



MONDAY, APRIL 27, 2026 - 11:45 a.m.

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

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

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

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

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, April 27, 2026 at 11:45 AM
Irving Convention Center
Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

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

Individual Consideration

6. Approving High Spirited Citizen Recommendations from Community Engagement Committee
 - a. Ann Gibson
 - b. Bruce Miller
 - c. Benedict Parks

Board Reports

7. Board Chair Report
 - a. Staff Service Award
 - i. Accounting and Budget Director Marianne Lauda – 40 Years
 - b. National Travel and Tourism Week – May 3-9, 2026
 - c. Board Member City Council Outreach Updates
 - d. Next Meeting – May 18
8. Board Committee Reports
 - a. Board and Business Development – Karen Cooperstein
 - ICVB Semi-Annual City Council Updated – May 7, City Council Work Session, Timing TBD
 - Next Meeting – June 12

AGENDA - Continued

- b. Community Engagement – Cambria Jones
 - Recap of April 14 Meeting
 - i. National Travel & Tourism Week Proclamation, May 7, 1 p.m., City Council Work Session
 - ii. Heritage Society Fish Fry – May 8
 - iii. Small Business Blitz Week – May 4-8
 - Next Meeting – July 14
- c. Destination Development – Anthony Buttafuoco
 - Next Meeting – May 12

9. 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
 - VIA Proposal Updates – Irving Routes & Urban Center Circulator
 - Hotel Audit Report
 - Visitor Development Updates
 - Other City Updates

10. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
 - i. FIFA World Cup Update
 - ii. Athens (GA) Twilight Criterion Event Site Visit
- c. Marketing and Communications – Monty White
 - i. Irving Visitor Industry Performance Study, 2019-2025
- d. Administration and Finance – Susan Rose
 - Tourism Economics – Irving Outlook 2026-2027
 - Smith Travel Research and AirDNA Monthly Reports

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

12. Industry Partner Reports

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

AGENDA - Continued

- 13. 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.



AGENDA ITEMS

IRVING
CONVENTION &
VISITORS BUREAU

MINUTES

Irving Convention & Visitors Bureau Board of Directors

Monday, March 23, at 11:45 AM

Irving Convention Center, Exhibit Hall B

Irving, Texas 75039

Those in attendance were Sam Reed – Board Chair; Michael Basoco – Board Vice Chair; Yasir Arafat, Bob Bourgeois, Beth Bowman, Anthony Buttafuoco, David Cole, Karen Cooperstein, Stephanie Fenley Garcia, Colvin Gibson, Chris Hillman, Cambria Jones, Hammond Perot, Richard Stewart, Jr., John Tancabel – Board Members; City Attorney Kuruvilla Oommen, Councilman David Pfaff, Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Mayor Rick Stopfer, Council Liaison Al Zapanta – City of Irving; Kim Ates – Director of Events and Kayla Perez – Assistant General Manager– ICC Staff; Carol Boyer, Lori Fojtasek, Thomas Gandy, Maura Gast, Marianne Lauda, Brice Petty, Susan Rose, and Monty White, – ICVB staff; Guests ICVB Sales Manager Cheryl Hopkins and Max Duplant, representing the Irving Arts Board.

Board Chair Sam Reed called the meeting to order at 11:46 a.m.

Chair asked if there were any citizen comments -

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for February 23, 2026
- Accepting the ICVB Financial Reports for February 2026
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the ICC Financial Reports for February 2026

On a motion from Richard Stewart, Jr. and a second from Karen Cooperstein, the motion passed unanimously.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Karen Cooperstein reported:

- Recap of the March 13 Board and Business Development Committee meeting. Topics discussed included Resident Sentiment Survey results, the Strategic Planning meeting scheduled for April 23 in the afternoon at the Irving Convention Center to review survey results, and the full-day Strategic Planning session on April 24 at Hotel Indigo Irving Las Colinas. Additional discussion included the Executive Director Gast performance review process for best practices and Board succession planning.
- The next meeting is scheduled for June 12.

Community Engagement Committee

Committee Chair Cambria Jones reported:

- Community Engagement Committee has not met since the last Board meeting.
- Jones reminded Board members of the Officer Andrew Esparza 5K walk scheduled for Saturday, April 11.
- The next meeting is scheduled for April 14 at 11:30 a.m., noting a meeting time change.
- Jones also reported that HSC nominations are being accepted.

Destination Development Committee

Committee Chair Anthony Buttafuoco reported:

- Next meeting May 12.

CITY REPORTS

Councilman Zapanta reported:

- City Council meeting will take place this week with a full agenda and noted he attended meetings earlier in the day regarding the Fire Pension Plan and Special Benefits Plan.

Councilman David Pfaff reported:

- DART has committed to returning funds for general mobility, estimated at \$5–15 million over the next six years. Pfaff noted that two discontinued routes are being evaluated with proposals underway to replace them, and input is welcome.
- Council is reviewing an Urban Center circulator proposal, and he encouraged input.

Mayor Rick Stopfer reported:

- The primary topic is the upcoming elections, with three to four City Council seats up for election and one uncontested. Stopfer encouraged Board members to ask questions of candidates to understand their experience and alignment.
- Stopfer commended the City for its budget preparation and praised City Manager Chris Hillman for his oversight.
- Stopfer discussed challenges with DART, noting the Silver Line cost increased from \$750 million to \$2.3 billion, with funds spent on non-transportation items and inadequate budgeting leading to route eliminations.
- City events: the North Texas Teen Book Festival held at the Irving Convention Center is such a wonderful event and noted that over 85 authors participated and referenced several Easter programs across the City.
- The Audit and Finance Committee, chaired by Councilman Zapanta, is meeting this week and will tour the 909 Hidden Ridge building, which the City has purchased and will remodel into a police and fire facility and central dispatch location.
- Stopfer stated that the City continues to evaluate opportunities to maximize available funds and noted that three international businesses have moved their headquarters to Irving.
- Jack Spurlock-Lannotte Park dedication was held the previous week.

City Manager Chris Hillman reported:

- Hillman thanked Board members for attending the Boards and Commissions Dinner and stated that the City is committed to supporting the ICVB and maintaining a best-in-class organization. Hillman noted the collaborative effort between the ICVB and ICC staff.
- The Urban Center circulator pilot program with flexibility to adjust routes and expand if successful. Hillman emphasized the importance of marketing and tracking usage and stated that the program is funded by dollars returned from DART.
- Hillman also noted that efforts are underway to reinstate DART routes using DART funding and that a proposal has been requested.
- He encouraged participation in the Resident Sentiment Survey and noted that the City's upcoming budget and strategic planning retreat in May will include police and fire staffing while maintaining a balanced budget.

BUREAU MANAGEMENT REPORTS

Executive Director Report:

Gast reported:

- QR codes were distributed to Board members for employee discounts at the ICC new "grab-and-go" market.
- Gast provided an update on the Urban Center circulator, noting collaboration with Traffic and Transportation staff and discussion of DART routes 225 and 255, as well as the circulator, at an upcoming work session.
- Gast also reported collaboration with City staff, Las Colinas Association, and the Greater Irving-Las Colinas Chamber to explore additional parking opportunities for Levy Plaza and the Canal.
- Congratulated ICC Executive Chef Eduardo Alvarez for being named to the Event Industry's 50 Over 50 award and ICC Director of Catering Cori Black for selection to the Legends Global leadership development program.

ICVB Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

A complete report is included in the meeting packet.

- Fojtasek announced the retirement of ICVB Sales Manager Cheryl Hopkins, noting her start date in 1992 and her work in both the local and corporate markets. It will be difficult to replace her, and interviews are underway with strong candidates. Hopkins expressed that it has been an honor to represent Irving and stated appreciation for the City's leadership.
- Fojtasek reported that the sales team is performing at 119% of goal year-to-date.
- Highlighted events:
 - Teen Book Festival
 - HD Supply (overflow from Gaylord Texan)
 - TEXSOM 2026 International Wine Awards
 - Tri Delta Annual Conference with approximately 1,000 room nights
 - Onco360 Oncology Pharmacy National Sales Meeting with approximately 1,200 room nights

Marketing and Communications

Assistant Executive Director Marketing & Communications Monty White reported:

A complete report is included in the meeting packet.

- White introduced Thomas Gandy as Advocacy and Communications Manager, noting his 17 years of experience at ICTN.
- February highlights:
 - 125,000 website sessions and 100,000 active users.
 - The flagship Leisure Campaign generated 5,000 hotel referrals, the Entertainment Hub producing 405,000 impressions and 20,734 clicks, and the Winter Campaign generating 2,700 referrals.
 - Expedia partnership produced 10,758 room nights and \$1,457,821 in hotel revenue year-to-date.
 - The monthly e-newsletter continues to be successful.
 - Earned Media was driven by the "Most Romantic City in Texas" campaign. White reported on the Romance Campaign conducted in partnership with Las Colinas Association.

Finance and Administration

Assistant Executive Director Finance & Administration Susan Rose reported:

A complete report is included in the meeting packet.

- February 2026 Hotel Performance and Short Term Rental metrics:
 - Occupancy was 67.9%, a decrease of 1.5% from last year.
 - ADR reported \$136.17, and RevPAR of \$92.44 an increase of .2%.
 - Texas Occupancy was 63.1% and U.S. was 60.4%.
 - Short-term Rental performance for February, included 583 available listings, with Occupancy at 63.7%, and ADR of \$122.16.
- Rose reported on Finance and Administration staff participated in Fired Up! training and noted a continued focus on staff development, communication, and workflow understanding.
- We are incorporating monthly Lunch and Learn sessions. The first session is in March with ICC Gold Standard of Cleaning from Housekeeping and a Stay Safe presentation from Security.
- The team continues ongoing work on the Destination Marketing Accreditation Program and preparation for the upcoming fiscal year budget.

IRVING CONVENTION CENTER MANAGEMENT REPORT

Assistant General Manager Kayla Perez introduced Kim Ates, newly promoted to Director of Events. Ates reported that February included 20 events and noted a semi-busy season from March through April.

Upcoming events:

- Dry Cleaning & Laundry Expo
- Convergence AI 2026, sponsored by the Dallas Regional Chamber
- Southwest Business Council
- Connected America 2026
- Japan Americas Society Gala featuring Governor Greg Abbott Health Science Center events
- Texas Health 2026 Leadership Meeting
- Irving ISF's Annual Breakfast with the Stars

Perez reported:

- February financial performance exceeded budget by approximately \$380,000.
- Summer is expected to be slower than the previous year.
- Customer satisfaction at 93.3%.
- The Teen Book Festival had an attendance of approximately 11,515 students and 720 teachers. Perez noted the grab-and-go Market has generated approximately \$19,000 in its first three months.
- Fiber installation has begun in the building.
- ICC Event Manager and Sales Manager positions have been filled.

INDUSTRY PARTNER REPORTS

The Pavilion at Toyota Music Factory / Live Nation

No report.

Hotel Industry Updates

Board member Anthony Buttafuoco reported for the Omni Las Colinas:

- Achieved approximately 70% occupancy in February, with ADR at \$250 and RevPAR at approximately \$180, reflecting growth over the prior year.
- Buttafuoco noted the Tiki Bar at Omni Lakehouse is currently open on weekends and continues to be successful.

Industry-At-Large Update

Board member Stephanie Fenley-Garia – no report.

Restaurant Industry Update

Board member David Cole reported:

- Board member Cole congratulated Hopkins on her retirement and successful career.
- Cole participated as a tasting judge in the Texas ProStart Invitational in Waco Texas. There are competitions for: culinary team, management, BBQ, and individual competition. All four Irving high schools have the ProStart curriculum, but unfortunately there is zero participation in this event. Will try to overcome that challenge. Last year there were 46 culinary teams, 15 management teams, 115 BBQ competitors and 650 students. Winners go on to compete in the national competition.

PARTNER ORGANIZATION & STAKEHOLDER REPORT

DCURD and Irving Flood Control Districts Update

No report.

Greater Irving-Las Colinas Chamber of Commerce Update

Chamber President Beth Bowman reported:

- Unemployment data for 2026 has not yet been released but noted December 2025 unemployment rates of 3.4% in Irving, 3.9% in Texas, and 4.1% nationally.
- The Chamber's Economic Development team participated in Consultant Connect Summit with site selectors.
- Upcoming events include the Five Star Mixer on March 26 and Small Business Week from May 4–8. Volunteers are needed to visit local businesses and noted appreciation for ICVB collaboration.
- Bowman highlighted new business development, including the Fox 4 content center and internship opportunities with Irving ISD.

In response to a question from Fenley-Garcia, Bowman noted that the H-E-B ribbon cutting is anticipated this summer.

Irving Arts and Culture

Arts Board Vice Chair Max Duplant reported:

- Smithsonian programming on April 14, including a lecture by Margaret Goodcamp on how space flight is remembered with artifacts. It is a free event and open to the public.

Arts Center Exhibits:

- *Russell Lee Photographs* – March 14 through June 13 in the Dupree Lobby Gallery.
- *Touch my Soul: Paintings by Pouran Lashini* – March 14 through July 11 in Carpenter Hall Lobby.

Irving Archives and Museum:

- “Why We Serve” – Smithsonian traveling exhibition in collaboration with the National Museum of the American Indian – March 21 through May 31.
- “The Perfect Shot: Walter Ioss Jr. and the Art of Sports Photography” – April 9 through August 11.

Las Colinas Association

Board member Hammond Perot reported:

- Three new Las Colinas Association Board members will be elected at the Annual Meeting tomorrow.
- Cinco DeMayo event with the U.S. Mexico Cultural Educational Foundation, May 5-6.
- Las Colinas Light Club returns on April 15-16 with a nostalgic twist. A throwback celebration along Mandalay Canal, featuring music from the 90’s and early 2000s.
- Las Colinas Home Tour will be May 16-17, showcasing five homes. Tickets are on sale.
- The Carpenter Cup Golf Competition – May 21, an event between three esteemed Las Colinas golf clubs.

TIF Updates

No report.

University of Dallas Updates

No report.

Reed reminded Board members to complete and turn in the Conflict of Interest Form. With no further discussion, Reed adjourned the meeting at 1:03 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending
March 2026



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
MARCH 2026

Assets

Cash and equivalents	150,172.68
Investments	4,906,130.00

Total Assets	<u>5,056,302.68</u>
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Liabilities

Accounts payables	28,378.70
Due to other funds	305.00

Total Liabilities	<u>28,683.70</u>
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Fund Balance (Budgetary basis)

Reserve for encumbrances	694,053.72
Unreserved	4,333,565.26

Total Fund Balance	<u>5,027,618.98</u>
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Total Liabilities and Fund Balance	<u>5,056,302.68</u>
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IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND
MONTHLY FINANCIAL REPORT
MARCH 2026

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	776,696.50	3,291,642.89	9,945,613.00	33.1%	0.00	6,653,970.11
	PENALTY AND INTEREST	4,677.86	48,587.53	0.00	0.0%	0.00	(48,587.53)
	PRIOR YEAR	22,337.60	327,592.63	0.00	0.0%	0.00	(327,592.63)
	SHORT-TERM RENTALS	24,850.38	94,448.21	0.00	0.0%	0.00	(94,448.21)
	TOTAL HOTEL/MOTEL TAX	828,562.34	3,762,271.26	9,945,613.00	37.8%	0.00	6,183,341.74
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		17,543.46	87,488.02	185,000.00	47.3%	0.00	97,511.98
M5 - MISCELLANEOUS		0.00	0.00	10,000.00	0.0%	0.00	10,000.00
M6 - TRANSFER FROM ICC RESERVE/CIP		0.00	289,886.00	289,886.00	0.0%	0.00	0.00
TOTAL REVENUE		846,105.80	4,144,649.74	10,430,499.00	39.7%	0.00	6,285,849.26
EXPENDITURES							
N1 - SALARIES		226,031.72	1,301,589.11	3,459,324.00	37.6%	0.00	2,157,734.89
N2 - BENEFITS		50,043.04	268,964.66	690,885.00	38.9%	0.00	421,920.34
N4 - SUPPLIES		2,757.23	17,329.43	109,010.00	15.9%	0.00	91,680.57
O1 - UTILITIES (COMMUNICATIONS)		1,610.65	8,536.40	31,836.00	26.8%	0.00	23,299.60
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	5,864.02	120,328.34	260,942.00	46.1%	0.00	140,613.66
	FREIGHT	104.78	528.99	3,250.00	16.3%	0.00	2,721.01
	MARKETING AND SALES RESOURCES	526.62	17,259.33	64,300.00	26.8%	0.00	47,040.67
	MEDIA ADVERTISING	85,021.28	180,700.98	345,059.50	52.4%	136,060.50	28,298.02
	POSTAGE EQUIPMENT RENTAL	0.00	1,438.50	2,950.00	48.8%	1,438.50	73.00
	PROFESSIONAL SERVICES	33,519.69	1,117,800.19	2,231,642.49	50.1%	540,554.72	573,287.58
	PROPERTY MANAGEMENT SERVICES	350,000.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	TOTAL OUTSIDE SERVICES	475,036.39	2,136,056.33	4,303,143.99	49.6%	678,053.72	1,489,033.94
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	17,640.65	131,333.49	459,154.00	28.6%	0.00	327,820.51
	MILEAGE REIMBURSEMENT	57.28	763.95	3,900.00	19.6%	0.00	3,136.05
	MEMBERSHIP AND DUES	1,985.00	49,201.00	80,660.00	61.0%	0.00	31,459.00
	TOTAL TRAVEL - TRAINING - DUES	19,682.93	181,298.44	543,714.00	33.3%	0.00	362,415.56
O5 - CLAIMS AND INSURANCE		0.00	0.00	167,035.00	0.0%	0.00	167,035.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	33,142.49	150,490.83	397,824.00	37.8%	0.00	247,333.17
	BUSINESS DEV INCENTIVE PROG	57,292.00	254,597.00	550,000.00	46.3%	0.00	295,403.00
	CONVENTION SERVICES MATERIALS	49,761.71	68,028.78	160,350.00	42.4%	0.00	92,321.22
	EVENT SPONSORSHIPS	13,000.00	63,772.50	123,273.00	51.7%	16,000.00	43,500.50
	LOCAL PROGRAMS-PROMOTIONS	18,756.23	193,557.14	317,777.00	60.9%	0.00	124,219.86
	TOTAL MISCELLANEOUS EXPENSES	171,952.43	730,446.25	1,549,224.00	47.1%	16,000.00	802,777.75
P5 - TRANSFERS OUT							
	TRSF TO ICC RESERVE / CIP FUND	0.00	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	0.00	2,110,321.00	2,200,627.00	0.0%	0.00	90,306.00
TOTAL EXPENDITURES		947,114.39	6,754,541.62	13,058,348.99	51.7%	694,053.72	5,609,753.65

Beginning Fund Balance	7,637,510.86
Revenues	4,144,649.74
Expenditures	(6,754,541.62)
Ending Fund Balance	5,027,618.98



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

Assets

Cash and equivalents	163,052.09
Investments	6,708,000.00
Receivables	7,852,917.20

Total Assets	<u>14,723,969.29</u>
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Liabilities

Unearned revenue	1,475,707.77
Deferred inflow	7,565,578.90
Total Liabilities	<u>9,041,286.67</u>

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	5,682,682.62

Total Fund Balance	<u>5,682,682.62</u>
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Total Liabilities and Fund Balance	<u>14,723,969.29</u>
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IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
MONTHLY FINANCIAL REPORT
MARCH 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		14,214.27	79,409.58	110,000.00	72.2%	0.00	30,590.42
M5 - MISCELLANEOUS		26,453.67	158,722.02	364,072.00	43.6%	0.00	205,349.98
M6 -TRANSFER FROM ICVB GENERAL FUND		0.00	2,110,321.00	2,110,321.00	100.0%	0.00	0.00
TOTAL REVENUE		40,667.94	2,348,452.60	2,732,014.00	86.0%	0.00	383,561.40
EXPENDITURES							
N7 - STRUCTURE MAINTENANCE		26,453.67	235,279.50	1,224,000.00	19.2%	0.00	988,720.50
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		0.00	289,886.00	289,886.00	100.0%	0.00	0.00
TOTAL EXPENDITURES		26,453.67	525,165.50	2,513,886.00	20.9%	0.00	1,988,720.50

Beginning Fund Balance	3,859,395.52
Revenues	2,348,452.60
Expenditures	(525,165.50)
Ending Fund Balance	5,682,682.62



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	776,696.50	3,291,642.89	9,945,613.00	33.1%	0.00	6,653,970.11
	PENALTY AND INTEREST	4,677.86	48,587.53	0.00	0.0%	0.00	(48,587.53)
	PRIOR YEAR	22,337.60	327,592.63	0.00	0.0%	0.00	(327,592.63)
	SHORT-TERM RENTALS	24,850.38	94,448.21	0.00	0.0%	0.00	(94,448.21)
	TOTAL HOTEL/MOTEL TAX	828,562.34	3,762,271.26	9,945,613.00	37.8%	0.00	6,183,341.74
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		17,543.46	87,488.02	185,000.00	47.3%	0.00	97,511.98
M5 - MISCELLANEOUS		0.00	0.00	10,000.00	0.0%	0.00	10,000.00
M6 - TRANSFER FROM ICC RESERVE/CIP		0.00	289,886.00	289,886.00	0.0%	0.00	0.00
TOTAL REVENUE		846,105.80	4,144,649.74	10,430,499.00	39.7%	0.00	6,285,849.26
EXPENDITURES							
N1 - SALARIES		226,031.72	1,301,589.11	3,459,324.00	37.6%	0.00	2,157,734.89
N2 - BENEFITS		50,043.04	268,964.66	690,885.00	38.9%	0.00	421,920.34
N4 - SUPPLIES		2,757.23	17,329.43	109,010.00	15.9%	0.00	91,680.57
O1 - UTILITIES (COMMUNICATIONS)		1,610.65	8,536.40	31,836.00	26.8%	0.00	23,299.60
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	5,864.02	120,328.34	260,942.00	46.1%	0.00	140,613.66
	FREIGHT	104.78	528.99	3,250.00	16.3%	0.00	2,721.01
	MARKETING AND SALES RESOURCES	526.62	17,259.33	64,300.00	26.8%	0.00	47,040.67
	MEDIA ADVERTISING	85,021.28	180,700.98	345,059.50	52.4%	136,060.50	28,298.02
	POSTAGE EQUIPMENT RENTAL	0.00	1,438.50	2,950.00	48.8%	1,438.50	73.00
	PROFESSIONAL SERVICES	33,519.69	1,117,800.19	2,231,642.49	50.1%	540,554.72	573,287.58
	PROPERTY MANAGEMENT SERVICES	350,000.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	TOTAL OUTSIDE SERVICES	475,036.39	2,136,056.33	4,303,143.99	49.6%	678,053.72	1,489,033.94
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	17,640.65	131,333.49	459,154.00	28.6%	0.00	327,820.51
	MILEAGE REIMBURSEMENT	57.28	763.95	3,900.00	19.6%	0.00	3,136.05
	MEMBERSHIP AND DUES	1,985.00	49,201.00	80,660.00	61.0%	0.00	31,459.00
	TOTAL TRAVEL - TRAINING - DUES	19,682.93	181,298.44	543,714.00	33.3%	0.00	362,415.56
O5 - CLAIMS AND INSURANCE		0.00	0.00	167,035.00	0.0%	0.00	167,035.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	33,142.49	150,490.83	397,824.00	37.8%	0.00	247,333.17
	BUSINESS DEV INCENTIVE PROG	57,292.00	254,597.00	550,000.00	46.3%	0.00	295,403.00
	CONVENTION SERVICES MATERIALS	49,761.71	68,028.78	160,350.00	42.4%	0.00	92,321.22
	EVENT SPONSORSHIPS	13,000.00	63,772.50	123,273.00	51.7%	16,000.00	43,500.50
	LOCAL PROGRAMS-PROMOTIONS	18,756.23	193,557.14	317,777.00	60.9%	0.00	124,219.86
	TOTAL MISCELLANEOUS EXPENSES	171,952.43	730,446.25	1,549,224.00	47.1%	16,000.00	802,777.75
P5 - TRANSFERS OUT							
	TRSF TO ICC RESERVE / CIP FUND	0.00	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	0.00	2,110,321.00	2,200,627.00	0.0%	0.00	90,306.00
TOTAL EXPENDITURES		947,114.39	6,754,541.62	13,058,348.99	51.7%	694,053.72	5,609,753.65

Beginning Fund Balance	7,637,510.86
Revenues	4,144,649.74
Expenditures	(6,754,541.62)
Ending Fund Balance	5,027,618.98



Irving Convention and Visitors Bureau

Check Register

March 2026

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065313	3/3/2026	ASHFORD TRS CORPORATION BUSINESS DEV INCENTIVE PROG	SUBWAY FIELD OPS MTG/FEB 2026	3,080.00	3,080.00
80065314	3/3/2026	BOYER JAUDES, CAROL COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065315	3/3/2026	CAREFLITE BUSINESS DEV INCENTIVE PROG	EMERGENCY CARE CONF/OCT 2025	415.00	415.00
80065316	3/3/2026	ESPINOZA, ANABEL COMMUNICATIONS	JAN 2026 - CELL / MILEAGE	75.00	85.74
		MILEAGE REIMBURSEMENT	JAN 2026 - CELL / MILEAGE	10.74	
80065317	3/3/2026	FISHER, BREAHN COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065318	3/3/2026	FOJTASEK, LORI COMMUNICATIONS	JAN 2026 - CELL / MILEAGE	75.00	77.61
		MILEAGE REIMBURSEMENT	JAN 2026 - CELL / MILEAGE	2.61	
80065319	3/3/2026	FOSTER, WENDY COMMUNICATIONS	JAN 2026 - CELL / MILEAGE / MISC	75.00	118.81
		MILEAGE REIMBURSEMENT	JAN 2026 - CELL / MILEAGE / MISC	38.81	
		CONVENTION SERVICES MATERIALS	JAN 2026 - CELL / MILEAGE / MISC	5.00	
80065320	3/3/2026	GALLAGHER, BREANNA DAWN COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065321	3/3/2026	GAST, MAURA MILEAGE REIMBURSEMENT	JAN 2026 - MILEAGE	49.30	93.28
		TRAVEL AND TRAINING	BOARD LEADERSHIP FOR DESTINATIONS 2026	43.98	
80065322	3/3/2026	GROVES, DONNA LOCAL PROGRAMS-PROMOTIONS	MPI FALL 2025 LUNCHEON / TRADESHOW	3.08	78.08
		COMMUNICATIONS	JAN 2026 - CELL	75.00	
80065323	3/3/2026	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	EVOLUTION MOTION/FEB 2026	1,344.00	4,272.00
		BUSINESS DEV INCENTIVE PROG	HIDA COLLABORATIVE CONF/FEB 2026	2,928.00	
80065325	3/3/2026	HOPKINS, CHERYL COMMUNICATIONS	DEC 2025 - CELL	75.00	150.00
		COMMUNICATIONS	JAN 2026 - CELL	75.00	
80065326	3/3/2026	IDEAS NW BUSINESS DEV INCENTIVE PROG	SDGC25/OCT 2025	1,340.00	1,340.00
80065327	3/3/2026	LEVINE, KATHY COMMUNICATIONS	JAN 2026 - CELL	65.44	65.44
80065328	3/3/2026	LOPEZ, BRENDA COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065329	3/3/2026	MALONEY STRATEGIC COMMUNICATION INC PROFESSIONAL SERVICES	"WE'VE GOT YOU COVERED" MAILING - FINAL INVOICE	3,593.01	3,593.01
80065330	3/3/2026	MANSELL, LORI COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065331	3/3/2026	MANSOUR, KAYLA COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065332	3/3/2026	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING	ADVERTISING	3,200.00	3,200.00



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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065333	3/3/2026	PEARL PUBLISHING MEDIA GROUP LLC LOCAL PROGRAMS-PROMOTIONS	2026 RARE STEAK CHAMPIONSHIP VIP TICKETS	7,000.00	7,000.00
80065334	3/3/2026	PETTY, BRICE COMMUNICATIONS	DEC 2025 - CELL / MILEAGE / MISC	66.15	413.43
		MILEAGE REIMBURSEMENT	DEC 2025 - CELL / MILEAGE / MISC	23.52	
		OFFICE SUPPLIES	DEC 2025 - CELL / MILEAGE / MISC	257.61	
		COMMUNICATIONS	JAN 2026	66.15	
80065335	3/3/2026	ROSE, SUSAN COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065336	3/3/2026	SIEMENS INDUSTRY INC. BUSINESS DEV INCENTIVE PROG	PMO CONFERENCE/APR 2025	384.00	384.00
80065337	3/3/2026	SMG BUILDINGS MAINT	REPLACE HOT WATER DISTRIBUTION BOXES ON COOLING TOWER	53,703.00	67,954.49
		BUILDINGS MAINT	WIRING INSTALLATION FOR EMPLOYEE LOUNGE	14,251.49	
80065338	3/3/2026	SOTO, MONICA COMMUNICATIONS	JAN 2026 - CELL	41.00	41.00
80065339	3/3/2026	TEXAS DREAMS GYMNASTICS LLC BUSINESS DEV INCENTIVE PROG	PRIME MEET/JAN 2026	995.00	995.00
80065340	3/3/2026	THE HEALTH MANAGEMENT ACADEMY, LLC BUSINESS DEV INCENTIVE PROG	TRUSTEE SUMMIT/JAN 2026	1,365.00	1,365.00
80065341	3/3/2026	TRADE PRESS MEDIA GROUP, INC MEDIA ADVERTISING	ADVERTISING	5,500.00	5,500.00
80065342	3/3/2026	TUNGETT, MATT COMMUNICATIONS	JAN 2026 - CELL	65.05	65.05
80065343	3/3/2026	WHITE, MONTY COMMUNICATIONS	JAN 2026 - CELL	75.00	75.00
80065344	3/3/2026	YDRINK LLC SUBSCRIPTIONS-PUBLICATIONS	2026 ANNUAL SUBSCRIPTION	349.00	349.00
80065345	3/10/2026	ACADEMY OF HUMAN RESOURCE DEVELOPMENT BUSINESS DEV INCENTIVE PROG	ANNUAL CONF/FEB 2026	2,090.00	2,090.00
80065346	3/10/2026	CUTTS, SUSAN PROFESSIONAL SERVICES	DATA ENTRY SERVICES - 02/16-27/26	801.00	801.00
80065347	3/10/2026	FEDERAL EXPRESS CORPORATION FREIGHT	SHIPPING	174.87	174.87
80065348	3/10/2026	MANUSAMA, DEBORA CHRISTY PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - FEB 2026	2,250.00	2,250.00
80065349	3/10/2026	SPORTS CLUB LC OWNER LLC MEMBERSHIPS, CERTS, & LICENSES	MARCH 2026	1,300.00	1,300.00
80065350	3/10/2026	TRADE PRESS MEDIA GROUP, INC MEDIA ADVERTISING	ADVERTISING	5,000.00	5,000.00
80065351	3/17/2026	BRIGHT BUSINESS MEDIA, LLC MEDIA ADVERTISING	ADVERTISING	6,000.00	6,000.00
80065352	3/17/2026	ECHO COVE ENTERPRISES, LLC CONVENTION SERVICES MATERIALS	ISLANDER SOFTY GEL CLASSIC WITH STYLUS PEN	49,400.00	49,400.00



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80065353	3/17/2026	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIPS, CERTS, & LICENSES	FEBRUARY 2026	40.00	
80065354	3/17/2026	IRVING MARATHON GROUP LLC			9,000.00
		EVENT SPONSORSHIPS	2026 IRVING MARATHON SPONSORSHIP - PAYMENT 1 OF 3	9,000.00	
80065355	3/17/2026	SMG			350,000.00
		PROPERTY MANAGEMENT SERVICES	SUBSIDY Q2	350,000.00	
80065356	3/17/2026	STAPLES INC			147.94
		OFFICE SUPPLIES	OFFICE SUPPLIES	147.94	
80065357	3/24/2026	AMERICAN COUNCIL FOR CONSTRUCTION EDUCATION, INC			2,295.00
		BUSINESS DEV INCENTIVE PROG	CONFERENCE/FEB 2026	2,295.00	
80065358	3/24/2026	APRIL KRAHL			848.00
		BUSINESS DEV INCENTIVE PROG	SRC SUMMIT/FEB 2026	848.00	
80065359	3/24/2026	ASHFORD TRS CORPORATION			1,884.00
		BUSINESS DEV INCENTIVE PROG	IMEG ANNUAL MTG/FEB 2026	1,884.00	
80065360	3/24/2026	BH DFW PROPERTY LP			1,820.00
		BUSINESS DEV INCENTIVE PROG	ROBINSON HALL LEADERSHIP CONF/FEB 2026	1,820.00	
80065361	3/24/2026	BLOOM EMBRO INC.			89.49
		SALES RESOURCES	NIKE GOLF SHIRT W/ LOGO	89.49	
80065362	3/24/2026	CSC HOLDINGS, LLC			1,260.00
		BUSINESS DEV INCENTIVE PROG	SWCRS ANNUAL CONF/MAR 2026	1,260.00	
80065363	3/24/2026	CUTTS, SUSAN			810.00
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - 03/02-13/26	810.00	
80065364	3/24/2026	CVENT INC			72,740.43
		MEDIA ADVERTISING	ADVERTISING/SOFTWARE/RFP SERVICES/CONNECT	72,740.43	
80065365	3/24/2026	LFH HOLDCO, LLC			230.00
		BUSINESS DEV INCENTIVE PROG	LOVE'S TRAVEL STOPS/JAN 2026	230.00	
80065366	3/24/2026	MALONEY STRATEGIC COMMUNICATION INC			16,000.00
		PROFESSIONAL SERVICES	MARKETING/ADVERTISING PROJECTS-INV 6 OF 12	16,000.00	
80065367	3/24/2026	MEGA CLINICS LLC			1,600.00
		BUSINESS DEV INCENTIVE PROG	FRANK GLAZIER CLINIC/FEB 2026	1,600.00	
80065368	3/24/2026	NATIONAL ASSOC. OF SPORTS COMMISSIONS			833.33
		TRAVEL AND TRAINING	SPONSOR 2026 SYMPOSIUM - TEAM TEXAS RECEPTION	833.33	
80065369	3/24/2026	PANADE II, LTD			460.00
		BUSINESS DEV INCENTIVE PROG	UNIV OF THE CUMBERLANDS RB1/FEB 2026	240.00	
		BUSINESS DEV INCENTIVE PROG	UNIV OF THE CUMBERLANDS RB2/FEB 2026	220.00	
80065370	3/24/2026	SMG			31,157.27
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - MAR 2026	26,453.67	
		LOCAL PROGRAMS-PROMOTIONS	CATERING	3,025.10	
		CLOUD BASED SOFTWARE SUB FEES	NOVATECH - FEB 2026	1,678.50	
80065371	3/24/2026	TEXAS DEPARTMENT OF TRANSPORTATION			3,080.85
		MEDIA ADVERTISING	ADVERTISING	3,080.85	
80065372	3/24/2026	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			8,072.00
		BUSINESS DEV INCENTIVE PROG	NATL SYSTEM CONTRACTORS/FEB 2026	5,202.00	
		BUSINESS DEV INCENTIVE PROG	WELLS FARGO BANK/FEB 2026	2,870.00	



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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065373	3/31/2026	ASHFORD TRS CORPORATION			1,142.00
		BUSINESS DEV INCENTIVE PROG	MEDTRONIC CLIMB/MAR 2026	412.00	
		BUSINESS DEV INCENTIVE PROG	MATHCOUNTS/MAR 2026	730.00	
80065374	3/31/2026	BH DFW PROPERTY LP			268.00
		BUSINESS DEV INCENTIVE PROG	CATHOLIC ORDER OF FORESTERS/MAR 2026	268.00	
80065375	3/31/2026	COMBINED AGENTS OF AMERICA LLC			985.00
		BUSINESS DEV INCENTIVE PROG	AMERICA CONFERENCE/MAR 2026	985.00	
80065376	3/31/2026	FEDERAL EXPRESS CORPORATION			28.83
		FREIGHT	SHIPPING	28.83	
80065377	3/31/2026	FISHER, BREAHN			75.00
		COMMUNICATIONS	FEB 2026 - CELL	75.00	
80065378	3/31/2026	FOJTASEK, LORI			76.16
		COMMUNICATIONS	FEB 2026 - CELL / MILEAGE	75.00	
		MILEAGE REIMBURSEMENT	FEB 2026 - CELL / MILEAGE	1.16	
80065379	3/31/2026	FORT WORTH CONVENTION & VISITORS BUREAU			1,296.44
		TRAVEL AND TRAINING	TEAM TEXAS RCMA BOOTH EXPENSES/FEB 2026	1,296.44	
80065380	3/31/2026	GALLAGHER, BREANNA DAWN			75.00
		COMMUNICATIONS	FEB 2026 - CELL	75.00	
80065381	3/31/2026	GAST, MAURA			400.14
		MILEAGE REIMBURSEMENT	OCT 2025 - MILEAGE	122.50	
		MILEAGE REIMBURSEMENT	NOV 2025 - MILEAGE / MISC	91.00	
		LOCAL PROGRAMS-PROMOTIONS	NOV 2025 - MILEAGE / MISC	66.94	
		MILEAGE REIMBURSEMENT	DEC 2025 - MILEAGE	119.70	
80065382	3/31/2026	GOODGAME, STEPHEN			300.00
		PROFESSIONAL SERVICES	PROPOSAL ROMANCE CAMPAIGN - PHOTOGRAPHY	300.00	
80065383	3/31/2026	GROVES, DONNA			75.00
		COMMUNICATIONS	FEB 2026 - CELL	75.00	
80065384	3/31/2026	HANS JOHNSEN COMPANY			1,010.00
		BUSINESS DEV INCENTIVE PROG	HANS JOHNSEN WORKSHOP/MAR 2026	1,010.00	
80065385	3/31/2026	HCD DALLAS CORPORATION			1,835.00
		BUSINESS DEV INCENTIVE PROG	SIMPLICITY GROUP HOLDINGS/MAR 2026	1,835.00	
80065386	3/31/2026	HILTI, INC.			13,930.00
		BUSINESS DEV INCENTIVE PROG	ANNUAL SALES MTG/JAN 2026	13,930.00	
80065387	3/31/2026	HOPKINS, CHERYL			150.00
		COMMUNICATIONS	MAR 2026 - CELL	75.00	
		COMMUNICATIONS	FEB 2026 - CELL	75.00	
80065388	3/31/2026	INFINITY COMMUNICATION GROUP, LLC			1,008.00
		BUSINESS DEV INCENTIVE PROG	5G CONGRESS/FEB 2026	1,008.00	
80065389	3/31/2026	KIMBERLY CORREA			1,500.00
		PROFESSIONAL SERVICES	PROPOSAL ROMANCE CAMPAIGN - PHOTOGRAPHY	1,500.00	
80065390	3/31/2026	LAUDA, MARIANNE			150.00
		COMMUNICATIONS	JAN 2026 - CELL	75.00	
		COMMUNICATIONS	FEB 2026 - CELL	75.00	
80065391	3/31/2026	LEVINE, KATHY			65.44
		COMMUNICATIONS	FEB 2026 - CELL	65.44	



Irving Convention and Visitors Bureau

Check Register

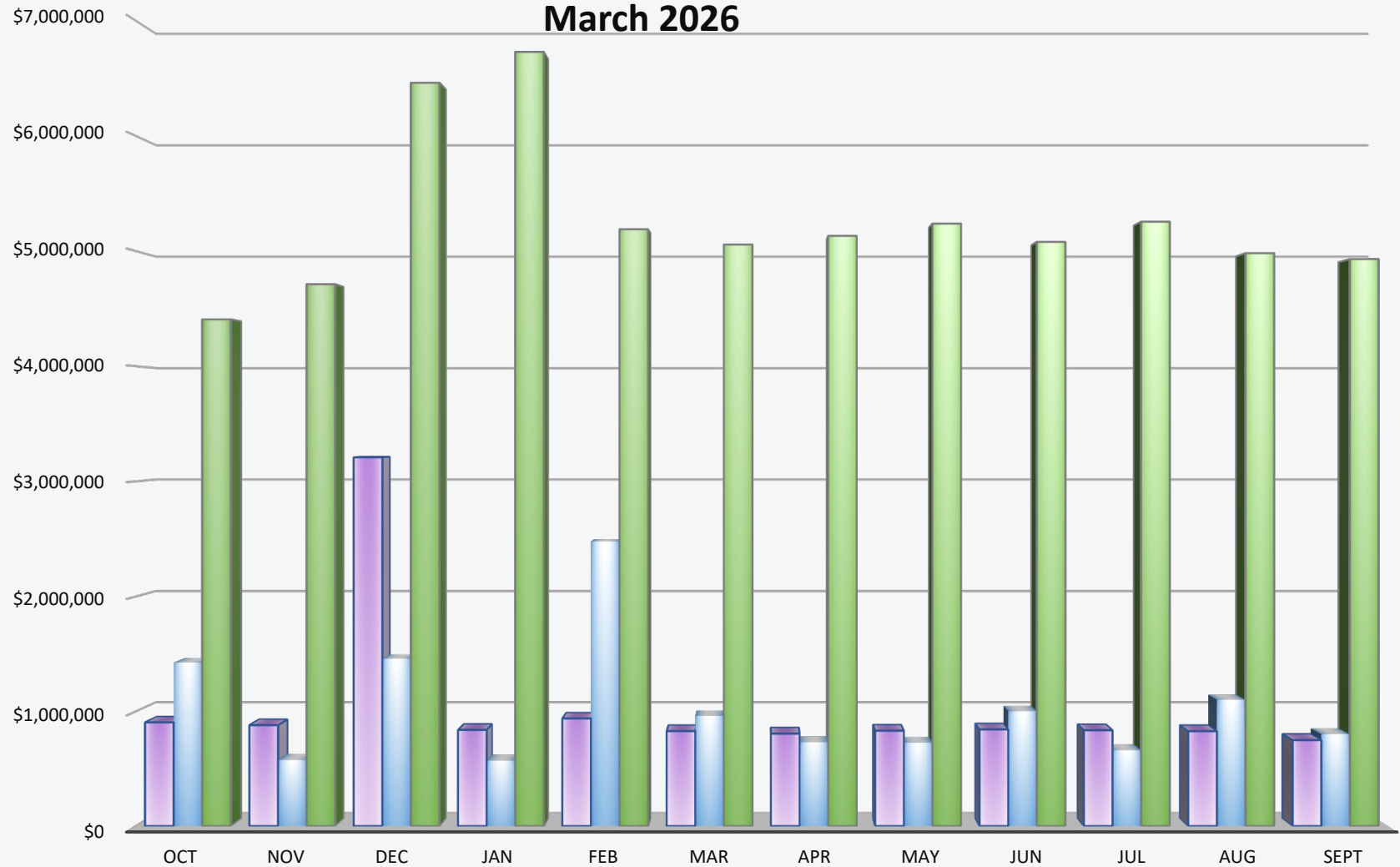
March 2026

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065392	3/31/2026	LOPEZ, BRENDA COMMUNICATIONS	FEB 2026 - CELL	75.00	75.00
80065393	3/31/2026	MANSELL, LORI COMMUNICATIONS	FEB 2026 - CELL	75.00	75.00
80065394	3/31/2026	MANSOUR, KAYLA COMMUNICATIONS	FEB 2026 - CELL / MILEAGE / MISC	75.00	161.90
		MILEAGE REIMBURSEMENT	FEB 2026 - CELL / MILEAGE / MISC	2.90	
		LOCAL PROGRAMS-PROMOTIONS	FEB 2026 - CELL / MILEAGE / MISC	84.00	
80065395	3/31/2026	MEETING PROFESSIONALS INTERNATIONAL MEDIA ADVERTISING	ADVERTISING	3,200.00	3,200.00
80065396	3/31/2026	PACIFIC DENTAL SERVICES, LLC BUSINESS DEV INCENTIVE PROG	HEALTH BUSINESS OPERATIONS MTG/JAN 2026	556.00	868.00
		BUSINESS DEV INCENTIVE PROG	ICE/FEB 2026	312.00	
80065397	3/31/2026	PANADE II, LTD BUSINESS DEV INCENTIVE PROG	MARRIAGE ENCOUNTERS/MAR 2026	210.00	210.00
80065398	3/31/2026	PROVIDENT RESOURCES GROUP, INC BUSINESS DEV INCENTIVE PROG	RYAN AFM/FEB 2026	916.00	916.00
80065399	3/31/2026	ROSE, SUSAN COMMUNICATIONS	FEB 2026 - CELL / MILEAGE	75.00	80.95
		MILEAGE REIMBURSEMENT	FEB 2026 - CELL / MILEAGE	5.95	
80065400	3/31/2026	SOTO, MONICA COMMUNICATIONS	FEB 2026 - CELL / MILEAGE	41.00	63.62
		MILEAGE REIMBURSEMENT	FEB 2026 - CELL / MILEAGE	22.62	
80065401	3/31/2026	THE RITZ-CARLTON HOTEL COMPANY, L.L.C. BUSINESS DEV INCENTIVE PROG	CONSERO GENERAL COUNSEL/MAR 2026	1,765.00	10,255.00
		BUSINESS DEV INCENTIVE PROG	CONSERO TALENT ACQ-HR TECH/MAR 2026	1,740.00	
		BUSINESS DEV INCENTIVE PROG	THE HEALTH MGMT CFO FORUM/MAR 2025	2,520.00	
		BUSINESS DEV INCENTIVE PROG	ELAM MINISTRIES/MAR 2026	1,360.00	
		BUSINESS DEV INCENTIVE PROG	ELAM MINISTRIES/FEB 2026	330.00	
		BUSINESS DEV INCENTIVE PROG	JOHN DEERE CEO SUMMIT/FEB 2026	2,540.00	
80065402	3/31/2026	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES	LODGING MARKET ANALYSIS	12,000.00	12,000.00
80065403	3/31/2026	WHITE, MONTY COMMUNICATIONS	FEB 2026 - CELL	75.00	75.00
Total Number of Invoices			128	722,970.60	
Total Number of Checks			90		722,970.60

Irving Convention and Visitors Bureau

FY26 Cash Flow

March 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	\$827,293	\$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	\$959,796	\$730,000	\$725,000	\$1,000,000	\$660,000	\$1,100,000	\$800,000
ENDING CASH	\$4,406,758	\$4,711,636	\$6,461,474	\$6,729,710	\$5,188,805	\$5,056,302	\$5,131,770	\$5,237,756	\$5,079,502	\$5,254,472	\$4,981,425	\$4,930,288

IRVING CONVENTION AND VISITORS BUREAU

FUND BALANCES

MARCH 2026



General

GOAL: \$2,000,000
CURRENT: \$5,056,302



Reserve

GOAL: \$5,000,000
CURRENT: \$6,172,420



Technology

GOAL: \$1,000,000
CURRENT: \$562,082



ICC CIP

GOAL: \$3,000,000
CURRENT: \$5,682,683

A golfer in a light blue polo shirt, khaki shorts, a dark cap, and dark sneakers is captured in the middle of a golf swing on a green. A golf club is behind his head, and a golf ball sits on the grass near his feet. In the background, there is a large clubhouse with many windows and a stone wall. The entire image has a warm, golden-yellow tint.

ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
January 2026

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

LUXURY & FULL SERVICE		OCT 2025	NOV 2025	DEC 2025	JAN 2026
1	Atrium Hotel and Suites DFW Airport	14,484.61	12,551.54	16,720.18	16,945.08
2	Dallas Marriott Hotel Las Colinas	61,406.87	51,082.88	36,969.93	45,136.88
3	DFW Airport Marriott	64,697.81	51,920.64	41,848.36	55,956.90
4	<i>Doubletree DFW Airport North</i>	<i>17,092.10</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	16,716.10
6	Embassy Suites Dallas Las Colinas	23,186.65	20,989.07	18,375.17	17,493.26
7	Hilton Garden Inn DFW Airport South	14,636.66	10,690.37	8,519.62	12,753.06
8	Hilton Garden Inn Las Colinas	16,777.27	12,991.52	10,106.65	12,979.02
9	Holiday Inn Irving Las Colinas	11,634.69	7,876.69	6,578.66	7,828.16
10	Hotel Indigo Las Colinas	17,570.53	12,601.37	9,944.88	12,734.00
11	NYLO Las Colinas Tapestry Collection	22,901.97	17,412.63	16,993.36	15,842.55
12	Omni Las Colinas Hotel	76,471.23	63,325.09	43,185.46	44,366.76
13	Sandman Signature Las Colinas Hotel & Suites	11,306.47	11,944.62	11,372.47	8,285.87
14	<i>Sheraton DFW Airport Hotel</i>	<i>22,008.90</i>	<i>24,488.56</i>	<i>12,967.49</i>	<i>0.00</i>
15	Texican Court	21,543.54	16,201.77	13,133.21	17,417.74
16	The Ritz-Carlton Dallas, Las Colinas	122,861.42	99,077.05	75,473.97	73,420.30
17	Westin DFW Airport	56,115.31	43,095.26	37,535.64	55,038.86
18	Wyndham DFW Airport Hotel	13,553.72	11,222.49	8,500.99	12,918.93
TOTAL LUXURY & FULL SERVICE		603,004.91	481,266.07	379,901.07	425,833.47
19	Westin Irving Convention Center Las Colinas	58,175.23	49,103.56	43,419.34	48,360.77

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.

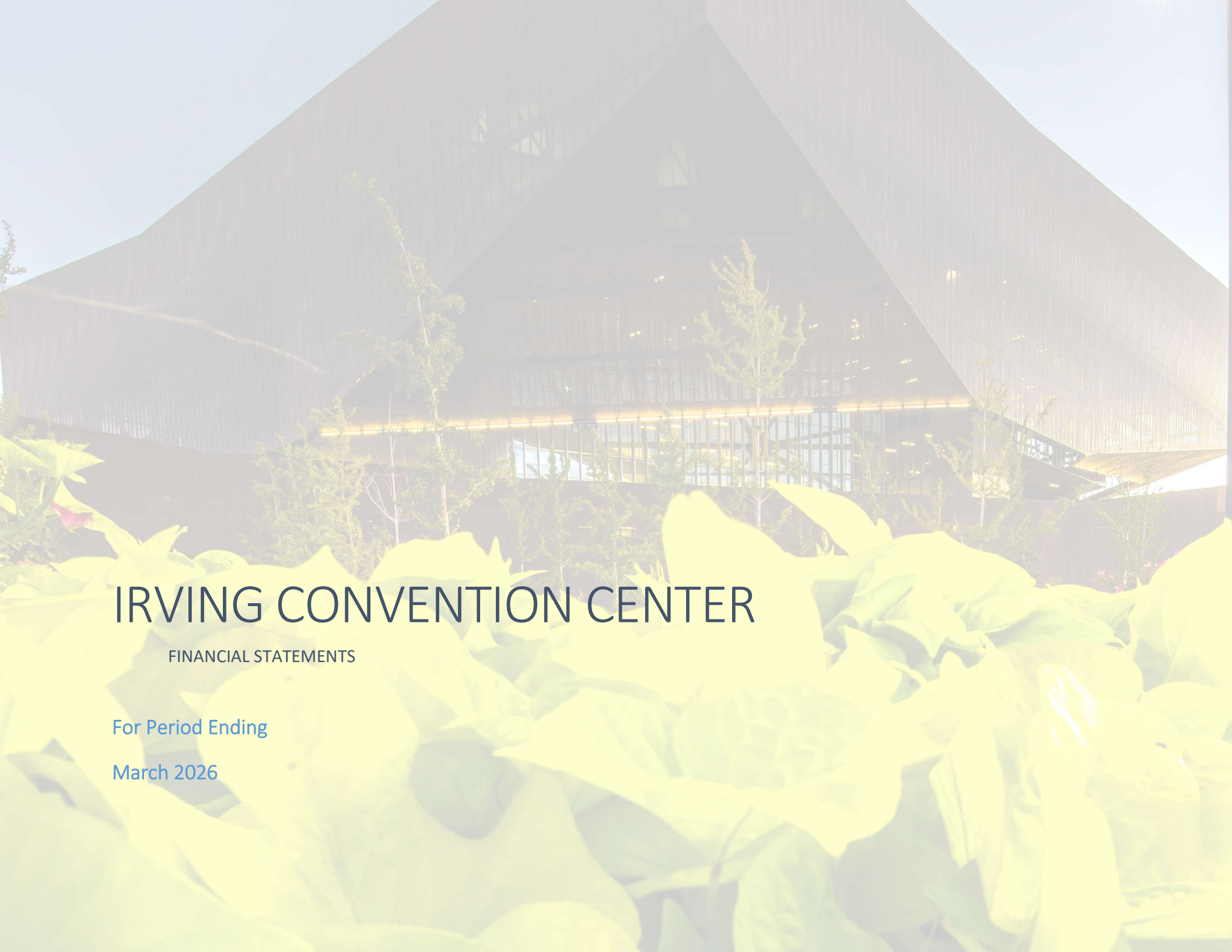
ALL SUITE / EXTENDED STAY		OCT 2025	NOV 2025	DEC 2025	JAN 2026
1	Best Western Plus DFW Airport Suites North	4,827.35	4,138.48	3,181.88	4,122.97
2	Candlewood Suites DFW Airport North	6,256.20	4,660.53	4,222.42	4,652.17
3	Comfort Suites DFW Airport North	3,802.10	2,950.09	3,409.71	3,983.01
4	Element Dallas Las Colinas	16,447.05	15,017.32	13,549.25	15,729.49
5	Extended Stay Deluxe Green Park	2,166.29	1,723.88	1,844.62	1,706.88
6	Extended Stay Deluxe Las Colinas	861.03	611.38	655.51	927.70
7	Extended Stay Dallas DFW Airport North	1,987.22	1,419.01	1,269.41	2,126.30
8	Hawthorn Suites Irving DFW Airport South	1,689.35	1,586.11	1,574.35	1,702.51
9	Holiday Inn Express Hotel & Suites DFW Airport North	13,760.68	12,194.14	11,882.86	12,420.26
10	Holiday Inn Express Hotel & Suites DFW Airport South	9,089.02	7,398.19	6,561.42	8,833.01
11	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,545.33	6,787.95	5,733.14	6,116.28
12	Home Towne Studios Dallas Irving	1,419.87	836.48	1,010.92	1,888.16
13	Homewood Suites DFW Airport North	8,735.42	7,173.02	5,998.79	7,081.12
14	Homewood Suites Las Colinas	10,442.21	8,196.81	6,883.28	7,127.48
15	Hyatt House Dallas Las Colinas	7,760.11	6,525.00	4,504.69	5,337.96
16	Hyatt Place Dallas Las Colinas	10,249.96	7,810.06	5,945.42	7,086.02
17	Quality Suites Las Colinas	1,335.34	815.38	653.60	1,596.28
18	Residence Inn Dallas DFW Airport North Irving	6,454.10	5,488.91	4,752.86	6,061.89
19	Residence Inn Dallas DFW Airport South Irving	10,668.38	9,250.07	7,569.72	13,063.21
20	Residence Inn Dallas Las Colinas	10,238.56	9,244.85	7,827.79	8,873.89
21	Soka Suites Dallas Las Colinas	10,713.57	10,103.50	8,710.43	0.00
22	Sonesta Simply Suites Dallas Las Colinas	2,198.86	2,352.35	2,200.43	2,070.65
23	Springhill Suites Dallas DFW Airport East Las Colinas	11,074.88	8,989.27	6,839.57	8,285.11
24	Staybridge Suites Dallas Las Colinas	5,424.03	2,908.54	4,003.65	4,039.73
25	Staybridge Suites DFW Airport North	6,777.28	4,855.59	3,903.30	4,342.67
26	TownePlace Suites Dallas DFW Airport North Irving	9,951.79	8,743.01	7,125.42	9,361.58
27	TownePlace Suites Dallas Las Colinas	7,049.62	5,374.40	3,704.13	3,883.25
28	Woodspring Suites Signature	1,664.24	901.01	1,226.59	1,268.75
TOTAL ALL SUITE / EXTENDED STAY		192,589.84	158,055.33	136,745.16	153,688.33

BUDGET SERVICE		OCT 2025	NOV 2025	DEC 2025	JAN 2026
1	Arya Inn & Suites	735.04	780.35	824.74	823.55
2	Budget Inn & Suites	39.25	72.73	8.80	10.66
3	<i>Budget Suites of America Las Colinas</i>	522.54	760.82	332.02	0.00
4	Clarion Inn & Suites	2,388.96	4,386.89	2,048.09	2,472.28
5	Comfort Inn & Suites Irving Las Colinas DFW	4,874.88	4,001.98	3,485.59	3,726.79
6	Days Inn	4,061.16	3,346.77	3,254.17	3,245.29
7	Days Inn DFW Airport North	2,028.25	1,334.75	1,872.51	1,760.13
8	Delux Inn	810.45	738.56	942.35	1,053.43
9	Delux Suites Motel	61.34	47.45	70.18	127.26
10	<i>Extended Stay America Dallas Las Colinas</i>	0.00	0.00	0.00	0.00
11	Gateway Inn	327.01	375.35	348.21	328.26
12	Magnuson Extended Stay & Suites Airport Hotel	799.07	659.55	615.77	1,012.05
13	Motel 6 Dallas DFW South	1,783.21	1,594.77	1,571.33	1,317.29
14	Motel 6 Dallas Irving	2,839.55	2,503.15	2,680.28	2,580.89
15	Motel 6 DFW North	3,811.46	3,794.69	4,430.03	4,558.48
16	Motel 6/Budget Inn Irving Loop 12	1,000.18	899.23	760.92	875.42
17	OYO Hotel DFW Airport South	2,115.77	1,576.66	1,446.48	1,664.77
18	Quality Inn & Suites DFW Airport	5,625.64	4,721.31	4,669.95	4,993.37
19	Quality Inn & Suites DFW Airport South	3,425.28	2,918.24	3,431.66	3,762.05
20	Red Roof Inn & Suites Irving DFW South	2,955.05	3,004.28	2,156.82	2,787.87
21	<i>Red Roof Inn Dallas DFW Airport North</i>	3,968.31	3,163.13	3,577.72	0.00
22	Studio 6 / Motel 6 DFW Airport East	3,005.35	2,905.62	2,890.57	2,595.96
23	<i>Studio 6 DFW Airport North</i>	1,580.54	1,583.97	1,340.32	0.00
24	Super 8 Hotel DFW South	2,267.33	1,893.19	1,995.69	2,172.74
25	Super 8 Motel DFW North	2,564.96	2,475.85	2,377.06	2,258.45
26	The Crossroads Hotel & Suites	844.15	883.66	797.05	934.81
TOTAL BUDGET SERVICE		54,434.73	50,422.95	47,928.31	45,061.80

LIMITED SERVICE		OCT 2025	NOV 2025	DEC 2025	JAN 2026
1	aLoft DFW Airport North	12,273.01	9,624.57	9,391.42	10,303.62
2	aLoft Las Colinas	15,111.03	11,942.79	9,082.19	10,648.39
3	<i>Best Western Plus Las Colinas Inn & Suites</i>	472.26	1,109.89	0.00	436.37
4	Country Inn & Suites DFW Airport South	3,221.90	2,892.55	2,401.67	2,843.82
5	Courtyard Dallas DFW Airport North Irving	15,495.70	13,422.71	10,509.69	12,638.66
6	Courtyard Dallas DFW Airport South Irving	11,448.31	8,796.87	7,583.62	11,569.53
7	Courtyard Dallas Las Colinas	13,122.90	9,624.88	6,761.80	10,583.79
8	Element DFW Airport North	11,953.02	8,989.13	7,323.90	9,068.92
9	Fairfield Inn & Suites Dallas DFW Airport South Irving	8,436.23	8,335.43	7,955.34	9,372.44
10	Fairfield Inn Dallas DFW Airport North Irving	9,870.08	7,667.65	7,186.77	9,255.95
11	Hampton Inn and Suites DFW Airport	N/A	N/A	968.25	7,269.28
12	<i>Hampton Inn and Suites Irving</i>	8,055.25	6,910.97	5,402.61	0.00
13	Hampton Inn Dallas Irving Las Colinas	9,413.25	7,623.52	7,876.33	8,153.29
14	Home2 Suites DFW Airport North	14,863.38	12,025.37	11,120.76	12,520.11
15	Home2 Suites DFW Airport South Irving	3,087.68	7,466.99	6,008.12	7,090.43
16	<i>La Quinta Inn & Suites DFW Airport North</i>	7,752.73	0.00	0.00	0.00
17	La Quinta Inn & Suites DFW Airport South	7,878.38	7,032.95	5,685.64	5,931.09
18	La Quinta Inn Hotel & Suites Las Colinas	4,859.97	4,246.91	3,326.47	3,965.84
19	TRU DFW Airport South	5,301.38	4,809.22	4,776.68	6,428.66
20	Wingate Inn DFW Airport North	4,561.51	3,717.85	3,685.51	4,165.78
TOTAL LIMITED SERVICE		167,177.97	136,240.25	117,046.77	142,245.97

TOTAL SHORT TERM RENTALS		20,104.63	23,280.18	26,213.02	24,850.38
Number of locations		30	36	35	36

SUMMARY	OCT 2025	NOV 2025	DEC 2025	JAN 2026
ACTUAL GRAND TOTAL	1,037,312.08	849,264.78	707,834.33	791,679.95
BUDGET	892,889.00	957,558.00	864,714.00	856,698.00
DIFFERENCE	144,423.08 16.2%	(108,293.22) -11.3%	(156,879.67) -18.1%	(65,018.05) -7.6%
CUMULATIVE YEAR TO DATE				
ACTUAL	1,037,312.08	1,886,576.86	2,594,411.19	3,386,091.14
BUDGET	892,889.00	1,850,447.00	2,715,161.00	3,571,859.00
DIFFERENCE	144,423.08 16.2%	36,129.86 2.0%	(120,749.81) -4.4%	(185,767.86) -5.2%
COLLECTED PRIOR YEAR	974,641.00	774,977.21	622,110.90	773,610.13

The background of the entire page is a photograph of the Irving Convention Center, a large building with a dark, angular, and textured facade. The building is partially obscured by a semi-transparent yellow-green overlay that features large, detailed images of green leaves and small trees in the foreground. The text is overlaid on this semi-transparent area.

IRVING CONVENTION CENTER

FINANCIAL STATEMENTS

For Period Ending

March 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	288,450	205,750	245,250	158,050	169,000	294,250	165,375	2,468,337
Service Income	178,379	140,907	46,367	165,954	159,875	116,467	58,840	103,445	55,810	44,550	49,140	62,180	1,181,913
Service Expenses	(262,359)	(195,512)	(145,685)	(284,353)	(263,880)	(219,688)	(154,761)	(177,975)	(138,945)	(92,350)	(148,290)	(140,995)	(2,224,794)
Total Direct Event Income	276,695	103,382	(16,318)	67,901	50,245	185,229	109,829	170,720	74,915	121,200	195,100	86,560	1,425,456
Ancillary Income													
F & B Concessions	25,581	25,061	5,165	75,478	65,924	25,140	16,000	44,650	16,650	12,400	28,905	10,100	351,054
F & B Catering	269,448	236,089	155,909	908,362	736,623	286,870	269,313	363,907	204,197	88,568	158,825	612,253	4,290,363
Parking: Self Parking	76,813	44,351	19,276	40,793	98,265	49,285	40,490	35,465	17,630	22,140	26,650	31,980	503,138
Electrical Services	34,725	16,385	12,405	13,350	23,215	25,038	31,275	16,475	6,200	7,630	7,150	31,000	224,848
Audio Visual	0	(0)	(0)	0	0	(251)	-	-	-	-	-	-	(250)
Internet Services	4,831	9,009	6,371	851	11,857	2,417	5,300	16,800	3,850	300	305	7,050	68,942
Total Ancillary Income	411,398	330,895	199,126	1,038,834	935,884	388,499	362,378	477,297	248,527	131,038	221,835	692,383	5,438,094
Total Event Income	688,093	434,277	182,808	1,106,735	986,129	573,728	472,207	648,017	323,442	252,238	416,935	778,943	6,863,551
Other Operating Income	141,474	126,535	53,765	88,816	136,840	89,233	111,183	111,183	111,183	111,183	111,183	110,966	1,303,545
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	1,012,961	583,390	759,200	783,375	363,421	528,118	1,238,159	9,562,095
Operating Expenses													
Employee Salaries and Wages	322,611	281,868	339,571	303,967	281,852	311,785	316,142	316,142	318,767	316,142	316,142	324,250	3,749,239
Benefits	76,384	73,833	77,829	78,961	68,309	69,879	72,449	72,449	72,449	72,449	72,449	73,711	881,150
Less: Event Labor Allocations	(61,725)	(44,381)	(36,185)	(63,090)	(61,555)	(56,957)	(52,083)	(52,083)	(52,083)	(52,083)	(52,083)	(42,977)	(627,285)
Net Employee Wages and Benefits	337,270	311,320	381,215	319,838	288,606	324,707	336,508	336,508	339,133	336,508	336,508	354,984	4,003,103
Contracted Services	89,806	86,547	90,103	90,119	86,986	90,845	89,928	89,928	90,278	89,928	89,928	95,051	1,079,447
General and Administrative	79,394	76,962	63,532	67,233	75,426	57,243	90,317	81,102	91,042	74,952	80,252	230,468	1,067,923
Operations	36,412	29,115	29,118	40,041	55,572	42,170	51,055	51,055	51,055	51,055	51,055	51,376	539,079
Repair & Maintenance	66,547	50,449	48,917	50,981	50,573	53,600	65,143	68,643	65,143	65,143	65,143	64,952	715,234
Supplies	22,481	5,361	9,760	1,059	9,328	5,832	10,453	10,453	10,453	10,453	10,453	9,939	116,026
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	54,940	91,583	99,083	97,083	99,583	90,583	95,833	919,093
Other	1,334	2,729	5,112	784	2,814	1,510	417	417	417	417	417	417	16,785
Legends Global Management Fees	50,677	48,650	41,320	98,302	91,174	53,279	61,099	65,595	54,436	30,431	88,603	69,190	752,756
Total Operating Expenses	763,635	695,192	746,614	748,601	747,448	707,894	820,271	826,552	822,808	784,678	836,710	1,001,038	9,501,441
Net Income (Loss) From Operations	65,932	(134,380)	(162,041)	446,950	375,521	305,067	(236,881)	(67,352)	(39,433)	(421,257)	(308,592)	237,121	60,653

Irving Convention Center
Financial Statement Monthly & YTD Highlights
For the Month Ending March 31, 2026

	Current Month	PY Current Month	YTD Actual	Prior YTD Actual
Attendance	20,680	29,741	114,333	115,747
Events	15	16	87	91
Event Days	38	37	203	204
Direct Event Income	185,229	187,166	667,136	489,238
Ancillary Income	388,499	477,343	3,304,626	3,116,834
Total Event Income	573,728	664,509	3,971,762	3,606,072
Other Operating Income	89,233	123,710	636,660	693,639
Adjusted Gross Income	662,961	788,219	4,608,422	4,299,711
Indirect Expenses	(707,894)	(719,473)	(4,409,376)	(4,484,313)
Net Income (Loss) From Operations	<u>(44,933)</u>	<u>68,746</u>	<u>199,046</u>	<u>(184,602)</u>

Irving Convention Center
Balance Sheet
March 31, 2026

ASSETS

Current Assets

Cash	\$	2,604,760
Accounts Receivable		2,053,153
Prepaid Assets		327,062
Inventory		96,132

Total Current Assets 5,081,107

Total Assets \$ **5,081,107**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	1,462,213
Accrued Expenses		181,911
Deferred Income		0
Advance Deposits		2,539,938
Other Current Liabilities		0

Total Current Liabilities 4,184,062

Long-Term Liabilities

Long Term Liabilites		0
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Total Long-Term Liabilities 0

Total Liabilities 4,184,062

Equity

Net Funds Received		16,420,552
Retained Earnings		(15,722,552)
Net Income (Loss)		199,045

Total Equity 897,045

Total Liabilities & Equity \$ **5,081,107**

Irving Convention Center
Income Statement
For the Six Months Ending March 31, 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	288,450	291,350	(2,900)	1,230,662	1,229,675	987	1,061,200
Service Revenue	116,467	53,460	63,007	807,945	368,660	439,285	630,398
Service Expenses	(219,688)	(141,975)	(77,713)	(1,371,471)	(857,480)	(513,991)	(1,202,360)
Total Direct Event In	185,229	202,835	(17,606)	667,136	740,855	(73,719)	489,238
F & B Concessions	25,140	26,000	(860)	222,347	160,474	61,873	167,881
F & B Catering	286,870	193,955	92,915	2,593,292	1,399,213	1,194,079	2,449,398
Parking	49,285	33,620	15,665	328,784	188,600	140,184	343,180
Electrical Services	25,038	36,900	(11,862)	125,118	89,900	35,218	125,740
Audio Visual	(251)	0	(251)	(251)	0	(251)	(3,557)
Internet Services	2,417	3,350	(933)	35,336	46,000	(10,664)	34,192
Total Ancillary Inco	388,499	293,825	94,674	3,304,626	1,884,187	1,420,439	3,116,834
Total Event Income	573,728	496,660	77,068	3,971,762	2,625,042	1,346,720	3,606,072
OTHER OPERATING INCOME							
Other Income	89,233	121,183	(31,950)	636,660	727,098	(90,438)	693,639
Total Other Operatin	89,233	121,183	(31,950)	636,660	727,098	(90,438)	693,639
Adjusted Gross Inco	662,961	617,843	45,118	4,608,422	3,352,140	1,256,282	4,299,711
INDIRECT EXPENSES							
Salaries & Wages	311,785	317,101	5,316	1,841,654	1,892,106	50,452	1,791,074
Payroll Taxes & Ben	69,879	75,206	5,327	445,191	451,236	6,045	426,331
Labor Allocations to	(56,957)	(52,083)	4,874	(323,895)	(312,498)	11,397	(364,426)
Net Salaries and Ben	324,707	340,224	15,517	1,962,950	2,030,844	67,894	1,852,979
Contracted Services	90,845	89,142	(1,703)	534,410	533,452	(958)	528,787
General and Adminis	57,243	71,257	14,014	419,781	350,573	(69,208)	489,654
Operating	42,170	30,710	(11,460)	232,433	190,400	(42,033)	230,593
Repairs & Maintenan	53,600	60,560	6,960	321,064	363,360	42,296	506,748
Operational Supplies	5,832	10,453	4,621	53,819	63,268	9,449	86,896
Insurance	23,768	20,000	(3,768)	141,888	125,060	(16,828)	86,018
Utilities	54,940	51,416	(3,524)	345,344	309,846	(35,498)	325,322
Other	1,510	417	(1,093)	14,285	2,502	(11,783)	8,256
Legends Global Man	53,279	37,052	(16,227)	383,402	304,727	(78,675)	369,060
Total Indirect Expens	707,894	711,231	3,337	4,409,376	4,274,032	(135,344)	4,484,313
Net Income (Loss)	(44,933)	(93,388)	48,455	199,046	(921,892)	1,120,938	(184,602)

March 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Negotiation Mastery Summit 2026 Definite			Brown and Brown Definite	North Texas Teen Book Festival Definite		
KAR Productions Dance ... Definite	The Inflatable Road Show 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 Definite			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				
				Cheryl's Work Celebration Definite		
29	30	31	1	2	3	
Convergence AI 2026 Definite			7x24 Exchange Lone Sta... Definite			
Drycleaning and Laundr... Definite	Design 2 Part Tradeshow Definite					

COMMUNITY ENGAGEMENT COMMITTEE

**HIGH SPIRITED CITIZEN NOMINATIONS AND
RECOMMENDATIONS**

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD
NOMINEE BIOGRAPHY**

Name: Ann T. Gibson
Address: 2110 Texas Ash Dr.
City: Irving **State:** TX **Zip:** 75063
Phone: 214-794-2714 **Email:** anntgib@aol.com

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
Irving Charter Review Comm.	Committee successfully revised charter voted on 1998	1995
Voting Election Clerk	Checked in voters - matching ID's to voter rolls	2008-2012
Trinity TX Chapter, The Links, Inc.	Mentored girls in DFW schools on Stem Program	2008-2023
Ben Washington Baptist Church	Church Accountant, currently Finance Chair	2018-2026
Ben Washington Baptist Church	Pres.Women's Ministry - Started Girls to Women Program & Mission Head	2009-2026
Good Sheppard Lutheran Church	Many Helping Hands - Feeding the Homeless	2019-present
Hackberry Creek Homeowners Assoc.	Served as Committee Member	2000's

Please list nominee's honors and awards as a volunteer:

- Selected as Ben Washington 's Senior Saint of the year twice - once along with spouse
- Trinity Links Recognition - The Links, Incorp is an international not-for-profit corp
- Florida A & M University Centennial Presidents' Club
- Jack & Jill of America, Associates - Life Member
-

Additional information:

- BA, Economics, Florida A & M Univ, MBA, Accounting, Florida State Univ, CPA (40+ yrs)
- Taught Accounting at North Lake College, Florida State Univ. & Community College in VA
- Taught Etiquette class at Cimarron Recreation Center & other local schools
- Taught Youth Sunday School (4 years)

Number of years nominee has resided in Irving: 35
Nominated by: Carol Huntley Little Date: January 28, 2026
Email: Little822@aol.com Phone: 469-774-9092
Return to: Irving Convention and Visitors Bureau
c/o Monty White
500 W. Las Colinas Blvd.
Irving, TX 75039
mwhite@irvingtexas.com

Nominators are encouraged to be as thorough as possible. If there is additional information you would like to submit for consideration that doesn't fit within the form above, please attach additional page(s) with this form.

**CITY OF IRVING/IRVING CONVENTION & VISITORS BUREAU HIGH SPIRITED CITIZEN AWARD
NOMINEE BIOGRAPHY**

Name: Bruce Miller
Address: 8910 Lakewood
City: Irving **State:** TX **Zip:** 75063
Phone: 214.676.8370 **Email:** bemiller1575@gmail.com

Please list nominee's civic affiliations in Irving. In addition, list major **volunteer** accomplishments within these affiliations and date(s) of activity. Do not include any paid positions as the award recognizes an individual's volunteer accomplishments.

CIVIC AFFILIATION	VOLUNTEER ACCOMPLISHMENTS	DATE(S)
Valley Ranch HOA	Appointed to the Master Board	May 2020
	Served as Secretary	2022 - 2023
IFCD III	VRA Board Liaison	2020
Other HOAs	Woodland Hills HOA in Texas	
	His own HOA in Naples, FL	

Please list nominee's honors and awards as a volunteer:

- Will assist any friend or colleague confidentially regarding legal issues
- Recently came out of retirement to assist Judge Alexander C Van Hook as law clerk in
- Louisiana Federal Court
-
-

Additional information:

- IFCD III (Chris Cavalry & Dallas Burke) says he is a valuable source of communications
- and information.
- VRA (Marty Whitaker) has used his legal knowledge, negotiation skills, business and budget
- expertise to improve Valley Ranch operations, strategic design, web site and more

Number of years nominee has resided in Irving: 25
Nominated by: Debbi Haacke **Date:** 8 April 2026
Email: dh@dhaacke.com **Phone:** 972.402.0002
Return to: Irving Convention and Visitors Bureau
c/o Monty White
500 W. Las Colinas Blvd.
Irving, TX 75039
mwhite@irvingtexas.com

Nominators are encouraged to be as thorough as possible. If there is additional information you would like to submit for consideration that doesn't fit within the form above, please attach additional page(s) with this form.

Benedict Parks

Civic Affiliation	Volunteer Accomplishments	Dates
Treasurer	Irving Heritage Society	Years
Board Member	Firefighters Commission	Just started
Board Member	Irving Democratic Club	Years
Supporter	Irving League of Women Voters	Years
Member/Resident	South Irving Task Force	Years
President	Irving Democrats	
Breakfast Attendee	Saturday Morning Breakfast Club @ Good Day Cafe	

Honors and Awards as a Volunteer

- His mother, Eileen Parks, can provide records of awards and contributions made to the City of Irving while he was in school.
- Known for his knowledge of historical facts and civic involvement.
- Recognized for his compassion, quiet leadership, and insightful perspective.

Additional Information

- Aside from his full-time job at Dallas County, Benedict makes time to help neighbors and friends throughout Irving.
- Graduate of MacArthur High School.
- Dedicated to serving others and using his financial and oversight talents for the good of the community.

Years Resided in Irving: Lifelong Resident

Nominated by: Annette French



BOARD REPORTS

BOARD CHAIR,
BOARD COMMITTEES,
CITY OF IRVING



page **2**

Irving Arts and Culture blasts off to outer space with an exhibit and historical spotlight. Don't miss the exhibits and upcoming shows.



page **5**

Irving voters can cast a ballot for the City Council General Election on May 2.
Información en español en la página 5.
Thông tin bằng tiếng Việt ở trang 5.



page **6**

Irving continues to invest in the city's ongoing infrastructure initiatives with intersection road improvements and Fire Station No. 8 construction.

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LIVE MUSIC IN THE HEART OF DOWNTOWN IRVING!

Bring a lawn chair and blanket every Friday in April. Come early to eat dinner at a restaurant downtown or visit a food truck on-site.

HERITAGE PARK | 217 S. MAIN ST.

FREE ADMISSION

IRVING MUSIC on MAIN

FRIDAY NIGHTS IN APRIL AT 7 P.M.

APRIL 3 Amanda Kate Ferris Country	APRIL 10 Watusi Reggae	APRIL 17 Conjunto Baraja De Oro Tejano	APRIL 24 Tom Braxton Jazz
---	-------------------------------------	---	--

IRVING TEXAS **IRVINGEVENTS.ORG** HERITAGE DISTRICT

Irving City Council Rescinds DART Withdrawal Election

During its Feb. 26 Regular Meeting, the Irving City Council voted 7-2 to rescind (cancel) the May 2 special election that would have asked voters whether to continue participation in Dallas Area Rapid Transit (DART).

Additionally, Council voted unanimously to approve an Interlocal Agreement between DART and City of Irving for General Mobility Program (GMP) funds, which would return an estimated \$54,488,117 from DART to support transportation related projects across the community over the next six years.

"I'm thrilled with the progress we have made, but the real work is ahead of us as we continue to address transportation needs among the various entities," said Mayor Rick Stopfer. "Eventually, our communities are best served by developing a truly regional transportation system that connects all of North Texas."

Irving City Council initially called the special election considering DART participation on Nov. 6 after Irving and several other member cities raised concerns about DART's governance, financial structure and service levels. Since then, Irving officials have continued negotiations with DART, member cities and regional transportation partners to advocate for reforms on behalf of Irving residents and businesses.



"As a city, we want to ensure our residents who use DART receive public transportation services and facilities that are clean, safe, efficient, reliable and functional for all riders," said City Manager Chris Hillman.

The city will continue to work with DART to address service, governance and financial concerns, including the recent cancellation of bus routes 225 and 255.

To learn more about the city's partnership with DART, historical timeline and what led to this decision, visit IrvingTX.gov/Transit. For general questions about public transportation in Irving, email public-transit@irvingtx.gov. ■

FREE MULCH IN APRIL AT THE LANDFILL

Irving residents can pick up free mulch at the Hunter Ferrell Landfill during the month of April. Proof of residence is required; bring a driver's license or state ID card and water bill with a matching address.

Tuesdays, Wednesdays & Thursdays

8 a.m. to 4 p.m.

Saturdays

8 a.m. to noon

Hunter Ferrell Landfill – Weigh Station

110 E. Hunter Ferrell Road

Mulch is available in bulk, so transporting in a pickup truck bed works well. Otherwise, bring bags or containers to collect mulch. Staff will be on-site to assist if needed.

Call the Hunter Ferrell Landfill at (972) 721-7322 with any questions. ■



Your car window isn't a trash can. Instead, hang onto that trash or keep a small trash can or bag in your vehicle. Then toss it when you stop at a real trash can. Don't Trash Irving – keep our streets litter-free!

Giveaways

Win a FREE 'Don't Trash Irving' Mini Car Trash Can or Trash Grabber



@TheCityofIrving

Follow the City of Irving on Facebook or Instagram to be among the first to catch upcoming giveaways.

IrvingTX.gov/DontTrashIrving

FUSION

Celebrating Irving's Diversity

Saturday, April 25
Noon to 4 p.m.

Heritage Park | 217 S. Main St.

Celebrate the many cultures of Irving with music, dance & food.

IRVING TEXAS **IrvingEvents.org** HERITAGE DISTRICT



Parks and Recreation Activities

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **April 18 | Youth 3-on-3 Basketball Tournament**
noon to 3 p.m. | Grades 4-8 | IPAR Card
A fun basketball event designed for all skill levels.

Georgia Farrow Recreation Center

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

- **April 4 | Spring Clean Up Parking Lot Sale**
9 a.m. to 1 p.m. | All Ages | \$10 per 10x10 booth
Community vendor sale. Limited spaces. Reserve by phone or in person.

Heritage Senior Center

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

- **Thursdays & Fridays in April | Personal Training**
4 to 9 p.m. | Ages 18+ | \$15 per hour
One-on-one training with customized workouts. Registration required.
- **April 7 | Medicare Education Class**
6 to 8 p.m. | Ages 50+ | IPAR Card
Overview of Medicare options to support informed decisions. Register by April 6.

Lee Park Recreation Center

3000 Pamela Dr., (972) 721-2508

- **April 18 | 5th Annual Candy Lane Live**
10 a.m. to 2 p.m. | Ages 6+ | \$5 per person
Live-action board game experience with interactive challenges and prizes.



Lively Pointe Youth Center

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

- **April 1 | Egg Hunt & Family Fun**
4:30 to 6 p.m. | Teens
Egg hunt, outdoor games, prizes and cookout.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **April 11 | Pickleball Tournament**
10 a.m. | Ages 18+ | IPAR Card
Competitive tournament. Registration required.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **April 10 | Pottery Painting**
6 to 8:30 p.m. | All Ages | \$5 and up
Paint and personalize pottery. Registration required.

Swing into Spring at Irving Golf Club



Located off the West Fork of the Trinity River and overlooking the Dallas skyline, the Irving Golf Club at 2000 E. Shady Grove Road features:

- 18 Hole, Par 71 course
- The Hideout Bar & Grill and a golf shop
- Special Irving resident rates
- Renovated patio and new cart paths

Follow [@IrvingGolfClub](#) on Facebook or visit [IrvingGolfClub.org](#) for more information. ■



Library Programs and Activities



Discover with Me Series

LIBRARY PROGRAMS

- **April 1-30 | National Poetry Month**
All day | Library Teen Zones | Teens
Discover a poetry “tool kit” and pick up writing freebies at any location’s Teen Zone to create poetry with extra inspiration. While supplies last.
- **April 1-30 | Novel-ty Cooking**
All day | Library Teen Zones | Teens
Stop by any library location for this month’s recipe for pita bread. While supplies last.
- **April 1, 8, 15, 22, 29 | Discover with Me Series**
10:30 a.m. | South Irving Library | Ages 1-3 with caregivers
Each Wednesday in April, children and caregivers participate in unstructured play and have an opportunity to speak with a child development specialist about early literacy, health, nutrition and developmental milestones. Registration is required. Call (972) 721-2606 for information.
- **April 8 | Pollinator Gardens**
7 p.m. | Valley Ranch Library | Adults
Master Gardener Nancy Payne shares tips on designing and installing habitat landscapes to support native pollinators.



Pollinator Gardens

- **April 10 | Make-It-Yourself Tie-Dye**
4 p.m. | West Irving Library | Kids
At this outdoor program, create and decorate wearable tie-dyed items using provided supplies or personal items from home.
- **April 11 | Vintage Car Show**
2 p.m. | South Irving Library | Adults
View classic automobiles, learn basic vehicle maintenance and create a custom bumper sticker.



- **April 15 | MiY Zone: Ita Bag Making Workshop**
5 p.m. | Valley Ranch Library | Adults
Decorate an ita bag display designed to showcase a favorite character or fandom collection.
- **April 18 | Baby Day**
10 a.m. | All library locations | Caregivers and babies
This come-and-go event celebrates the first three years of life through activities supporting early childhood development and family engagement. Sponsored by the First3Years program.
- **April 18 | MiY Zone: Advanced Sewing**
10:30 a.m. | South Irving Library | Adults
Learn how to read patterns, follow garment outlines and sharpen skills for clothing repair. This class serves as a prerequisite for the Skirt Prototype class scheduled for May.
- **April 21 | Adult Trivia Night: Marvel vs. DC**
7 p.m. | West Irving Library | Adults
Teams test their knowledge of comic book characters and storylines during this themed trivia program.
- **April 23 | Pollinator Seed Balls**
6 p.m. | Valley Ranch Library | Teens
Create native flower seed balls to support local pollinators in recognition of Earth Day.
- **April 25 | Día de los Niños Celebration**
2:30 p.m. | South Irving Library | All ages
Families honor children and kidlit through crafts, ice cream, face painting, a scavenger hunt and a live performance by the Travis Middle School Orchestra.

For a full schedule, visit [IrvingTX.gov/Library](#).

IRVING INDOOR AQUATIC HOURS & ACTIVITIES

Heritage Aquatic Center (HAC)

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

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

North Lake Natatorium (NLN)

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

- 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.
- Sunday | Closed

AQUATIC CLASSES

- **Monday | 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
- **Monday through Thursday | 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
- **Tuesday & Thursday | Aqua Sunset**
6:15 to 7 p.m. | Ages 18+ | \$2 | NLN
- **Tuesday & Thursday | Deeply Fit Aerobics**
7:15 to 8 p.m. | Ages 18+ | \$2 | NLN
- **Saturday | Aqua Synergy**
8:45 to 9:30 a.m. | Ages 18+ | \$2 | NLN
- **Saturday | Deeply Fit Aerobics**
9:45 to 10:30 a.m. | Ages 18+ | \$2 | NLN
- **Saturday | Power H2O**
10:30 to 11:15 a.m. | Ages 18+ | \$2 | NLN

LEARN TO SWIM

- **Tuesday, Thursday & Saturday | Group Lessons**
\$48 per session | NLN
- **Monday | Spanish-Only Lessons**
\$48 per session | NLN
- **Wednesday | Women-Only Lessons**
\$48 per session | NLN

Visit [IrvingTX.gov/Aquatics](#) to register for classes.



CELEBRATING IRVING: THE CITY AND THE MAN

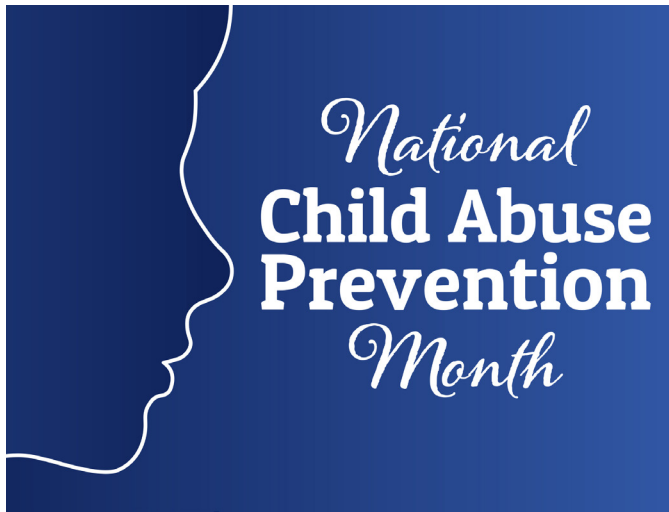
The 19th annual Celebrating Irving series returns this April with educational programs honoring the birthday of the city’s namesake, author and historian Washington Irving. Programs are presented by the Irving Heritage Society, the Irving Black Arts Council, the City of Irving, Irving Independent School District, Irving Public Library and Irving Parks and Recreation.



- **April 1-30 | I Celebrate Irving Geocaching**
Use a smartphone or digital device to search citywide locations for special finds. Once discoveries are made, register them in a weekly drawing for a chance to receive a limited edition commemorative T-shirt.
- **April 10 | Family Game Night**
6 p.m. | Lively Pointe Youth Center, 909 N. O'Connor Road
- **April 16 | Afternoon Movie**
5 p.m. | South Irving Library, 601 Schulze Dr.
- **April 18 | Irving Trivia**
9 a.m. | Jack D. Huffman Building Auditorium, 801 W. Irving Blvd.

All events are free. For additional information, visit [IrvingTX.gov/Celebrating-Irving](#), email [CelebratingIrving@yahoo.com](#) or call (972) 252-3838. ■

National Child Abuse Prevention Month Reminder



April is National Child Abuse Prevention Month, and everyone should be aware of the signs of abuse.

A child who is being physically or sexually abused may feel guilty, ashamed or confused. The child may be afraid to tell anyone about the abuse, especially if the abuser is a parent, relative or family friend. Some red flags to watch for include:

- Sudden withdrawal from friends or activities
- Changes in behavior such as aggression, anger, depression or anxiety
- Sudden lack of self-confidence or becoming overly passive and withdrawn

- Sudden changes in appetite
- Frequent absence from school or running away from home
- Rebellious or defiant behavior
- Self-harm or attempts at suicide
- Sexual behavior or knowledge that is not age-appropriate
- Protestng or refusing to go home after school or activities
- Being frightened of parents or adults in general
- Reluctance to be around a particular person

Child Victims or Witnesses to Violent Crime
Many agencies could be involved when there is an allegation of abuse of a child. The City of Irving Family Advocacy Center works with other agencies to provide comprehensive services to children.

Counseling
The Irving Family Advocacy Center offers free counseling services for:

- Victims of crime in Irving
- Residents of Irving
- Ages 3 and older
- Individuals, couples or families

To get started, call (972) 721-6521 or fill out an application online at IrvingFAC.com. ■



BECOME A KIB ADOPT-A-SPOT VOLUNTEER

Keep Irving Beautiful (KIB) is looking for new volunteers to Adopt-A-Spot in the city to help keep it litter-free. Groups, such as businesses, faith-based groups, neighborhood associations, schools and scout troops, as well as individuals and families are invited to join this effort.

Participating in Adopt-A-Spot simply involves "adopting" a specific location around the city – a park, a street or anywhere in Irving that needs regular attention. Adopters make a commitment to keep their areas litter-free and report their results to KIB on a monthly basis.

There are a number of locations available for adoption. Call the KIB office at (972) 721-2175 if interested.

As a community, everyone shares the responsibility to reduce litter and improve the appearance and beauty of Irving. ■

Report Parking Violations

The City of Irving has two different departments that enforce parking ordinances depending on the type of violation.



Code Enforcement
Examples of parking code violations on **private property** and enforced by the Code Enforcement Department are:

- Boats or trailers on grass in front yard
- Illegal oversized or commercial vehicles
- Junk motor vehicles
- Six or more vehicles at a residential property
- Vehicles parked on grass in front yard

To report vehicles parked on **private property** to **Code Enforcement**, call (972) 721-4829 or through Report a Concern. ■

Police
Examples of parking code violations **in the street** and enforced by the Irving Police Department are:

- 1.5 ton or greater commercial vehicles
- Boats or trailers
- Junk/abandoned motor vehicles
- Vehicles blocking sidewalk
- Vehicles parked facing the wrong way

To report vehicles parked **in the street** to **Police**, call (972) 273-1010 or through Report a Concern. ■



Water Restrictions Begin April 1

As warmer temperatures approach, the City of Irving reminds residents and businesses that the seasonal irrigation schedule will be in effect April 1 through Oct. 31.

- Landscape irrigation is limited to two days per week.
- No irrigation is allowed on Mondays, Thursdays or Fridays.
- No watering between 10 a.m. and 6 p.m.

These watering guidelines help conserve water, reduce runoff and keep landscapes healthy .

IRVING IRRIGATION SCHEDULE			
Sunday	Tuesday	Wednesday	Saturday
Odd address No irrigation allowed 10 a.m. to 6 p.m.	Even address No irrigation allowed 10 a.m. to 6 p.m	Odd address No irrigation allowed 10 a.m. to 6 p.m	Even address No irrigation allowed 10 a.m. to 6 p.m

- Smart Watering Tips**
- Early morning or evening irrigation reduces evaporation and ensures water reaches plant roots where it's needed most.
 - Hand watering with a hose and positive shutoff nozzle is permitted for up to one hour daily, any day of the week.
 - Homeowners installing new sod, seed or landscaping may be eligible for a temporary variance to support plant establishment.
 - Simple steps like adjusting sprinkler heads, fixing leaks and using mulch can significantly improve irrigation efficiency.

By following the seasonal watering schedule, Irving residents play an important role in protecting the city's water supply while maintaining healthy lawns and landscapes.

Visit IrvingTX.gov/Irrigation for more details and conservation tips. ■

DOMESTIC VIOLENCE SHELTER IN CONGRESSIONAL BUDGET

Congress passed a major budget package recently that includes \$5.8 million in congressionally directed spending for a domestic violence shelter in the City of Irving.

Irving Congressmen Jake Ellzey (R) and Marc Veasey (D) led a bipartisan effort to secure the federal assistance, which will allow the City of Irving to provide a vital public safety resource for persons fleeing domestic violence.

The city's only domestic violence shelter closed its doors in 2023 due to financial difficulties despite an increasing need for services. Domestic violence affects the entire community, increasing the potential for homelessness, interrupting schooling and increasing the need for federal assistance.

The funding is included in the fiscal year 2026 Transportation, Housing and Urban Development appropriations act, part of a federal budget package.

2026 IRVING LEGISLATIVE INSIDER Texas Legislature Explained

Irving Legislative Insider is a public awareness campaign to educate residents about the impacts state legislation has on the community. Visit IrvingTX.gov/Legislative-Insider for more information and to subscribe to email updates. ■



Spring Into Fun: Discover Dog Parks in Irving

Spring is the perfect time to get outside, soak up the sunshine and spend quality time with your four-legged friends. In Irving, residents have access to two dedicated dog parks designed for both play and connection — offering open space for pups to run free and a welcoming environment for neighbors to gather. Whether you're looking for an active outing or a relaxing afternoon, these local dog parks are the perfect spot to enjoy the season with your pet.



Irving Dog Park
4140 Valley View Lane | Open sunrise to sunset

Features:

- Benches
- Dog Play Areas (Large & Small)
- Pavilion
- Water Fountain

Visit IrvingTX.gov/parks-trails and click on dog park or call (972) 721-2501 for more information and dog park rules.



Paws Colinas Dog Park
1300 California Crossing Road | Open sunrise to sunset

Features:

- Benches
- Shade Structure
- Water Facilities
- Access to Campion Trail
- Dog Play Areas (Large & Small)

Visit LasColinas.org/Community/Paws-Colinas for more information and dog park rules or call (972) 721-2501. ■

Irving City Council General Election: May 2

The office of the Mayor and City Council district places 3, 5 and 6 are up for election. Early voting runs from April 20-28, 2026. Irving voters will head to the polls on May 2, 2026. Any resident who is a registered voter may vote for office of the Mayor. Only registered voters living in the single-member district places 3, 5 and 6 may vote for the candidate in their respective district. This year’s candidates are listed below in ballot order.

Office of the Mayor

Zhanae Jackson
Olivia E. Novelo Abreu
Al Zapanta



Single-Member District Place 3

Tammam Alwan
Abdul Khabeer
Kejal Patel



Single-Member District Place 5

Mark Cronenwett



Single-Member District Place 6

Fahad Ahmed
Dana Collins
Sushil C. Patel



Early Voting Schedule

- April 20 | Monday | 8 a.m. to 5 p.m.
- April 22-24 | Wednesday-Friday | 8 a.m. to 5 p.m.
- April 25 | Saturday | 7 a.m. to 7 p.m.
- April 26 | Sunday | noon to 6 p.m.
- April 27-28 | Monday & Tuesday | 7 a.m. to 7 p.m.

Election Day Schedule

- May 2 | Saturday | 7 a.m. to 7 p.m.

Early Voting Vote Centers in Irving

- Irving City Hall, 825 W. Irving Blvd.
- Irving Arts Center, 3333 N. MacArthur Blvd.
- Dallas College-North Lake College, 5001 N. MacArthur Blvd.
- Valley Ranch Library, 401 Cimarron Trail

Election Day Vote Centers in Irving can be found at [DallasCountyVotes.org](https://dallascountyvotes.org) and are subject to change.

Residents of Dallas County may vote at any Dallas County Vote Center during Early Voting and on Election Day. Visit [DallasCountyVotes.org](https://dallascountyvotes.org) for entire list.

A district map, candidate information and Election Day voting locations are at [IrvingTX.gov/2026-general-election](https://irvingtx.gov/2026-general-election). For more information, call the City Secretary’s Office at (972) 721-2493. ■

Elecciones Generales del Concejo Municipal de Irving: 2 de mayo

El cargo de Alcalde y los puestos 3, 5 y 6 del Concejo Municipal están abiertos para votación en estas elecciones. La votación anticipada se realizará del 20 al 28 de abril de 2026. Los votantes de Irving acudirán a las urnas el 2 de mayo de 2026. Cualquier residente registrado para votar puede votar para el cargo de Alcalde. Solo los votantes registrados que vivan en el distrito uninominal, donde están los puestos 3, 5 y 6 pueden votar por el candidato de su distrito respectivo. Los candidatos de este año se enumeran a continuación en orden de votación.

Cargo de Alcalde

Zhanae Jackson
Olivia E. Novelo Abreu
Al Zapanta

Puesto 3, Distrito Uninominal

Tammam Alwan
Abdul Khabeer
Kejal Patel

Puesto 5, Distrito Uninominal

Mark Cronenwett

Puesto 6, Distrito Uninominal

Fahad Ahmed
Dana Collins
Sushil C. Patel

Horario de la Votación Temprana

- 20 de Abril | Lunes | 8 a.m. to 5 p.m.
- 22-24 de Abril | Miercoles-Viernes | 8 a.m. to 5 p.m.
- 25 de Abril | Sábado | 7 a.m. to 7 p.m.
- 26 de Abril | Domingo | noon to 6 p.m.
- 27-28 de Abril | Lunes y Martes | 7 a.m. to 7 p.m.

Ubicaciones para la Votación Temprana

- Municipio- Irving City Hall, 825 W. Irving Blvd.
- Centro de Artes - Irving Arts Center, 3333 N. MacArthur Blvd.
- Colegio Comunitario - Dallas College-North Lake College, 5001 N. MacArthur Blvd.
- Biblioteca Valley Ranch - Valley Ranch Library, 401 Cimarron Trail

Los centros de votación del día de las elecciones en Irving se pueden encontrar en [DallasCountyVotes.org](https://dallascountyvotes.org) y están sujetos a cambios.

Horario el Día de las Elecciones

- 2 de mayo | Sábado | de 7 a.m a 7 p.m.

Los residentes del condado de Dallas pueden votar en cualquier Centro de Votación del Condado de Dallas durante la votación temprana y en el día de Elecciones. Visite [DallasCountyVotes.org](https://dallascountyvotes.org) para obtener la lista completa. Un mapa del distrito, información del candidato, al igual que ubicaciones para el votar en el Día de Elecciones están disponibles en [IrvingTX.gov/2026-general-election](https://irvingtx.gov/2026-general-election). Para obtener más información, llame a la Oficina de la Secretaria Municipal al (972) 721-2493. ■

Tổng Tuyển Cử cho Nghị Viên Hội Đồng Thành Phố Irving: Ngày 2 Tháng 5

Chức vụ Thị Trưởng và các vị trí số 3, 5, và 6 của Nghị Viên Hội Đồng Thành Phố sẽ được đưa ra bầu cử. Thời gian bỏ phiếu sớm diễn ra từ ngày 20 đến ngày 28 tháng 4 năm 2026. Các Cử Tri của Irving sẽ đi bỏ phiếu vào ngày 2 tháng 5 năm 2026. Bất kỳ cư dân nào đã đăng ký cử tri đều có thể bỏ phiếu cho chức vụ Thị Trưởng. Chỉ những Cử Tri đã đăng ký sống trong các khu vực số 3, 5, và 6 mới có thể bỏ phiếu cho ứng cử viên trong khu vực tương ứng của họ. Các ứng cử viên năm nay được liệt kê dưới đây theo thứ tự trên lá phiếu.

Chức vụ Thị Trưởng

Zhanae Jackson
Olivia E. Novelo Abreu
Al Zapanta

Khu Vực Đại Diện Đơn – Vị Trí Số 3

Tammam Alwan
Abdul Khabeer
Kejal Patel

Khu Vực Đại Diện Đơn – Vị Trí Số 5

Mark Cronenwett

Khu Vực Đại Diện Đơn – Vị Trí Số 6

Fahad Ahmed
Dana Collins
Sushil C. Patel

Lịch Bỏ Phiếu Sớm

- Ngày 20 tháng 4 | Thứ Hai | 8:00 giờ sáng – 5:00 giờ chiều
- Ngày 22-24 tháng 4 | Thứ Tư – Thứ Sáu | 8:00 giờ sáng – 5:00 giờ chiều
- Ngày 25 tháng 4 | Thứ Bảy | 7:00 giờ sáng – 7:00 giờ tối
- Ngày 26 tháng 4 | Chủ Nhật | 12:00 giờ trưa – 6:00 giờ chiều
- Ngày 27 – 28 tháng 4 | Thứ Hai & Thứ Ba | 7:00 giờ sáng – 7:00 giờ tối

Các Trung Tâm Bỏ Phiếu Sớm tại Irving

- Tòa Thị Chính Irving (Irving City Hall), 825 W Irving Blvd
- Trung Tâm Nghệ Thuật Irving (Irving Arts Center), 3333 N MacArthur Blvd.
- Dallas College – North Lake College, 5001 N MacArthur Blvd
- Thư Viện Valley Ranch, 401 Cimarron Trail

Các điểm bỏ phiếu trong Ngày Bầu cử tại Irving có thể được tìm thấy tại [DallasCountyVotes.org](https://dallascountyvotes.org) và có thể thay đổi.

Lịch Ngày Bầu Cử

- Ngày 2 tháng 5 | Thứ Bảy | 7:00 giờ sáng – 7:00 giờ tối

Cư dân của Quận Dallas có thể bỏ phiếu tại bất kỳ Trung Tâm Bỏ Phiếu nào của Quận Dallas trong thời gian Bỏ Phiếu Sớm và vào Ngày Bầu Cử. Xin truy cập tại [DallasCountyVotes.org](https://dallascountyvotes.org) để xem danh sách đầy đủ. Bản đồ khu vực bầu cử, thông tin về các ứng cử viên và các địa điểm bỏ phiếu trong Ngày Bầu Cử có tại [IrvingTX.gov/2026-general-election](https://irvingtx.gov/2026-general-election). Để biết thêm thông tin, xin vui lòng liên lạc Văn Phòng Thư Kỳ Thành Phố theo số (972) 721-2493. ■

CITY HONORED FOR
TRANSPARENCY IN
FINANCIAL REPORTING

The City of Irving was recently awarded the Certificate of Achievement for Excellence in Financial Reporting for the Annual Comprehensive Financial Report (ACFR) for the fiscal year 2024-2025. Awarded by the Government Finance Officers Association of the United States and Canada (GFOA), this is the 40th consecutive year the city has received the distinction.

The city wins the award each year because of its commitment to going above and beyond the minimum standard of accounting principles and preparing an ACFR that exemplifies full transparency and disclosure. The award is the highest achievement in governmental accounting and financial reporting.

Additionally, the GFOA gave the City of Irving a 2025 Triple Crown. The designation recognizes governments that have received the Certificate of Achievement for Excellence in Financial Reporting, the Popular Annual Financial Reporting Award, and the Distinguished Budget Presentation Award for a fiscal year. The city has received the Triple Crown honor five years in a row.

Visit [CityofIrving.org/PAFR](https://cityofirving.org/PAFR) to read the 2024-2025 financial reports. ■

FREE LANDFILL
DISPOSAL DAYS IN APRIL

Cleaning up around the house and wondering how to dispose of unwanted items? Each year, Solid Waste Services provides two free disposal days at the landfill.

April 24 & 25 | 7 a.m. to 5:30 p.m.
Hunter Ferrell Landfill
110 E. Hunter Ferrell Road

Proof of residency — a current City of Irving utility bill and driver's license — is required. Residents can dispose of waste, excluding construction materials, free of charge. The landfill disposal fee will apply for contractors disposing of waste that results from work performed for Irving residents. All vehicles must be unloaded and weighed out by 5:30 p.m. allowing for proper landfill closing procedures.

Residents can call (972) 721-7322 for more information or visit IrvingTX.gov/Landfill. ■

HOUSEHOLD DOCUMENT
SHREDDING AND
ELECTRONICS RECYCLING

Irving Solid Waste Services hosts a free household document shredding and electronics recycling opportunity for Irving residents.

April 25 | 9 a.m. to 1 p.m.
City of Irving Purchasing Building
835 W. Irving Blvd.

Two-box limit for document shredding. Proof of Irving residency is required. Materials from businesses will not be accepted. CRT monitors or televisions are not accepted. The event is scheduled from 9 a.m. to 1 p.m., or until the truck reaches capacity.

Call (972) 721-2232 for more information. ■

Riverside Drive and North O'Connor
Boulevard Intersection Improvements

Construction at the intersection of Riverside Drive and North O'Connor Boulevard is expected to be complete this month. The project will improve southbound traffic flow on Riverside Drive, as well as area drainage.

Work on the Riverside Drive/North O'Connor Boulevard intersection improvement project includes:

- Repaving 250 feet of the existing southbound lane on Riverside Drive
- Adding a second dedicated southbound lane on Riverside Drive
- Improving roadway grading to ensure proper drainage
- Building new curbs and median noses
- Installing decorative crosswalk pavers
- Repairing and modifying the existing irrigation system

Funded through the Street Improvement Bond Fund, the \$560,000 improvement project supports the city's Road to the Future program, an ongoing effort to rehabilitate, reconstruct and proactively maintain 1,440 lane-miles

of Irving's streets. Once complete, the new southbound lane will help ease congestion and provide a smoother flow of traffic for Irving residents and visitors.

Visit IrvingTX.gov/IrvingInvests for more information on the city's ongoing infrastructure initiatives. ■

Fire Station No. 8 Nears Completion

The new Irving Fire Station No. 8 at 5601 Riverside Drive is now 80% complete, with opening expected in early summer.

The project began in January 2025 and includes a 19,579-square-foot fire station with four pass-through apparatus bays, full kitchen and day room, exercise areas, lodging for on-duty personnel, staging for an all-terrain EMS vehicle for Campion Trail emergencies and a designated voting space

that will also serve as a Fire Department training area.

Currently, crews are finishing the interior and exterior spaces, and work is still underway on the utilities for the facility. Apparatus bay room painting is complete, along with the drywall in the living area.

The project will include a boathouse, which is currently in place and expected for completion in June. The boathouse will store a fireboat, which will provide service to properties adjacent to Lake Carolyn. ■

Benefits of Registering a Neighborhood Association

Neighborhood associations may voluntarily register with Irving Neighborhood Services to participate in neighborhood programs and become eligible for assistance and benefits.

Benefits of Registering

- Stay informed with city communications about important neighborhood resources, events, initiatives and programs
- Gain eligibility to the Neighborhood Grant Program
- Get exclusive invitations to neighborhood officer training and events
- Receive resources and support to enhance community involvement and foster local collaboration

and become eligible for assistance and benefits.

- Build stronger connections with other neighborhoods for idea-sharing and collaboration

For more information, call (972) 721-4969 or visit IrvingTX.gov/Register-Neighborhood-Association. ■

The Animal Connection Experience at
Fritz Park Petting Farm

Looking for family-friendly things to do in Irving this spring and summer? The Animal Connection Experience at Fritz Park Petting Farm offers children a fully interactive petting zoo, where they can safely pet, brush and feed friendly farm animals.

April 18 to May 30
Saturdays **10 a.m. to 5 p.m.**
Sundays **noon to 5 p.m.**
Animal Experience at Fritz Park | 312 E. Vilbig Street

Admission is \$4 for Irving residents, \$6 for non-residents, free for children under 2. Petting zoo feed cup is \$1, pony ride is \$3, child's combo package is \$8 which includes admission, feed cup and pony ride.

Visit AnimalConnectionZoo.com for more information. ■

“City Spectrum” is published by the City of Irving Communications Department to keep residents informed of city news, events and information. For additional information, visit IrvingTX.gov.

@TheCityofIrving

P. 6



BUREAU MANAGEMENT AND STAFF REPORTS

IRVING
CONVENTION &
VISITORS BUREAU

ICVB Memorandum

Date: April 21, 2026
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Vice President, Sales & Services
RE: Sales & Services Department March 2026 Board Report

Convention Sales Activities

Leads Generated	March	YTD
Irving CVB – Hotel Leads	192	1006
Irving Convention Center Leads	31	184

March

Room Nights Generated	Monthly Goal	March 2026 Actuals	March 2025 Actuals	FY 2025-26 Annual Goal	FY 2025-26 YTD Actuals	FY 2024-25 YTD Actuals	March Convention Center	Convention Center YTD
Definite Room Nights	14043	20631	22373	168510	102296	83642	3127	21872
Lost Room Nights		53230	44483		300016	249198	8219	104840

Travel & Activity

March	Organization	Event	Location
23-27	Irving Convention & Visitors Bureau	Quarterly Luncheon & Sales Calls	Austin, TX
23-27	Christian Meetings & Conventions Association	Annual Meeting	Miramar, FL

Customer Services Activity March Servicing & Inventory

Groups Served	
March	18
YTD	74

Event Location: Hotels: 13

Irving Convention Center: 5

Other: 0

	March		
Service Type	# of Groups Served	Total Inventory Utilized	
Proclamations/Flags/Welcomes	2	Mayoral/Council Appearance	2/0/0
	0	Mayor Welcome Letter	0
	0	Proclamation	0
Name Badge/Lanyard Services	9	Badge holders	2109
	9	Lanyards	2382
Meeting/conference supplies	11	Pens	2855
	1	Notepads	50
	7	Bags	295
Promotional Materials	7	Toyota Music Factory Map	800
	3	Water Street Map	151
	4	Travelers Guides	210
	11	"Things To Do" QR Sheet	1385
Staffing Services	4	110 Convention Services Associate Staff Hours	

Proclamations/Welcomes/Flags

Past :

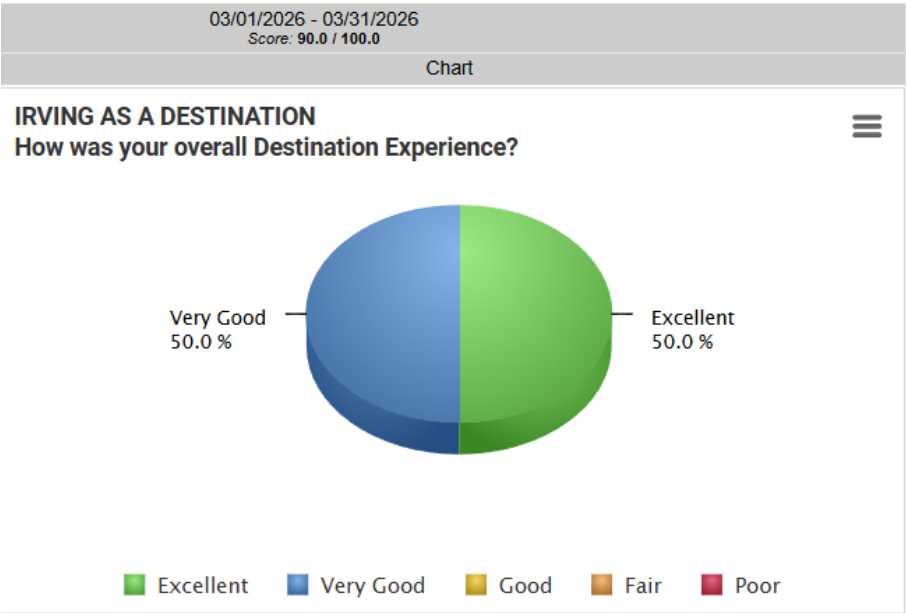
- Mayor Welcome- Ribbon Cutting - American Franchise Expo November 9, 2025
- Mayor Letter - Texas State Historical Association, March 2026
- Mayor Welcome- Texas State Historical Association, March 4, 2026, at the Irving Archives and Museum

Upcoming:

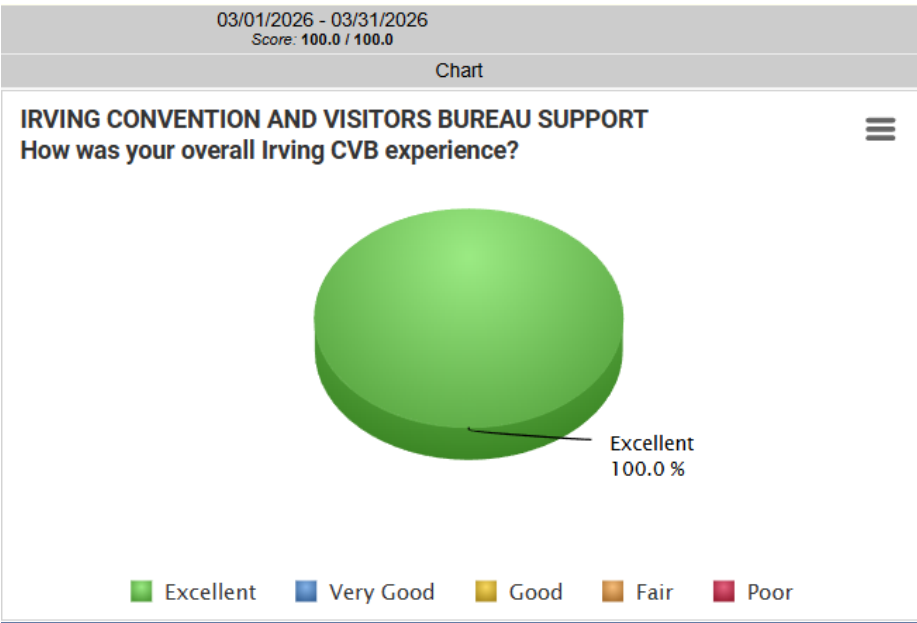
- Ribbon Cutting/Welcome – North Texas Business Alliance, April 8, 2026 – Mayor Stopfer
- Ribbon Cutting/Welcome – DFW Minority Supplier, May 12, 2026 – Mayor Stopfer

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings

April 2026 – September 2026

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Cincinnati Reds	Cincinnati Reds @ Texas Rangers	4/2/2026	4/4/2026	100	237
Embassy City Church	Embassy City Church Easter Weekend Rooms	4/4/2026	4/4/2026	30	16
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	4/6/2026	4/7/2026	40	80
Nissan Motor Acceptance Corporation	NMAC PreSS	4/6/2026	4/9/2026	102	192
MEI Industrial Solutions	MEI Industrial Solutions April 2026	4/6/2026	4/9/2026	20	60
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 April 2026 Orientation	4/9/2026	4/16/2026	100	547
University of the Cumberlands	University of the Cumberlands APR 2026 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

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
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
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
SLS Event Planning and Consulting LLC	Credit Repair Expo 2026	4/21/2026	4/26/2026	1000	695
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
ECO: A Covenant Order of Evangelical Presbyterians	ECO Presbytery Leader Gathering 2026	4/26/2026	5/1/2026	75	244
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

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
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
The Pilot Network	The Pilot Network Conference 2026	5/4/2026	5/8/2026	500	140
Concentric, LLC	Concentric All Managers Conference	5/4/2026	5/6/2026	180	350
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
Foot Locker	Foot Locker Room Block	5/11/2026	5/14/2026	175	700
Vizient, Inc.	Vizient, Inc. 2026 Catalyst Coaching (May)	5/11/2026	5/13/2026	24	23
Gainwell Technologies	GWT - Legal/Contracts/Compliance Onsite - May 2026	5/11/2026	5/12/2026	35	70
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 Association of the Americas	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

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Michaels Stores, Inc.	Michaels Academy May 2026	5/17/2026	5/21/2026	40	200
Electric Power Research Institute	Generation ELT Summer 2026 Meeting	5/19/2026	5/21/2026	1	13
Texas Frightmare Weekend LLC	Texas Frightmare 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
Building Professional Institute	2026 Building Professional Institute - Contracted Staff Room Block	5/25/2026	5/28/2026	700	80
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
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 June 2026	6/2/2026	6/8/2026	350	679
Cleveland Guardians	Cleveland Guardians @ Texas Rangers	6/4/2026	6/6/2026	100	243
University of the Cumberlands	University of the Cumberlands June2026 RB 1	6/4/2026	6/6/2026	18	54
Assemblies of God/Marriage	Marriage Encounters June2026	6/5/2026	6/6/2026	80	80
Court of Master Sommeliers Americas	CMS-A Advanced Sommelier Course	6/6/2026	6/10/2026	220	453
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

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
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
University of the Cumberlands	University of the Cumberlands June2026 RB 2	6/11/2026	6/13/2026	18	51
Minnesota Twins Baseball	Minnesota Twins @ Texas Rangers	6/14/2026	6/17/2026	100	320
Michaels Stores, Inc.	Michaels Academy June 2026	6/14/2026	6/18/2026	40	200
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
Delta Psi Rho Sorority, Inc.	Delta Psi Rho Sorority Inc. MIP 2026	6/18/2026	6/21/2026	150	210
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
American College of Emergency Physicians	ACEP Board of Directors Meeting June 2026	6/22/2026	6/24/2026	20	41
Elevate	Elevate Roadshow Dallas 2026	6/23/2026	6/25/2026	90	60
University of the Cumberlands	University of the Cumberlands June2026 RB 3	6/25/2026	6/27/2026	18	54
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
University of the Cumberlands	University of the Cumberlands July2026 RB 1	7/9/2026	7/11/2026	18	54
Michaels Stores, Inc.	Michaels Academy July 2026	7/12/2026	7/16/2026	40	200
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
University of the Cumberlands	University of the Cumberlands July2026 RB 2	7/16/2026	7/18/2026	18	51

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
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
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
American College of Emergency Physicians	ACEP Partner Collaborative Summit July 2026	7/20/2026	7/22/2026	75	127
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
Texas State Technical College	The TSTC Foundation Staff Retreat / Board Retreat	7/22/2026	7/25/2026	20	45
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
University of the Cumberlands	University of the Cumberlands July2026 RB 3	7/23/2026	7/25/2026	18	51
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
Texas Propane Gas Association	TPGA 2026 Crossroads Expo and Conference	8/5/2026	8/8/2026	300	495
ANIME North Texas Con	Anime North Texas	8/6/2026	8/9/2026	1000	195
Texas Chefs Association	Texas Chefs Association - 2026 Annual Conference	8/6/2026	8/8/2026	250	220
Baltimore Orioles	Baltimore Orioles @ Texas Rangers	8/6/2026	8/8/2026	100	225

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Michaels Stores, Inc.	Michaels Academy August 2026	8/9/2026	8/13/2026	40	200
Texas Clown Association	2026 Annual Conference	8/12/2026	8/15/2026	60	110
Weaver and Tidwell, L.L.P.	Weaver LIFT 2026	8/16/2026	8/18/2026	140	330
Washington Nationals Baseball Team	Washington Nationals @ Texas Rangers	8/16/2026	8/19/2026	100	300
TEXSOM Foundation dba TEXSOM Conference	2026 TEXSOM Conference - Texican Court Room Block	8/17/2026	8/26/2026	400	345
TEXSOM Foundation dba TEXSOM Conference	2026 TEXSOM Conference - Vendor Block	8/19/2026	8/25/2026	400	277
Former Air Force One Aircrew/Maintenance Crew	Former Air Force One Crew Reunion	8/20/2026	8/22/2026	150	375
Texas Academy of Family Physicians	TAFP - Resident and Student Summit 2026	8/20/2026	8/22/2026	150	180
Cornerstone	Cornerstone Credit Union League 2026 Meeting	8/23/2026	8/26/2026	110	296
Pacific Dental Services Health	PDS Health SAIP/Trainer Calibration/SRM/SRD	8/24/2026	8/28/2026	100	542
DFW Fiber Fest	DFW Fiber Fest 2026 Contracted	8/25/2026	8/30/2026	3000	385
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Service Conference 2026	8/26/2026	9/7/2026	175	427
Assembly of Muslim Jurists of America	Assembly of Muslim Jurists of America	8/27/2026	8/28/2026	350	700
Ambit Energy	2026 Conference	8/30/2026	9/7/2026	500	834
The Athletics	Athletics @ Texas Rangers	8/30/2026	9/1/2026	100	192
Tampa Bay Rays	Tampa Bay Rays @ Texas Rangers	9/2/2026	9/5/2026	100	320
National Association of Division Order Analysts	NADOA Institute 2026	9/5/2026	9/12/2026	300	1019
Global Medical Response	GMR 2026 FRE Golf Tournament	9/5/2026	9/8/2026	250	134
United States Association for Computational Mechanics	AESCAPE (Ai-Empowered Simulations & CAE Applications via Engineering Software 2.0 and 3.0) 2026	9/7/2026	9/11/2026	100	165
Dallas Security Traders Association	2026 Texas Traders Convention	9/8/2026	9/11/2026	150	321

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Institute of Healthcare Executives & Suppliers, LLC	IHES September 2026	9/8/2026	9/10/2026	100	210
Marcus Evans, Inc.	Private Wealth Management Summit	9/12/2026	9/17/2026	200	515
Rainwater Charitable Foundation	TCIM 2026	9/13/2026	9/17/2026	135	419
Texas Medical Association	TMA - 2026 Business of Medicine Conference	9/16/2026	9/19/2026	600	625
Toronto Blue Jays	Toronto Blue Jays @ Texas Rangers	9/16/2026	9/19/2026	100	320
Texas A&M University	TACUBO Winter Conference 2026	9/19/2026	9/21/2026	350	546
Texas Food and Fuel Association	2026 Fall Fuel & Convenience Summit	9/20/2026	9/23/2026	110	170
New York Mets	New York Mets @ Texas Rangers	9/20/2026	9/23/2026	100	360
Michaels Stores, Inc.	Michaels Academy September 2026	9/20/2026	9/24/2026	40	200
Texas A&M University	TAMUS-CFO Winter 2026	9/21/2026	9/23/2026	45	51
Texas Podiatric Medical Association	2026 TPMA Southwest Foot and Ankle Conference	9/23/2026	9/26/2026	700	412
Second Amendment Foundation	Gun Rights Policy Conference Sept 2026	9/24/2026	9/27/2026	150	220
VidSummit	VidSummit 2026	9/26/2026	10/2/2026	2500	1670
Parker University	Parker Seminar Dallas-Rooms Only	9/30/2026	10/4/2026	80	185

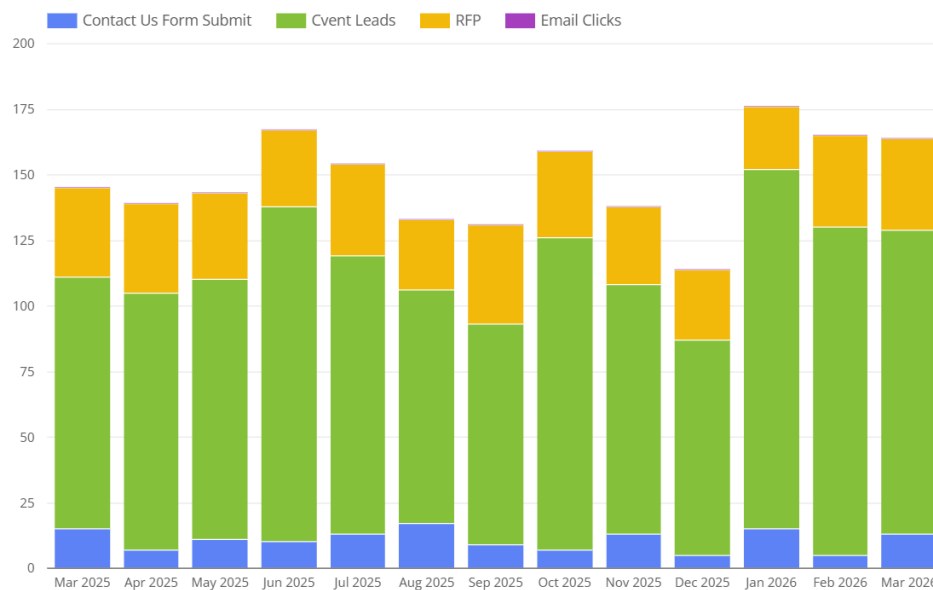
**Highlighted items above are Target Industries for Irving

Marketing and Communications

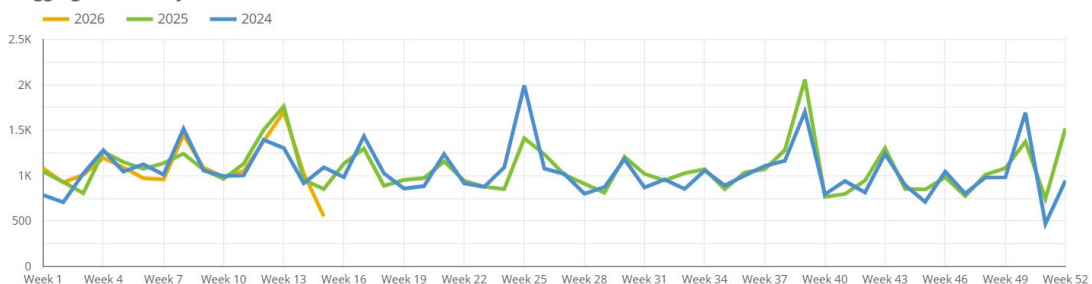
To: Maura Gast, FCDME, Executive Director
 From: Monty White, VP, Marketing & Communications
 Date: April 19, 2026
 Re: **Marketing & Communications - April 2026 Report**

Marketing Prospects

In March, there were 164 marketing prospects, 116 came from Cvent and 48 came from the website.

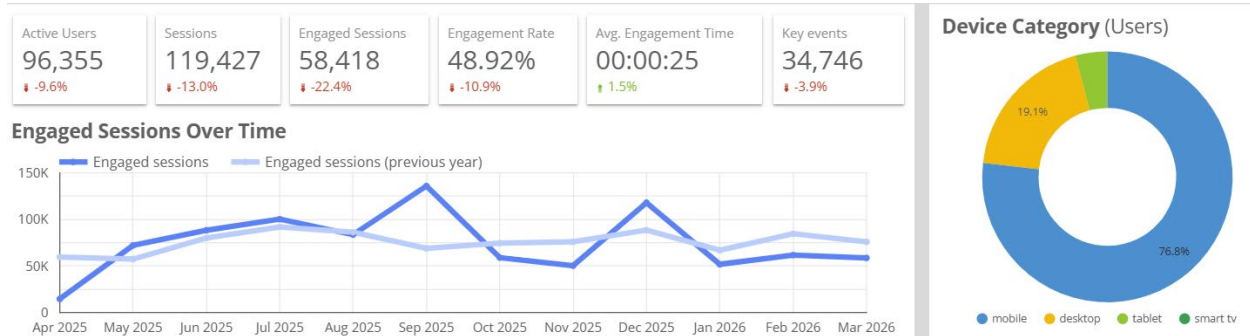


Aggregated Weekly Definite Volume of 200+ DMOs

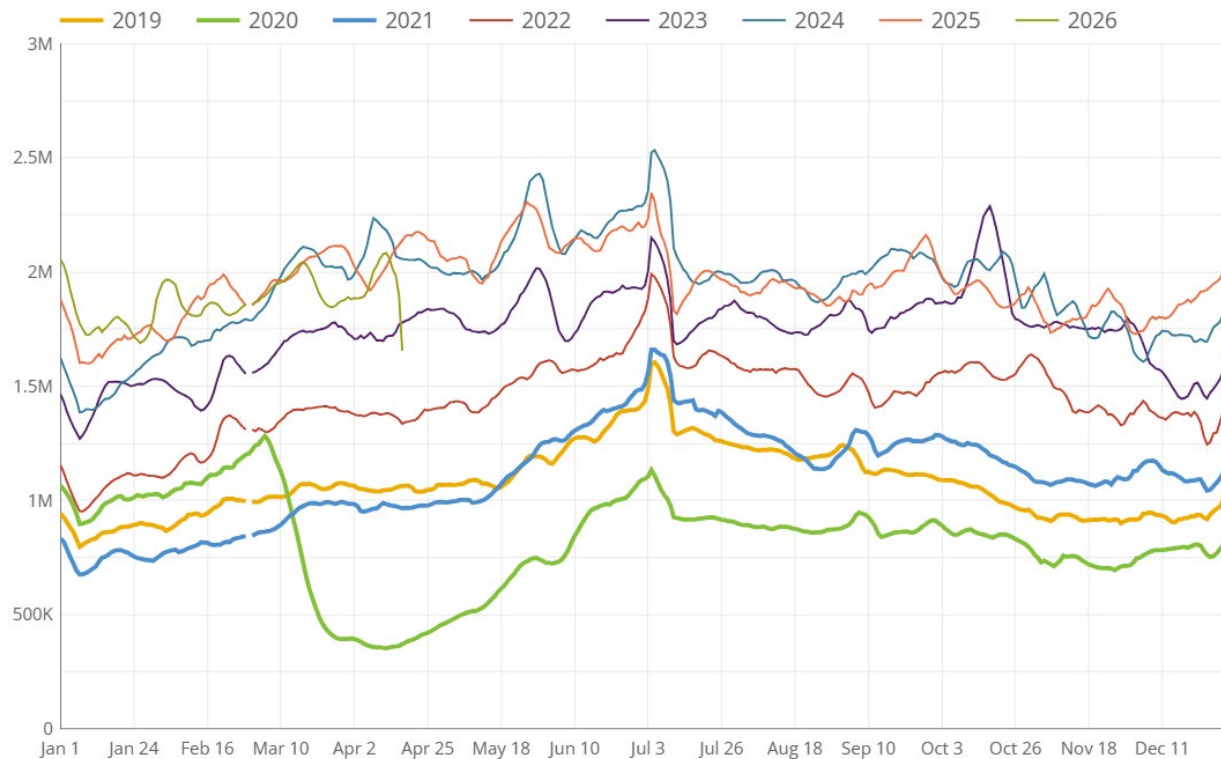


Website Traffic and Engagement

Website traffic reached **119,427 total sessions**, including **58,418 engaged sessions** from **96,355 active users**.



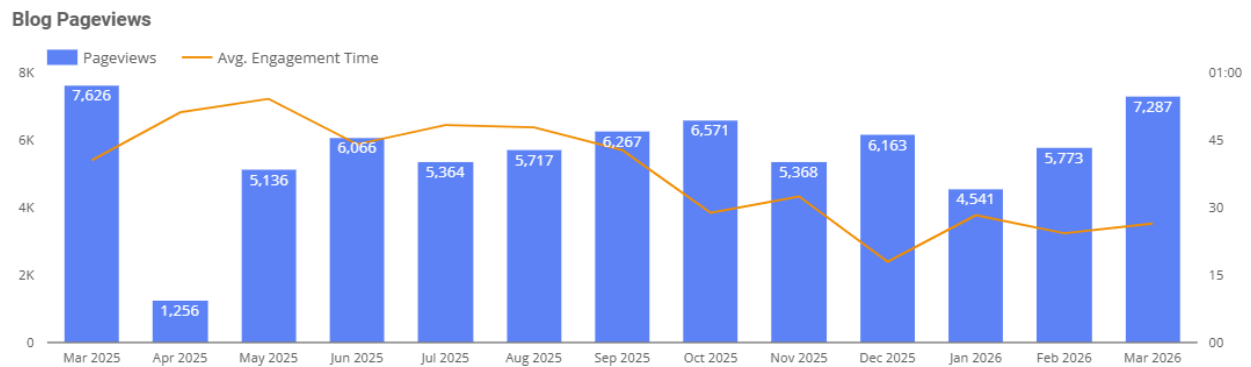
Aggregated Website Sessions of 200+ DMOs



Blog Traffic

In March, there were **7,287 blog pageviews**. The top three posts were:

1. Five Ways to Have Fun at Lake Carolyn – 767 pageviews
2. Irving, Texas Bluebonnets Guide – 664 pageviews
3. The Luxury Seeking Couple, A Five-Star Romantic Escape in Irving – 203 pageviews



Digital Campaigns:

Staycations Campaign:

The Staycations Campaign generated 22,440 advertising clicks and **6,443 hotel referrals**.

DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **21,749 advertising clicks**.

Seasonal Campaigns:

The Spring Campaign, which promotes seasonal events, hotel deals, and related blog and social media content, produced **22,052 advertising clicks** as well as **3,214 non-hotel partner referrals**.

OTA Partnership Campaign

Year-to-date, the OTA Campaign, in partnership with Expedia, has produced **16,096 room nights** and **\$2,184,959** in direct hotel revenue, which was a \$100.02 return on advertising spend

Event-Based and Always-On Campaigns

The Events, Micro and Evergreen Campaigns combined, produced **15,385 advertising clicks** and **988 non-hotel partner referrals**.

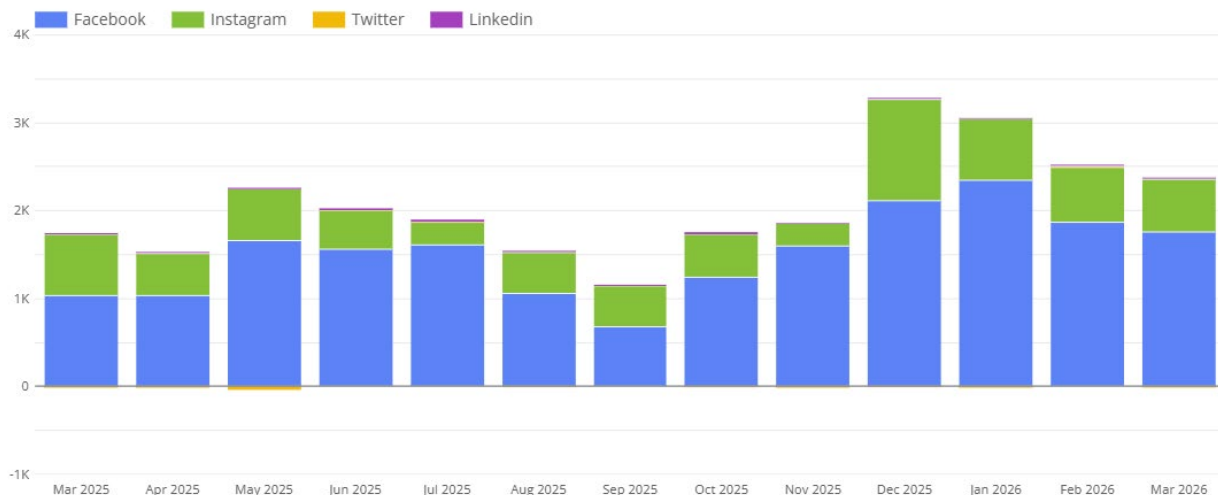
Meetings Campaign

The Meetings Campaign, which promotes Irving to meeting and event planners through Google, LinkedIn and Meta, generated **417,107 advertising clicks**.

Social Media

In March, **2,367 new social media followers** were added, bringing the total followers to 214,728.

Social Media Net Followers



Social Media Breakdown

Organization ▾	Facebook Likes	Instagram Follow...	Twitter Followers	Linkedin Follo...	Total Followers
CVB	142,699	28,470	5,609	1,375	178,153
CC	29,509	3,960	2,348	758	36,575



DATE: April 21, 2026
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: Hotel Performance and Short Term Rental Data – March Data

Hotel Performance

Irving's hotel occupancy rate for March was 70.2%, an increase of 1.6% from last year. The Average Daily Rate (ADR) was \$134.70, an increase of 3.2% from last year and Revenue Per Available Room (RevPAR) was \$94.50, an increase of 4.8% from last year.

The hotel occupancy for Texas was 67.0%, an increase of 0.8% from the previous year and the hotel occupancy for the US was 64.9%, an increase of 2.0% from the previous year.

Short Term Rental

For the month of March, there were 604 available listings in Irving. The occupancy rate was 69.5%, an increase of 0.3% from last year and the ADR was \$132.70, a decrease of 4.3% over last year.

For the hotel comparable subset, the occupancy rate was 70.2%, a decrease of 2.1% from last year and the ADR was \$69.63, which remained the same from the previous year.

Hotel Performance Summary

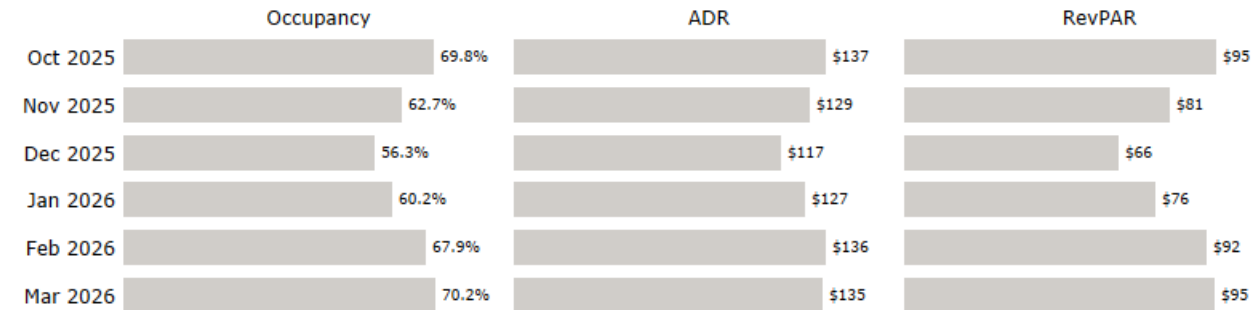
Irving, TX | March 2026



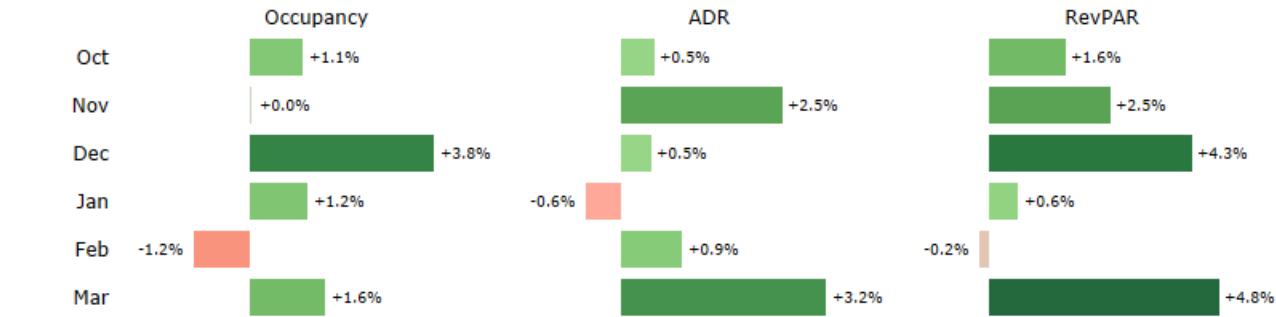
Month: March 2026
Location: Irving, TX
Compare to: Previous Year
Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	70.2%	\$134.70	\$94.50	402.6K	282.4K	\$38.0M
Change vs. Previous Year	▲ 1.6%	▲ 3.2%	▲ 4.8%	▲ 0.1%	▲ 1.7%	▲ 5.0%
YTD Calendar Year	66.0%	\$132.76	\$87.65	1.2M	771.7K	\$102.4M
YTD Change vs. Previous Year	▲ 0.6%	▲ 1.3%	▲ 1.9%	▲ 0.1%	▲ 0.7%	▲ 2.0%

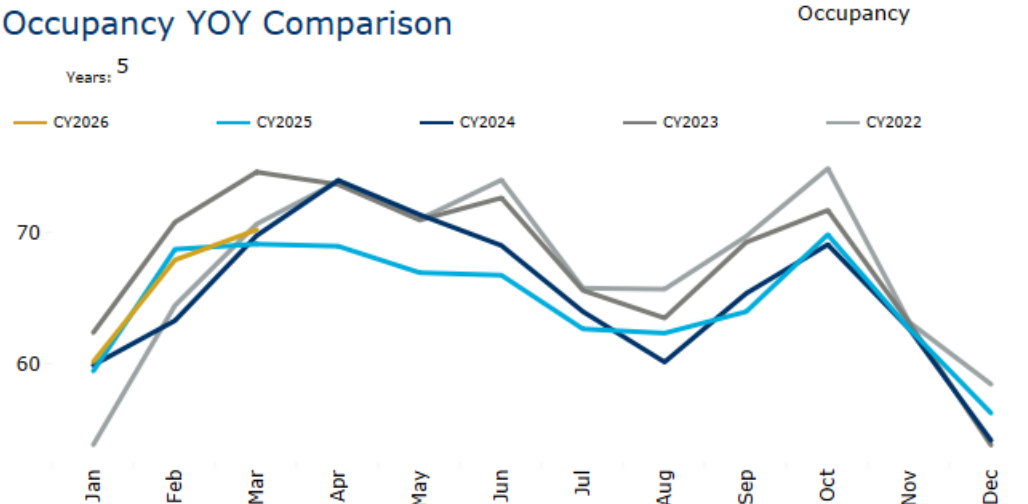
Last Six Months Performance



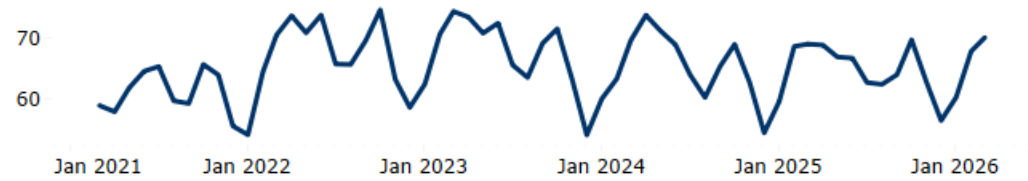
Last Six Months Performance vs. Previous Year



Occupancy YOY Comparison



Occupancy Long Term Trend

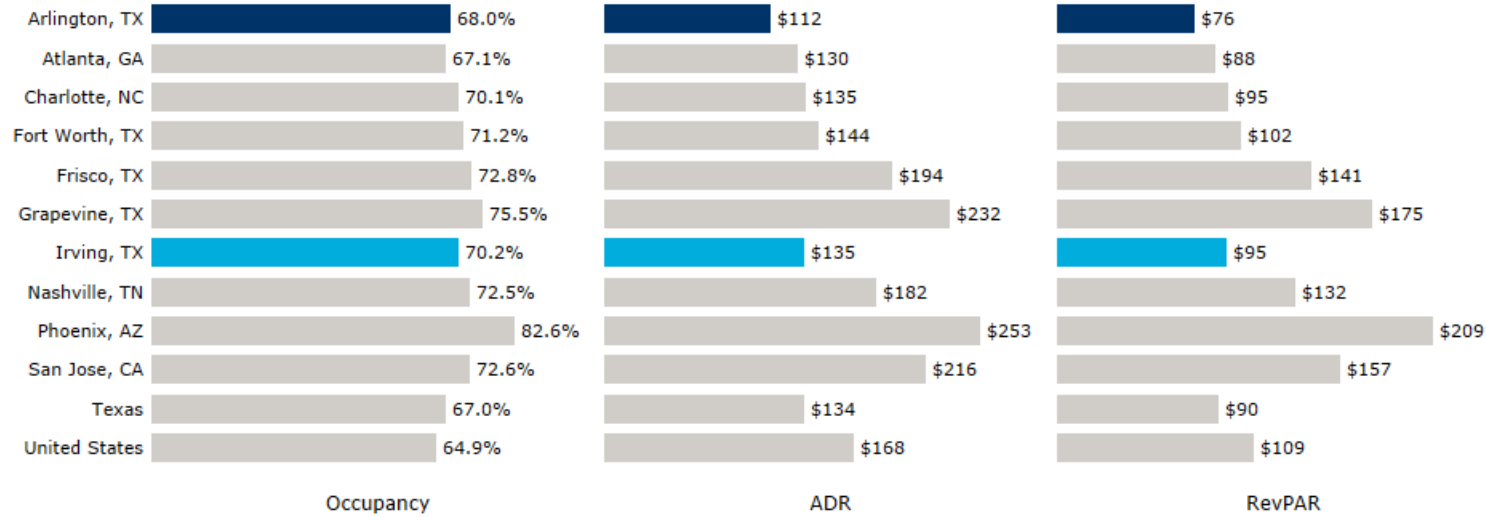


Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets

Month: March 2026
Report Month: March 2026
Compare to: Previous Year
Markets: All
Supply Total: \$76
Measures Summary: \$112, \$130, \$135, \$144, \$194, \$232, \$135, \$182, \$253, \$216, \$134, \$168

March 2026, Comp. Markets Hotel KPIs

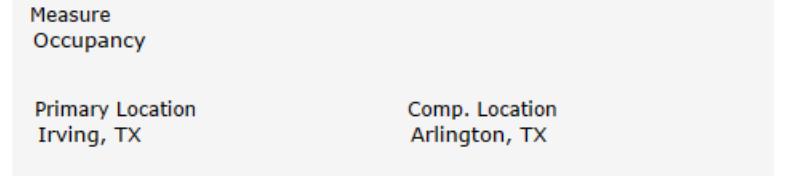


March 2026, Comp. Markets Hotel Performance vs. Previous Year

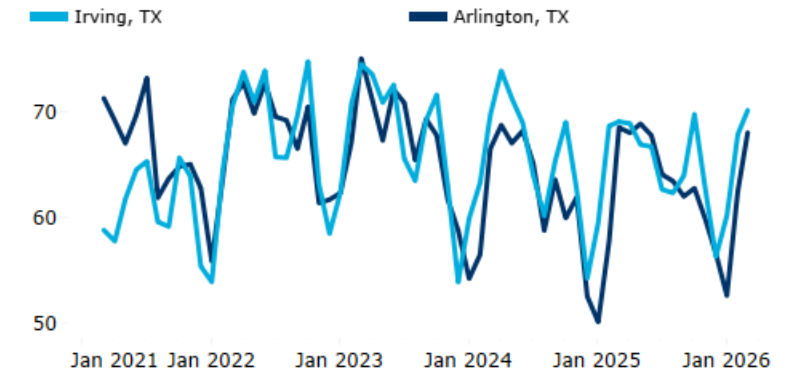
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	68.0%	▼ -0.7%	\$112	▲ 0.3%	\$76	▼ -0.5%	317.2K	▼ -2.3%	215.8K	▼ -3.0%	\$24.2M	▼ -2.8%
Atlanta, GA	67.1%	▲ 0.6%	\$130	▲ 2.3%	\$88	▲ 2.9%	3.6M	▲ 0.8%	2.4M	▲ 1.4%	\$313.4M	▲ 3.7%
Charlotte, NC	70.1%	▼ -0.1%	\$135	▲ 2.8%	\$95	▲ 2.7%	1.3M	▲ 0.6%	937.1K	▲ 0.5%	\$126.5M	▲ 3.2%
Fort Worth, TX	71.2%	▲ 2.5%	\$144	▲ 6.2%	\$102	▲ 8.8%	560.2K	▲ 3.7%	398.7K	▲ 6.3%	\$57.2M	▲ 12.9%
Frisco, TX	72.8%	▲ 4.2%	\$194	▲ 6.4%	\$141	▲ 10.9%	144.0K	▼ -0.2%	104.8K	▲ 4.0%	\$20.3M	▲ 10.6%
Grapevine, TX	75.5%	▼ -2.2%	\$232	▲ 5.9%	\$175	▲ 3.6%	148.4K	▲ 0.0%	112.1K	▼ -2.2%	\$26.0M	▲ 3.5%
Irving, TX	70.2%	▲ 1.6%	\$135	▲ 3.2%	\$95	▲ 4.8%	402.6K	▲ 0.1%	282.4K	▲ 1.7%	\$38.0M	▲ 5.0%
Nashville, TN	72.5%	▲ 3.6%	\$182	▲ 2.1%	\$132	▲ 5.8%	1.9M	▲ 2.7%	1.4M	▲ 6.4%	\$253.3M	▲ 8.6%
Phoenix, AZ	82.6%	▲ 2.9%	\$253	▲ 4.6%	\$209	▲ 7.7%	2.3M	▲ 2.1%	1.9M	▲ 5.1%	\$474.2M	▲ 10.0%
San Jose, CA	72.6%	▲ 7.5%	\$216	▲ 14.9%	\$157	▲ 23.5%	317.0K	▼ -0.3%	230.2K	▲ 7.2%	\$49.8M	▲ 23.2%
Texas	67.0%	▲ 0.8%	\$134	▲ 3.0%	\$90	▲ 3.8%	16.7M	▲ 0.8%	11.2M	▲ 1.6%	\$1.5B	▲ 4.7%
United States	64.9%	▲ 2.0%	\$168	▲ 3.8%	\$109	▲ 5.9%	175.3M	▲ 0.6%	113.7M	▲ 2.6%	\$19.1B	▲ 6.4%

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

Source: STR

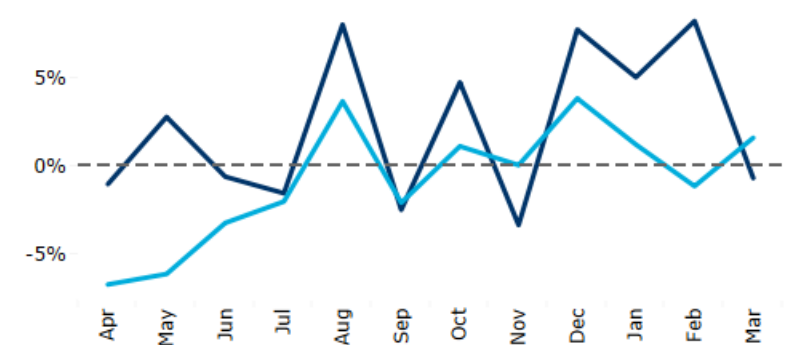


Occupancy Comparison



Occupancy vs. Same Month in Previous Year

Last 12 Months



Short Term Rental Summary

Irving, March 2026



×

Month

March 2026

Location

Irving

Property Type

All Properties

Compare to

Previous Year

Year Type

Calendar Year

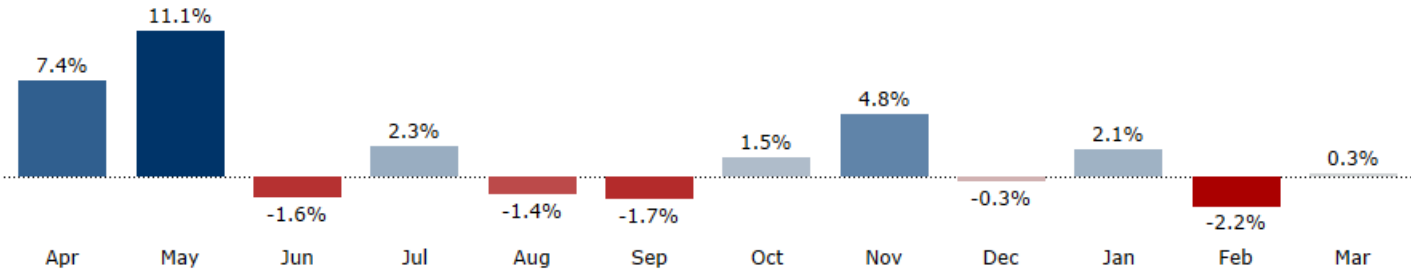
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	69.5%	\$132.70	\$92.25	15.5K	10.8K	\$1.4M
Change vs. Previous Year	+0.3%	-4.3%	-4.0%	-8.9%	-8.7%	-12.6%
Calendar Year-to-Date	64.2%	\$130.13	\$83.55	45.0K	28.9K	\$3.8M
YTD Change vs. Previous Year	--	+3.1%	+3.1%	-6.4%	-6.5%	-3.6%

Last Six Months

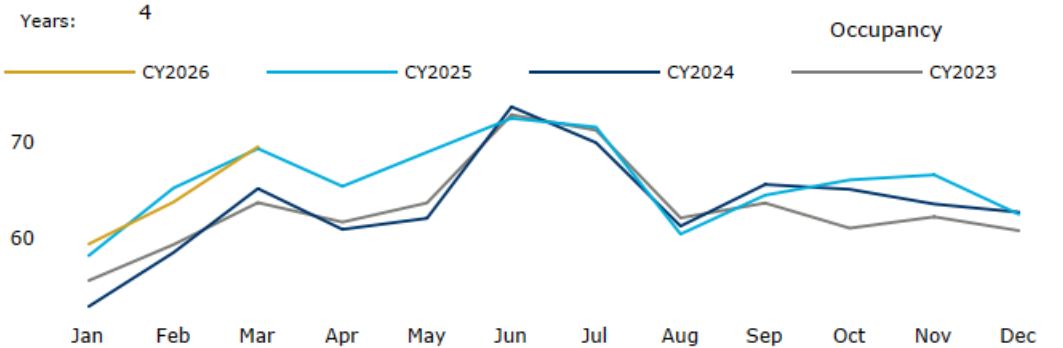
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Oct 25	66.1%	+1.5%	\$128	+0.9%	\$85	+2.4%	16.9K	-6.5%	11.2K	-5.1%	\$1.4M	-4.2%
Nov 25	66.6%	+4.8%	\$132	-4.0%	\$88	+0.6%	16.2K	-4.7%	10.8K	-0.1%	\$1.4M	-4.1%
Dec 25	62.5%	-0.3%	\$144	+14.0%	\$90	+13.7%	16.6K	-6.5%	10.4K	-6.8%	\$1.5M	+6.3%
Jan 26	59.4%	+2.1%	\$134	+11.9%	\$79	+14.2%	15.8K	-5.4%	9.4K	-3.4%	\$1.3M	+8.1%
Feb 26	63.7%	-2.2%	\$123	+4.8%	\$79	+2.4%	13.7K	-4.7%	8.7K	-6.8%	\$1.1M	-2.4%
Mar 26	69.5%	+0.3%	\$133	-4.3%	\$92	-4.0%	15.5K	-8.9%	10.8K	-8.7%	\$1.4M	-12.6%

Occupancy vs. Previous Year

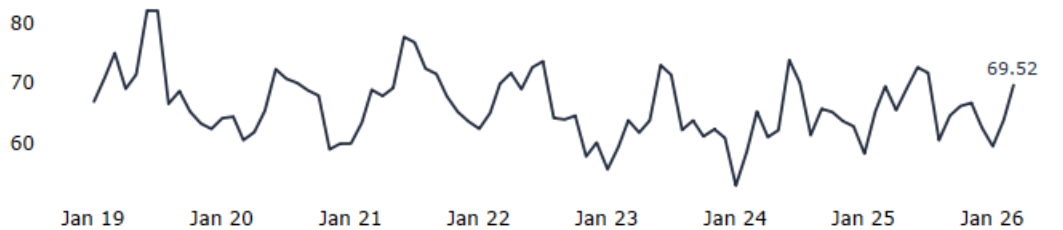
Last 12 Months



Occupancy YOY Comparison



Occupancy Long Term Trend



Short Term Rental Summary

Irving, March 2026



×

Month

March 2026

Location

Irving

Property Type

Hotel Comparable

Compare to

Previous Year

Year Type

Calendar Year

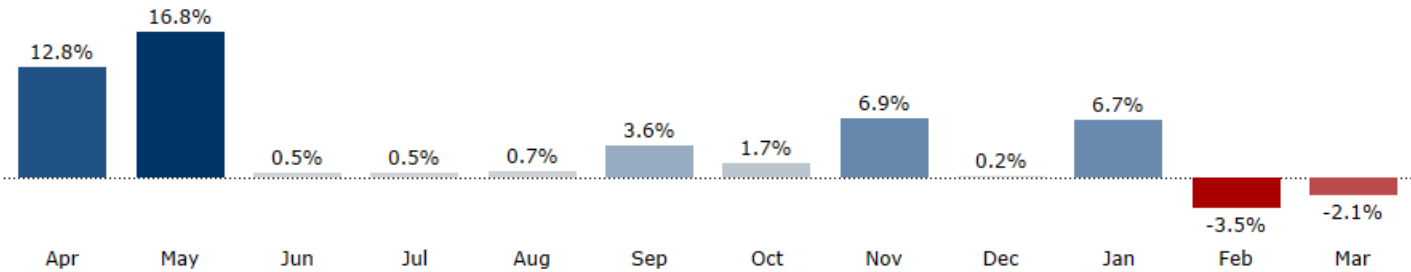
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	70.2%	\$69.63	\$48.87	8.6K	6.1K	\$421.7K
Change vs. Previous Year	-2.1%	--	-2.1%	-10.6%	-12.5%	-12.5%
Calendar Year-to-Date	67.1%	\$71.54	\$47.99	24.9K	16.7K	\$1.2M
YTD Change vs. Previous Year	+0.4%	+7.1%	+7.5%	-11.6%	-11.2%	-4.9%

Last Six Months

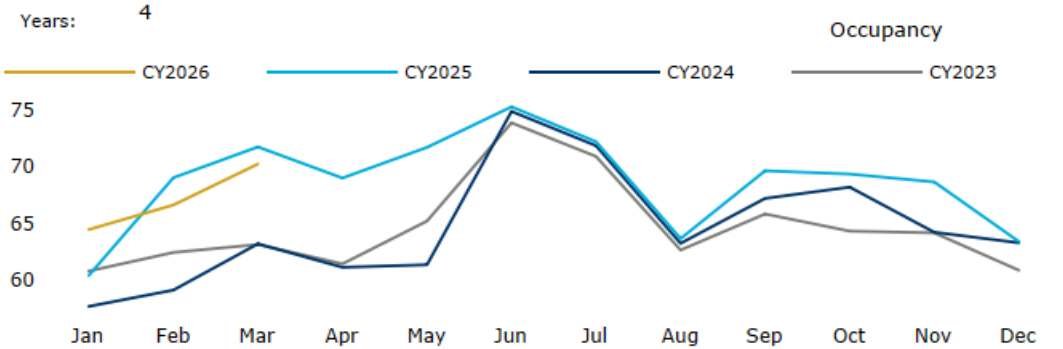
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Oct 25	69.3%	+1.7%	\$63	-9.9%	\$44	-8.4%	9.6K	-14.4%	6.7K	-12.9%	\$421.3K	-21.6%
Nov 25	68.6%	+6.9%	\$68	-6.6%	\$46	-0.1%	9.2K	-11.6%	6.3K	-5.5%	\$426.0K	-11.7%
Dec 25	63.4%	+0.2%	\$82	+19.5%	\$52	+19.8%	9.3K	-12.5%	5.9K	-12.3%	\$482.0K	+4.8%
Jan 26	64.4%	+6.7%	\$78	+19.7%	\$50	+27.7%	8.7K	-14.1%	5.6K	-8.4%	\$436.1K	+9.7%
Feb 26	66.6%	-3.5%	\$67	+2.3%	\$44	-1.2%	7.6K	-9.6%	5.1K	-12.8%	\$338.0K	-10.8%
Mar 26	70.2%	-2.1%	\$70	+0.0%	\$49	-2.1%	8.6K	-10.6%	6.1K	-12.5%	\$421.7K	-12.5%

Occupancy vs. Previous Year

Last 12 Months



Occupancy YOY Comparison



Occupancy Long Term Trend





CONVENTION CENTER MANAGEMENT REPORTS

IRVING
CONVENTION &
VISITORS BUREAU



IRVING CONVENTION CENTER
AT LAS COLINAS

April 17, 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 – March 2026**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	185,229	202,835	187,166	667,136	740,855	489,238
Ancillary Income	388,499	293,825	477,343	3,304,626	1,884,187	3,116,834
Total Event Income	573,728	496,660	664,509	3,971,762	2,625,042	3,606,072
Other Income	89,233	121,183	123,710	636,660	727,098	693,639
Adjusted Gross Income	662,961	617,843	788,219	4,608,422	3,352,140	4,299,711
Indirect Expenses	(707,894)	(711,231)	(719,473)	(4,409,376)	(4,274,032)	(4,484,313)
Net Income (Loss)	(44,933)	(93,388)	68,746	199,046	(921,892)	(184,602)

- Revenue for the month performed well, with total event income coming in above budget, mainly due to stronger ancillary sales.
- Year-to-date results remain strong, with revenue and adjusted gross income both ahead of the planned budget.
- Net income year-to-date has improved significantly, moving from a projected loss to a solid profit.
- Ancillary and catering operations continue to be major revenue drivers, supporting overall performance.
- Bottom line: Strong ancillary revenue helped the organization outperform expectations for the month while keeping year-to-date performance well ahead of plan.

Legends Global Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	557,331	426,546	652,078	4,519,855	3,481,793	4,339,144
Net Income/(Loss)	286,870	193,955	358,998	2,593,292	1,399,213	2,449,398
Net Income/(Loss) %	51.47%	45.47%	55.05%	57.38%	40.19%	56.45%

ICC by the Numbers

EVENTS	
This month	To date
15	87
Current Year	Current Year
16	91
Prior Year	Prior Year

VISITORS	
This month	To date
20,680	114,333
Current Year	Current Year
29,741	115,747
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
9,127	21,872
Current Year	Current Year
4,965	17,805
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
1	100%
This Month	Current Month
15	96%
Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
18	87
Current Year	Current Year
10	72
Prior Year	Prior Year

April and May at a Glance

- 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
- April 29-30 UNT Luncheon
- April 30 Lantern Learning
- May 1-3 Nostalgia Con
- May 4 IISD Salute to Service
- May 4-6 The 6th Annual Oilfield Water Markets Conference
- May 5-7 Pilot Network Conference
- May 7-10 Hall of Fame Dance Conference
- May 11-12 DFW Minority Supplier Showcase
- May 13-14 Linehaul Summit
- May 13-14 Lytx Meeting
- May 17-20 Network X Americas 2026
- May 21-24 Texas Frightmare Weekend
- May 25-29 Building Professional Institute
- May 26-28 Elevate IT
- May 29 Uplift Education Graduation

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

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 Sales/ICC Sales AI T... Definite	K-Pop Live Show Definite	Women's Business Coun... 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		Legacy Dance 2026 Definite	
19	20	21	22	23	24	25
Legacy Dance 2026 Definite		ADSC Meeting Definite		University of St. Augusti... Definite	BSW CME Definite	
			IAEE April Chapter Learn... Definite	ICVB Board Strategic Pla... Definite	In10sity Dance Competition Definite	
			Clean Americas BOD Me... Definite			
	Legends Global Tentative 1					

April 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	Breakfast with the Stars Definite		The Nostalgia Con Definite		
	ICVB Board of Directors ... Definite		UNT Luncheon Definite			
				Lantern Learning 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	Breakfast with the Stars Definite		Lantern Learning Tentative 1	The Nostalgia Con Definite	
	ICVB Board of Directors ... Definite		UNT Luncheon Definite			
3	4	5	6	7	8	9
The Nostalgia Con Definite	The 6th Annual Oilfield Water Markets Conference Definite		The Pilot Network Conference Definite			
	IISD - Salute to Service Definite	Mayor's Reception Definite		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	Haricharan Live in Concert Tentative 1		
			LytX Meeting Tentative 12			
17	18	19	20	21	22	23
Network X Americas 2026 Definite				Texas Frightmare Weekend Definite		
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	
					Yalla Bites Tentative 6	

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	

June 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	
7	8	9	10	11	12	13
U.S. Pet Pro Classic 2026 Definite			Educate Texas CCRSM Leadership Summit Definite			
Markets for Makers Prospect	IPD Civil Service Exam Definite			Phil Heath Supershow Definite		
					Big Ole Queer Market Definite	
14	15	16	17	18	19 Juneteenth	20
Phil Heath Supershow Definite	Pri-Med Access Definite					
Big Ole Queer Market Definite			Steubenville Lone Star 2026 Definite			
21	22	23	24	25	26	27
Steubenville Lone Star 2... Definite		DynaTen Town Hall Definite			Lucky Leaf Expo Definite	
		Texas Education Technology Leaders 2026 TETL Conference Definite				Texas Horror Lit Fest Definite
			Texas Health Resources ... Tentative 6	Strategy Meeting Prospect		Texas USAG Annual Awa... Tentative 6
28	29	30	1	2	3	4 Independence Day
Lucky Leaf Expo Definite	ICVB Board of Directors ... Definite					
Texas Horror Lit Fest Definite						

July 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28 Lucky Leaf Expo Definite Texas Horror Lit Fest Definite	29 ICVB Board of Directors ... Definite	30	1	2	3	4 Independence Day
5	6	7	8 North Texas District United Pentecostal Church International Summit Definite Texas Health Resources ... Tentative 6	9 7th Level Inc. Meeting Definite	10	11 7th Sense Automotive R... Tentative 6 Escalent Auto Research ... Tentative 13
12 7th Level Inc. Meeting Definite 7th Sense Automotive Research Tentative 6 Escalent Auto Research Event Tentative 13	13	14	15	16 Texas Haunters Convention Definite	17	18
19 TTLA Trial Advocacy College of Texas (TACT) 2026 Definite Texas Haunters Convent... Definite	20	21	22 Energy Investors Forum Definite QT Annual Manager Mee... Definite	23 Baby Shower Prospect	24	25 Dallas Bridal Show Definite

July 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Dallas Bridal Show Definite	Original Sewing & Quilt Expo/North Texas Quilt Festival 2026 Definite					
	ICVB Board of Directors ... Definite					



INDUSTRY REPORTS/ BOARD PARTNERS

IRVING
CONVENTION &
VISITORS BUREAU

OFFICIAL PUBLICATION OF THE TEXAS MUNICIPAL LEAGUE

April 2026
VOLUME CXIII
NUMBER 3

TTC

TEXAS TOWN & CITY

TEXAS
TOURISM



Official Publication of the
Texas Municipal League.

This publication assumes no responsibility for statements made by contributors in signed articles. It is not operated for pecuniary gain.

Editor Christina Corrigan
Creative Manager Jennifer Stamps
Designer Will Bowling
Advertising Sales Gray Gilson
Printing Publication Printers Corp.

Texas Town & City (ISSN 1084-5356) is published monthly except February and October for \$30 per year (\$3.00 per single copy) by the Texas Municipal League, 1821 Rutherford Lane, Suite 400, Austin, Texas 78754-5101. Periodicals Postage Paid at Austin, Texas and additional mailing offices.

POSTMASTER:

Send address changes to *Texas Town & City*, 1821 Rutherford Lane, Suite 400, Austin, Texas 78754-5101.

Section 305.027, Government Code, requires legislative advertising to disclose certain information.

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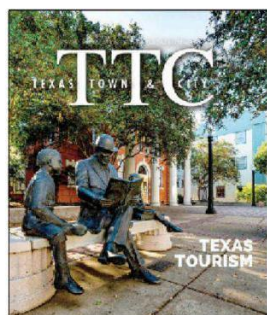


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ABOUT THE COVER

Showcasing *Treasured Moments* in downtown Bryan, this month's cover celebrates the creative spirit that makes Texas cities "must-visit" destinations.

MESSAGE ★ FROM THE PRESIDENT



Marissa Ximenez

Mayor Pro Tem, City of Floresville
TML President

Dear Texas City Official,

There is something powerful about inviting others to experience the place you call home. Tourism gives us the opportunity to tell our story – through our history, residents, local businesses, and the traditions that define us. In this month's issue of *Texas Town & City*, you'll read how communities across Texas are using tourism to share their stories and showcase what makes them unique.

From regional partnerships that pool resources and expand reach, to heritage festivals that honor local roots, cities are finding creative ways to showcase what makes them distinctive. You'll see examples of placemaking through murals and painted utility boxes, arts initiatives that activate public spaces, streetscape and façade improvements that invite visitors downtown, and cultural incubator programs that nurture homegrown talent. Many of these efforts begin with something simple: leveraging what you already have and placing authentic community voices at the heart of the story.

In my hometown of Floresville, known as the "Peanut Capital of Texas," we see that spirit come alive each year during our Peanut Festival. Visitors fill our historic downtown, local businesses thrive, and residents are reminded of the strength of our shared traditions. Tourism, at its best, brings people together and reinforces what makes a community special.

I hope the stories in this issue spark ideas for your city. When we tell our stories with authenticity and heart, we create opportunity, connection, and lasting pride. ★

A handwritten signature in black ink that reads "Marissa Ximenez". The signature is fluid and cursive, with a large loop at the end.

Marissa Ximenez

Mayor Pro Tem, City of Floresville
TML President



FUTURE-PROOFING YOUR COMMUNITY ON THE POWER OF VISITORS

By Maura Allen Gast, FCDME, Executive Director, Irving Convention & Visitors Bureau

In an era of shifting industries, remote work, demographic change, and unpredictable state and federal funding, tourism is one of the most flexible, resilient tools we have to stabilize our local economy and strengthen the quality of life and place for our residents and businesses. And it all starts with the visit which doesn't happen without the work done by local destination marketing organizations (Convention and Visitors Bureaus or tourism offices).

Why "Future-Proofing" Starts with the Visit

Tourism is sometimes dismissed as "extras"—nice to have when budgets are healthy, expendable when times get tight. History suggests the opposite.

- In 1896, Detroit created the first convention and visitors bureau specifically to recover from the Panic of 1893. They needed new dollars from outside the region and they discovered that proactively soliciting meetings and conventions was the fastest way to get them.
- After the Great Chicago Fire, Chicago used large-scale events and exhibitions to rebuild its image and its economy, creating the Chicago Interstate Exposition Building to attract visitors and investment.
- When Fort Lauderdale wanted to move beyond its reputation as a spring break party town, it didn't run from tourism but reshaped it. The City invested in an

elegant convention center, higher-end hotels, and better dining. The visitors, residents, and businesses changed – and the community changed for the better.

- World War II had seen Las Vegas grow with a different kind of visitor, with gunnery schools and magnesium mining. When the war ended and those went away, Las Vegas needed something to fill its hotels and restaurants on the weekdays and built the Las Vegas Convention Center, turning Vegas into the leading and most successful destination in the country.

The pattern is consistent: communities in crisis or transition often turn to tourism first, not last. Why? Because when done thoughtfully and strategically, tourism builds exactly the kind of place your own residents want, too.

Build a place where people want to **visit** and you'll build a place where people want to **live**.

Visitors want safe, attractive streets. They want walkable districts, good parks, public art, festivals, quality dining, farmers markets, and a sense of place. Your residents want the same things. And visitors don't require public dollars to school their children or fix their potholes or provide hospitals, but they still generate the revenues that support those. Invest to impress a visitor, and you're improving life

for the person who lives around the corner. Think about those visitors as future residents, as prospective business owners.

Tourism as a Community Development Strategy

Texas towns and cities are competing on multiple fronts: for residents, talent, employers, students, retirees, and state and federal resources. What ties all of those together? Perception and experience.

The "visit" is often the first real experience anyone has with your community. If that first visit is compelling, it sets off a positive and extraordinary chain reaction.

Build a place where people want to **live** and you'll build a place where people want to **work**. Visitors who have a great experience can easily imagine themselves living there. Retirees look at your trail system and downtown; young professionals notice your coffee shops, live music, and coworking spaces; families pay attention to safety, public spaces, and schools. Business owners look at an excellent airport, easy transportation systems, and a deep talent pool. A great visit makes future residents and businesses easier to recruit.

Once people choose to live in your community, they bring skills, entrepreneurship, and a local workforce. That's where the next building block kicks in.

Build a place where people want to **work** and you'll build a place where **business** has to be.

In today's economy, many businesses follow the talent. If skilled workers want to be in your city, business must be there, too, or risk losing its own workforce. Twenty years ago, companies made expansion or relocation decisions strictly on the financial bottom line. Today, they also should account for the place's ability to recruit and retain talent.

And once you've built a place where business has to be, your visitor economy deepens yet again.

Build a place where **business** has to be and you'll build a place where people have to **visit**.

Clients, vendors, job candidates, and conference attendees all flow into your town, spending money on hotels, restaurants, transportation, retail, and entertainment. Tourism and economic development are interdependent when they're done properly, coordinated and laser-pointed

in their collective target audiences.

The Role of CVBs and Tourism Offices

This loop begins with the visitor, and that's where your convention and visitors bureau (CVB) comes in. Tourism professionals spend their days engaging with potential visitors, marketing the community, and educating people about the destinations they represent in a highly competitive environment. They help shape the city's external story, recruit events, meetings, and sports tournaments, and connect local businesses into cohesive, visitor-ready experiences.

CVBs also coordinate marketing efforts that individual operators could not undertake alone and provide valuable data on visitor behavior and economic impact. By aligning community assets, supporting local businesses, and promoting the city strategically, tourism offices play a critical role in attracting visitors and strengthening the local economy.

The first CVB in Detroit wasn't formed for fun; it was formed for survival. Your tourism office serves a similarly strategic role. It functions as an economic development partner focused on bringing in outside and immediate dollars while strengthening your community's long-term appeal.

For city leaders, future-proofing a community includes recognizing tourism as part of its broader economic infrastructure.

Beyond Conventions: Diversifying Your Tourism Base

Conventions and large meetings are important, but they're only one part of the picture. The Texas communities that will prosper over the next 20–30 years will intentionally cultivate multiple types of visitors:

- Leisure travelers – Families, couples, and friends seeking weekend getaways, heritage travel, culinary experiences, or outdoor recreation.
- Sports tourism – Youth tournaments, adult leagues, and regional competitions that fill hotels and restaurants and often repeat annually.
- Cultural and heritage tourism – Visitors drawn by museums, historic sites, architecture, music, and local traditions unique to Texas.
- Nature and outdoor tourism – Trails, lakes, rivers, dark skies, birding, hunting, fishing, and parks.

- Medical and health tourism – Patients and families traveling to regional medical centers who need lodging, food, and supportive services.
- Educational and workforce tourism – Prospective university or community college students, interns, and trainees coming for programs and campus visits.
- Day visitors and regional traffic – People within a short drive who can become repeat customers for your special events, distinctive amenities, and one-of-a-kind local treasures.

Each of these categories can be a “first visit” that sparks the next decision—to live, work, invest, return.

To use tourism as a future-proofing tool, consider these priorities:

Invest in place, not just promotion.

Marketing is essential, but what sells your community is the experience itself. Communities stand out when they embrace distinctive, authentic elements and prioritize walkable, attractive city cores. Clean, well-maintained parks and riverfronts, clear wayfinding signage and visitor information, public art, murals, thoughtful lighting, and safe, pleasant streetscapes all contribute to a welcoming environment that supports visitors and quality of life.

Debt service brings moral obligations.

If you build a venue in your community that is funded by hotel occupancy tax bonds, it is in your community’s interest to ensure the visitors keep coming. That means making sure your tourism agency has the resources it needs to market and promote the destination consistently. When hotel rooms are not filled, hotel occupancy tax revenues may fall short of covering debt service. In that case, other revenues – such as ad valorem or sales taxes – must be used to meet the obligation which often means raising taxes or cutting services.

Integrate tourism with economic development.

Break down silos and ensure your economic development and tourism partners have seats at the same table, regardless of organizational structure. These entities share common audiences and often align on capital projects that serve locals and visitors, as well as on branding, messaging, and community image.

Champion your tourism office.

As an elected or appointed leader, your support helps set the tone for long-term success.

- Hotel occupancy tax revenues are structured to support tourism promotion, which in turn contributes to broader local revenues, including property and sales taxes.
- CVBs and tourism teams promote products and experiences they do not control, yet they remain accountable for overall performance and reputation.
- A long-term perspective helps align visitor, business, and resident needs with future community priorities.
- Tourism staff often serve as the front line for community branding and reputation management.

Design for “stickiness.”

The longer that visitors stay and the more often they return, the more likely they become residents, investors, or repeat customers. Communities can encourage this with walkable clusters of activities, evening and weekend programming, and authentic local experiences like farmers markets, live music, and brewery trails. Safe, well-lit streets and broad accessibility make the community welcoming and easy to enjoy.

Looking Ahead: Resilience Through Appeal

Future-proofing does not mean predicting every disruption; it means building a community that is attractive, flexible, and welcoming enough to adapt to whatever comes next. Tourism supports that goal by diversifying revenue streams, elevating the physical environment, strengthening the community’s brand beyond city limits, building civic pride, and creating a pipeline of future residents, workers, and businesses.

It all begins with the visit – and visits happen because of the work your convention and visitors bureau does every day. When city leaders invest in creating a place people want to visit, they set in motion a powerful chain reaction: a community where people want to live, where businesses want to operate, and where opportunity naturally follows. That visibility and appeal fuel vibrancy and long-term viability, forming a resilient, competitive foundation for the future. ★



ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES

Board Portal Reading Room
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