awards Definite						
	ICVB Board of Directors ... Definite	U.S. Bank Town Hall Meeting Definite				
			Drycleaning and Laundry Expo West Definite			
				Amber Electrical Contra... Tentative 6	Cheryl's Work Celebration Definite	
29	30	31	1	2	3	4
Convergence AI 2026 Definite						
Drycleaning and Laundr... Definite	Design 2 Part Tradeshow Definite					
			7x24 Exchange Lone Sta... Definite			

April 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Convergence AI 2026 Definite						
Drycleaning and Laundr... Definite		Design 2 Part Tradeshow Definite				
			7x24 Exchange Lone Sta... Definite			
5	6	7	8	9	10	11
			NTBA Definite		Tri Delta Collegiate Leadership Conference Definite	
		ICVB/ICC AI Training Definite		Women's Business Coun... Definite		ICVB offsite - Officer And... Definite
12	13	14	15	16	17	18
Tri Delta Collegiate Lead... Definite		Connected America 2026 Definite			Neora Annual Conference Definite	
			Japan-America Society ... Definite		IAEE April Chapter Learn... Definite	
						Legacy Dance 2026 Definite
19	20	21	22	23	24	25
Legacy Dance 2026 Definite		ADSC Meeting Definite			ICVB Board Strategic Pla... Definite	
			Clean Americas BOD Me... Tentative 1		University of St. Augusti... Definite	
						BSW CME Definite
						In10sity Dance Competition Definite
26	27	28	29	30	1	2
In10sity Dance Competit... Definite		Texas Health 2026 Leadership Meeting Definite			The Nostalgia Con Definite	
		ICVB Board of Directors ... Definite		Breakfast with the Stars Definite		
			UNT Luncheon Tentative 1			

May 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
In10sity Dance Competit... Definite	Texas Health 2026 Leadership Meeting Definite				The Nostalgia Con Definite	
	ICVB Board of Directors ... Definite	Breakfast with the Stars Definite				
			UNT Luncheon Tentative 1			
3	4	5	6	7	8	9
The Nostalgia Con Definite	The 6th Annual Oilfield Water Markets Conference Definite					
	IISD - Salute to Service Definite	The Pilot Network Conference Definite				
	B3 Insights Meeting Tentative 6	Confidential Tentative 1		Hall of Fame Dance Competition Definite		
10	11	12	13	14	15	16
Hall of Fame Dance Com... Definite	DFW Minority Supplier Showcase Definite		Linehaul Summit, LLC Definite		Tarrant County Commencement Ceremony Tentative 12	
17	18	19	20	21	22	23
Network X Americas 2026 Definite				Texas Frightmare Weekend Definite		
Tarrant County Commen... Tentative 12						
24	25 Memorial Day	26	27	28	29	30
Texas Frightmare Weeke... Definite	Building Professional Institute Definite					Electronic Security Expo Definite
		Elevate IT Definite			Uplift Education Gradua... Definite	

May 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
Electronic Security Expo Definite					U.S. Pet Pro Classic 2026 Definite	
					Markets for Makers Prospect	
					Trainer Con 2026 Prospect	



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