



MONDAY, MAY 18, 2026 - 11:45 a.m.

**IRVING CONVENTION CENTER
EXHIBIT HALL B
500 W. LAS COLINAS BLVD. IRVING, TEXAS 75039**

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

Place	Last	First	10/24/2025	11/27/2025	12/15/2026	1/26/2026	2/23/2026	3/23/2026	4/27/2026	5/18/2026	6/29/2026	7/27/2026	8/24/2026	9/28/2026
1	Jones	Cambria	P	P	P	C	P	P	P					
2	Basoco	Michael	P	P	P	C	P	P	P					
3	Gibson	Colvin	A	A	P	C	P	P	P					
4	Stewart, Jr	Richard	A	P	P	C	P	P	P					
5	Cooperstein	Karen	P	P	P	C	P	P	P					
6	Arafat	Yasir	A	P	P	C	P	P	P					
7	Reed	Sam	P	A	P	C	P	P	P					
8	Tancabel	John	P	A	P	C	P	P	A					
9	Taylor	Kyle	N/A	P	P	C	P	A	P					
10	Buttafuoco	Anthony	P	P	P	C	P	P	A					
11	Kang	Julia	A	P	P	C	P	A	A					
12	Malcolm	Greg	N/A	P	N/A	C	N/A	N/A	A					
13	Cole	David	P	P	P	C	*	P	P					
	Bob	Bourgeois	A	P	P	C	P	P	P					
	Bowman	Beth	P	P	P	C	*	P	P					
	Burke	Dallas	A	A	*	C	*	A	A					
	DeBeaudry	Tommy	A	A	P	C	P	A	P					
	Fenley-Garcia	Stephanie	A	P	P	C	P	P	P					
	Hawkins	Todd	A	P	*	C	P	A	P					
	Hillman	Chris	A	P	P	C	#	P	P					
	Lake	Harry	P	P	þ	C	*	A	P					
	Limon	Kim	A	A	*	C	*	A	A					
	Wallace	Chris	A	A	*	C	*	þ	A					
	Perot	Hammond	A	A	P	C	P	P	A					
	Rogers	Dick	A	A	#	C	#	A	A					
	Whittington	J. Lee	A	A	P	C	*	A	A					
	Zapanta	Councilman Al	A	P	*	C	P	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, May 18, 2026 at 11:45 AM
Irving Convention Center, Exhibit Hall B
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Meeting Minutes for April 27, 2026**
- 3. Accepting the ICVB Financial Reports for April 2026**
- 4. Reviewing the Hotel Occupancy Tax Collections**

Board Reports

- 5. Board Chair Report**
 - a. Recognition of Service – Mayor Rick Stopfer
 - b. Board Member City Council Outreach Updates
 - c. Next Meeting – June 29
- 6. Board Committee Reports**
 - a. Board and Business Development – Karen Cooperstein
 - Next Meeting – June 12
 - b. Community Engagement – Cambria Jones
 - National Travel and Tourism Week Recap
 - Heritage Society Fish Fry Recap
 - Next Meeting – July 14
 - c. Destination Development – Anthony Buttafuoco
 - Recap of May 12 Meeting
 - Next Meeting – August 11
- 7. City Reports**
 - a. Mayor & Other Council Members
 - b. City Manager – Chris Hillman
 - Delinquent Hotel Occupancy Tax Collection Updates
 - VIA Agreement Update – Irving Routes & Urban Center Circulator
 - Visitor Development Updates
 - Other City Updates

AGENDA - Continued

- 8. Bureau Monthly Management Reports**
 - a. Executive Director – Maura Gast
 - b. Sales and Services – Lori Fojtasek
 - FIFA World Cup Sales Update
 - c. Marketing and Communications – Monty White
 - FIFA World Cup Marketing Update
 - d. Administration and Finance – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
- 9. Convention Center Management Report – Tom Meehan, Kayla Perez, Jeremy Pierce, Casey Villasenör**
- 10. Industry Partner Reports**
 - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
 - b. Hotel Industry Updates – Anthony Buttafuoco, Kim Limon
 - c. Industry-At-Large Report – Stephanie Fenley-Garcia
 - d. Restaurant Industry Update – David Cole
- 11. 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, April 27, 2026, at 11:45 AM
Irving Convention Center, Third Floor Jr. Ballroom C-D
Irving, Texas 75039

Those in attendance were Board Chair Sam Reed; Board Vice Chair Michael Basoco; Yasir Arafat, Bob Bourgeois, Beth Bowman, David Cole, Karen Cooperstein, Tommy DeBeaudy, Stephanie Fenley Garcia, Colvin Gibson, Todd Hawkins, Cambria Jones, Harry Lake, former Board Chair Richard Stewart, Jr., and Kyle Taylor - Board Members; City Manager Chris Hillman, Assistant City Manager Philip Sanders, Chenese Strange, representing Financial Services, Senior Assistant City Attorney Christina Weber, and Council Liaison Al Zapanta - City of Irving; Kayla Perez and Casey Villaseñor - ICC Staff; Carol Boyer, Lori Fojtasek, Maura Gast, , Marianne Lauda, Brice Petty, Susan Rose, Matt Tungett, Monica Soto, Monty White, and Elizabeth Agron - ICVB staff; and guests Toyota Music Factory General Manager Eric Albert, Convention Services Associate Kim Kresge, and Rosie Meng.

Board Chair Sam Reed called the meeting to order at 11:45 a.m. and asked if there were any citizen comments. There were none.

CONSENT AGENDA

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

On a motion from Board member Richard Stewart, Jr. and a second from Board member Colvin Gibson, the motion passed unanimously.

INDIVIDUAL CONSIDERATION

High Spirited Citizen Recommendations

Community Engagement Committee Chair Cambria Jones presented the High Spirited Citizen recommendations from the Community Engagement Committee. Completed nomination forms are included in the packet.

- Ann Gibson
- Bruce Miller
- Benedict Parks

Jones asked for a motion to approve the nominations. Gibson recused himself from voting. On a motion from Board member Karen Cooperstein and a second from Board Vice Chair Michael Basoco, the motion passed.

BOARD REPORTS

Board Chair Report

- Staff Service Award – Accounting and Budget Director Marianne Lauda Reed and Executive Director Maura Gast presented Lauda with a service award recognizing 40 years of service. The Board, ICSV and ICC staff congratulated Lauda with a standing ovation for her many accomplishments.
- National Travel and Tourism Week / City Council Updates. Reed reported National Travel and Tourism Week is May 5-8, 2026. An information card was provided for Board members to use during their meetings with City Council members. Reed recommended meeting three times between now and the end of the year with the assigned City Council member to review the information card and listen for ways the ICSV can further assist Council members.
- Reed thanked City Council for sponsoring the small business interest-free loan program, which allowed his business to purchase a 3D printer. A 3D printed phone holder/key chain was provided, compliments of AlphaGraphics.
- The next meeting is scheduled for May 18.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Karen Cooperstein reported:

- Cooperstein thanked Board and staff members who attended the Strategic Planning session, noting it was a very productive meeting and covered a lot of ground. Data was presented for travel and tourism taken from several recent studies.
- Cooperstein thanked Gast for bringing in David Holder from Clarity of Place as facilitator for the meeting.
- Cooperstein noted there are many big, lofty goals ahead and that the plan will come back to the Board for approval.
- Gast will provide the ICSV semi-annual update to City Council next week. The time will be communicated to Board members.
- The next Committee meeting is scheduled for Friday, June 12.

Community Engagement Committee

Committee Chair Cambria Jones reported:

- Jones provided a recap of the April 14 Community Engagement Committee meeting.
- Board members were encouraged to attend National Travel and Tourism Week activities; this year's theme is "Travel Is Essential."
- The Heritage Society Fish Fry is scheduled for May 8, and volunteers are needed.
- Small Business Blitz is next week; volunteers are still needed.
- The next Committee meeting is scheduled for July 14.

Destination Development Committee

No report.

CITY REPORTS

Councilman Al Zapanta reported:

- Zapanta thanked Omni Las Colinas for support of Future Leaders of Irving program. There were 34 attendees with their families, and Zapanta noted it was encouraging to see the growth and confidence built through the program. All five Irving high schools participate in the Future Leaders of Irving program.
- The next City Council meeting is scheduled for Thursday, May 7.
- Elections are this Saturday for three City Council seats: District 3, District 6, and Mayor.

City Manager Chris Hillman reported:

- Hillman provided a Hotel Occupancy Tax delinquency update. The Doubletree DFW Airport North has caught up, and Sheraton DFW Airport Hotel remains delinquent. The City is aggressively pursuing the outstanding dollars and is working with the hotels.
- Hillman expressed excitement about the new Urban Center shuttle with Via. Final contracts will go before Council for approval.
- The Urban Center circulator will follow a figure-eight route through major developments and apartment areas as a pilot program. The City is working in tandem with the ICVB team to get the word out, and Hillman asked Board members to help promote the service. He noted the shuttle should be helpful for the ICC, Toyota Music Factory, office buildings, and Urban Center residents needing quick access to dining, concerts, and other destinations. A consistent schedule will be key.
- Budget season is underway. The FY2026-27 budget and strategic plan review will be held during the third week in May, when City Council will provide feedback on staff focus areas.
- Hillman referenced the City's focus on the State Legislature including Senate Bill 840, which passed in 2025, and Senate Bill Special 10 that did not pass because agreement could not be reached on the changes to make. Hillman noted the City needs serious foresight for the challenges ahead and staff will need to be present to tell Irving's story.
- Zapanta has focused on the state legislature with City Legislative Liaison Mark Wiggins, including concerns about property taxes. Hillman noted the City has lowered taxes and increased exemptions and is looking at increasing the senior homestead exemption.
- Hillman anticipates significant changes to the City's ability to raise revenue. Police staffing and Fire collective bargaining together would require an additional \$22 million in funding; based on the current tax rate, a four- to five-cent increase would be needed just to pay for those items.

Board Vice Chair Michael Basoco asked whether there would be a circulator fee. Hillman stated the circulator service will be free. The routes Via will be operating to fill the gap created by DART's cuts of routes 225 and 255 will have the same stations, stops and fees that DART had. The City is paying for these routes and the circulator using dollars coming back as part of the DART negotiations. The circulator is serving as a pilot program, and thus there will be no charge for now.

Board member Kyle Taylor asked whether each change in any of these routes will require returning to DART with the changes. Hillman stated that Via is flexible and can make changes depending on budget. Mayor Rick Stopfer will continue to serve on the DART Board. Hillman recommended that DART, as the mass transportation service provider, should provide the service. The City is providing a gap service in response to significant cuts and will continue to push DART to reinstate the routes. The Via contract is for one year, and the goal is to get the service back into the DART budget and have DART pick the service back up.

BUREAU MANAGEMENT REPORTS

Executive Director Maura Gast reported:

- Gast thanked staff and Board members for their input during the Strategic Planning session.
- The plan development process is starting, and each committee will meet and bring forward a set of goals for Board approval.
- The ICVB FY2026-27 budget will be presented at the June Board meeting. Any Strategic Plan items will be added as placeholders, and a new fund will be added to support it.
- Gast again congratulated Lauda and thanked the guests attending in her honor.

ICVB Sales and Services

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- Fojtasek reported a busy month and stated the team is at 121% of goal year-to-date.
- April groups included Turning Point USA and NostalgiaCon this week.
- May groups include TruckSpy, InformaTech with five hotels, and Frightmare over Memorial Day weekend as a true citywide event with 1,500 sleeping rooms in 20 hotels, and Electronic Security Association in May with 1,400 room nights.

Director of Sales Matt Tungett reported:

- Tungett introduced new Corporate Sales Manager Elizabeth Agron, who joined ICVB from the Westin DFW. Several staff members have worked with Agron previously, and Tungett stated she will be an excellent addition.
- Tungett attended a recent FIFA update meeting and reported:
 - Move-in for the International Media Center at the Dallas Convention Center will begin in May; build-out will be completed, and tear-down is scheduled for the end of August. Afterward, the convention center will close for construction of a new facility.
 - The International Media Center will house 5,000 media representatives for the duration of the World Cup.
 - All matches are set. Sweden and Czechia were noted, with Sweden in Frisco at the Westin with Toyota Stadium as the base camp, and Czechia in the new stadium in Mansfield while staying in downtown Fort Worth.
 - The draw for teams playing at “Dallas Stadium” includes the best teams and top ten in the world. The following for Argentina’s Lionel Messi will be huge, and the State Department already has approved 80,000 travel visas from Argentina.
 - Many arrangements and details will be last-minute.
 - Venues of note include downtown hotels for teams coming to play in Dallas.
 - Irving was potentially in the mix for a transportation staging area, but the staging area will be in Grand Prairie.
 - There are two Irving official FIFA hotels: Westin Irving Convention Center Hotel with 100 rooms for 45 nights, and Ritz-Carlton Dallas-Las Colinas for VIPs and officials.
 - A potential FIFA watch party at The Ginger Man at Water Street was noted. Everything is currently in negotiations.
 - Transportation and security planning has involved Irving heavily.
- Tungett recently traveled to Athens, Georgia, for the Athens Twilight Criterium Bicycle Race, along with ICVB staff Monty White and Maura Gast, and Sgt. Brian Moralez from the Irving Police Department. The program was described as a well-run program, with a small two-thirds-mile course, racing only on Saturday, and 30,000 attendees, and a video was shared of the event.

Tungett noted the event has a real community vibrancy to it, and he hopes to see the program in Irving in the future. The race includes a series of related events, including a more leisurely ride that extends further out, with four activated and hosted stops along the way. Possible collaboration with Irving Marathon was noted.

Marketing and Communications

Assistant Executive Director Marketing and Communications Monty White reported:

- White reviewed the Irving Visitor Industry Performance Study for 2019-2025. A complete presentation of the study is available on the Board portal. Highlights also were shared with the Board as part of the Strategic Planning Studies Overview.
- The Marketing and Communications report for March is available on the Board portal. Items of interest included:
 - Website traffic reached 119,427 total sessions, including 58,418 engaged sessions from 96,355 active users.
 - In March there were 7,287 blog pageviews.
 - All Digital Campaigns are performing well.
 - Social media had 2,367 new followers, bringing total followers to 214,728.

Finance and Administration

Assistant Executive Director Finance and Administration Susan Rose reported:

- Rose reviewed Tourism Economics and lodging highlights from April 2026. The presentation is available on the Board portal, and highlights also were shared with the Board as part of the Strategic Planning Studies Overview
- The complete March 2026 STR report is included in the meeting packet and available on the Board portal. Highlights include:
 - Irving Occupancy Rate for March was 70.2%, an increase of 1.6% from last year. Average Daily Rate (ADR) was \$134.70, an increase of 3.2%. RevPAR was \$94.50, an increase of 4.8%.
 - Texas reported Occupancy of 67.0%, a 0.8% increase from the previous year.
 - U.S. Occupancy reported 64.9%, a 2.0% increase.
- The Finance and Administration team is working on the FY 2026-2027 budget.
- Rose thanked Office Manager Carol Boyer for her efforts in coordinating the Strategic Planning retreat organization and details.

IRVING CONVENTION CENTER MANAGEMENT REPORT

Director of Sales Casey Villaseñor

- A complete March 2026 report is included in the meeting packet available on the Board portal.
- March included 15 events, 20,680 attendees, and performance ahead of pace from last year, with guest rooms at 21,000 compared with 17,000.
- Customer Satisfaction Survey results were 96% year-to-date.
- There were 18 contracts executed for March and 87 year-to-date.
- Villaseñor gave a shout-out to Sales Manager Cassie Molinari, who booked more than \$1 million over the past quarter, compared with an average of \$400,000 to \$600,000, and was recently promoted to Senior Sales Manager.

ICC Assistant General Manager Kayla Perez reported:

- Budget numbers look great, and bookings are good.
- Summer is expected to be slower due to FIFA, gas prices, and other factors.
- Capital projects in the building include mechanical maintenance and preventative maintenance for airwalls and benches, and chillers for the HVAC system.

Hillman added an update to his previous report:

- The Doubletree DFW Airport North has paid off its existing balance but owes \$16,000 in penalties and interest.
- Sheraton DFW Airport Hotel is still making payments on its agreement but is two months behind on the existing balance.

INDUSTRY PARTNER REPORTS

The Pavilion at Toyota Music Factory / Live Nation

General Manager Tommy DeBeaudy reported:

- The Pavilion at Toyota Music Factory currently has seven confirmed rentals and 12 special events.
- The venue promoted 85 events for 2026, compared with 83 last year, and has already surpassed 2025.

GGP / Brookfield Properties

General Manager Eric Albert reported:

- Albert expressed excitement about the circulator and stated that connectivity in the Urban Center is fragmented and walkability is stagnant. The circulator creates a direct line to Levy Plaza and the business district in the Urban Center. He thanked Hillman for pushing the project forward. Hillman noted that input from Hammond Perot and Gast has been invaluable.
- Albert shared a 2025 Review and 2026 Outlooks. A copy of the complete Toyota Music Factory Update presentation is available on the Board portal.
- Key Insights from 2025 Visitation
- Strong Local Base: 873,000 repeat visits and Irving/Las Colinas ZIP codes remain the primary visitation drivers.
- Corporate Market Strength: Work-origin visitation increased from nearby corporate offices, and Las Colinas employment base supports weekday restaurant traffic.
- Event Programming Drives Activity: Pavilion shows remain the largest traffic driver, and there is strong correlation between concerts, visitation and tenant sales.
- Plaza Activations are Performing: Plaza visitation has doubled year over year.
- 2026 Leasing Update: Brand driven/experiential dining and entertainment is the leasing focus for 2026.
- 2026 Outlook: Advance Corporate and Weekday Engagement, Plaza Activation, Maximize Pavilion Synergy, Expand Regional Draw, and Execute Strategic Leasing.

In response to questions, discussion included college and NFL watch parties in the fall, continued focus on sports and entertainment. Albert noted the best way to keep track of events is through the website and by subscribing to the Toyota Music Factory, Las Colinas Association, and Chamber newsletters. Albert also noted there is no impact on Toyota Music Factory from the Department of Justice lawsuit with Live Nation.

Hotel Industry Updates

No report.

Industry-At-Large Update

Board member Stephanie Fenley Garcia congratulated Lauda on 40 years of service.

Restaurant Industry Update

Board member David Cole reported:

- Alma Cafe and Bake House is a Latin coffee and bakery concept on Britain Road and Second Street.
- InSo is an Asian fusion and lounge concept in the former Walk-On's location on 635, west of MacArthur. The location has been completely renovated and features live-fire cooking with a Southeast Asian and Texas focus, late-night music with a DJ, and closes at 2 a.m.
- Argentina Bakery on Belt Line Road is expanding to a new space onto SH 183 with indoor/outdoor space.
- Lamberti's Water Street sister location is open, and for now the MacArthur location remains open.

PARTNER ORGANIZATION AND STAKEHOLDER REPORTS

DCURD and Irving Flood Control Districts Update

No report.

Greater Irving-Las Colinas Chamber of Commerce Update

Chamber Board Chair Harry Lake reported:

- In February Irving's unemployment was 3.9% in Irving, 4.4% in Texas, and 4.7% nationally.
- Chamber in Action: Bimbo Bakeries has relocated to Irving from Pennsylvania, bringing 100 employees.
- Lake recognized the ICVB, ICC, and the City for the Japan America Society's 2026 Sun & Star Awards Celebration recently held at the ICC and gave kudos to the team. Lake noted hearing from the organizer that they loved the event and the venue.
- Urban Towers is securing nearly 50,000 square feet of new leasing in March and serves as a major hub near the Toyota Music Factory and the Urban Center.
- Fox News headquarters construction continues.
- Small Business Blitz Week is next week, with Toyota Music Factory and Rayleigh Underground hosting the Best in Irving awards next Wednesday at 4:30 p.m.
- Cinco de Mayo activities at Toyota Music Factory start at noon, and festive eats, margaritas, DJs, mariachi music, and local vendors. The event is free, and Lake encouraged everyone to attend.

Irving Arts and Culture

Todd Hawkins reported:

- Hawkins reported that it is a busy time and that Irving Arts and Culture won a Gold Medal from the Texas Association of Museums for marketing work on the "*Badge of Pride*" exhibit. The exhibition continues to bring significant attention, including an international award.
- "Cirque Rocks with Cirque De La Symphonie," presented by the Irving Symphony Orchestra was held on April 25.

- All events are available on the website.

Stewart congratulated Hawkins on the Smithsonian Air and Space presentation. Dr. Margaret Weitekamp was the speaker. There was a big crowd, and Stewart added it was an enlightening experience through the partnership with the Smithsonian.

Las Colinas Association
No report.

TIF Updates
No report.

University of Dallas Updates
No report.

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

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending
April 2026

IRVING
CONVENTION &
VISITORS BUREAU



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
APRIL 2026

Assets

Cash and equivalents	298,681.23
Investments	5,106,130.00

Total Assets	5,404,811.23
---------------------	---------------------

Liabilities

Accounts payables	31,463.64
Due to other funds	23.90

Total Liabilities	31,487.54
--------------------------	------------------

Fund Balance (Budgetary basis)

Reserve for encumbrances	592,435.24
Unreserved	4,780,888.45

Total Fund Balance	5,373,323.69
---------------------------	---------------------

Total Liabilities and Fund Balance	5,404,811.23
---	---------------------



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	858,612.69	4,150,255.58	9,945,613.00	41.7%	0.00	5,795,357.42
	PENALTY AND INTEREST	6,394.73	54,982.26	0.00	0.0%	0.00	(54,982.26)
	PRIOR YEAR	31,859.33	359,451.96	0.00	0.0%	0.00	(359,451.96)
	SHORT-TERM RENTALS	23,507.97	117,956.18	0.00	0.0%	0.00	(117,956.18)
	TOTAL HOTEL/MOTEL TAX	920,374.72	4,682,645.98	9,945,613.00	47.1%	0.00	5,262,967.02
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		15,252.08	102,740.10	185,000.00	55.5%	0.00	82,259.90
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		935,626.80	5,080,276.54	10,430,499.00	48.7%	0.00	5,350,222.46
EXPENDITURES							
N1 - SALARIES		228,953.89	1,530,543.00	3,459,324.00	44.2%	0.00	1,928,781.00
N2 - BENEFITS		49,531.33	318,495.99	690,885.00	46.1%	0.00	372,389.01
N4 - SUPPLIES		7,694.35	25,023.78	109,010.00	23.0%	0.00	83,986.22
O1 - UTILITIES (COMMUNICATIONS)		957.60	9,494.00	31,836.00	29.8%	0.00	22,342.00
O2 - COST ALLOCATION TO HEALTH SELF INSUR		0.00	0.00	3,550.00	0.0%	0.00	3,550.00
O3 - OUTSIDE SERVICES							
	CLOUD BASED SOFTWARE FEES	4,133.89	124,462.23	260,942.00	47.7%	0.00	136,479.77
	FREIGHT	48.97	577.96	3,250.00	17.8%	0.00	2,672.04
	MARKETING AND SALES RESOURCES	23.90	17,283.23	64,300.00	26.9%	0.00	47,016.77
	MEDIA ADVERTISING	15,300.00	196,000.98	345,059.50	56.8%	135,760.50	13,298.02
	POSTAGE EQUIPMENT RENTAL	719.25	2,157.75	2,950.00	73.1%	719.25	73.00
	PROFESSIONAL SERVICES	155,682.56	1,273,482.75	2,231,642.49	57.1%	439,955.49	518,204.25
	PROPERTY MANAGEMENT SERVICES	0.00	698,000.00	1,395,000.00	50.0%	0.00	697,000.00
	TOTAL OUTSIDE SERVICES	175,908.57	2,311,964.90	4,303,143.99	53.7%	576,435.24	1,414,743.85
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	35,286.51	166,620.00	459,154.00	36.3%	0.00	292,534.00
	MILEAGE REIMBURSEMENT	216.34	980.29	3,900.00	25.1%	0.00	2,919.71
	MEMBERSHIP AND DUES	680.00	49,881.00	80,660.00	61.8%	0.00	30,779.00
	TOTAL TRAVEL - TRAINING - DUES	36,182.85	217,481.29	543,714.00	40.0%	0.00	326,232.71
O5 - CLAIMS AND INSURANCE		0.00	0.00	167,035.00	0.0%	0.00	167,035.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	36,814.98	187,305.81	397,824.00	47.1%	0.00	210,518.19
	BUSINESS DEV INCENTIVE PROG	25,622.00	280,219.00	550,000.00	50.9%	0.00	269,781.00
	CONVENTION SERVICES MATERIALS	3,514.38	71,543.16	160,350.00	44.6%	0.00	88,806.84
	EVENT SPONSORSHIPS	8,000.00	71,772.50	123,273.00	58.2%	8,000.00	43,500.50
	LOCAL PROGRAMS-PROMOTIONS	16,742.14	210,299.28	317,777.00	66.2%	8,000.00	99,477.72
	TOTAL MISCELLANEOUS EXPENSES	90,693.50	821,139.75	1,549,224.00	53.0%	16,000.00	712,084.25
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		589,922.09	7,344,463.71	13,058,348.99	56.2%	592,435.24	5,121,450.04

Beginning Fund Balance	7,637,510.86
Revenues	5,080,276.54
Expenditures	(7,344,463.71)
Ending Fund Balance	5,373,323.69



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

Assets

Cash and equivalents	3,641.81
Investments	6,708,000.00
Receivables	7,852,917.20

Total Assets

14,564,559.01

Liabilities

Accounts payables	756,062.02
Unearned revenue	1,475,707.77
Deferred inflow	7,565,578.90

Total Liabilities

9,797,348.69

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	4,767,210.32

Total Fund Balance

4,767,210.32

Total Liabilities and Fund Balance

14,564,559.01



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
MONTHLY FINANCIAL REPORT
APRIL 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		20,873.78	100,283.36	110,000.00	91.2%	0.00	9,716.64
M5 - MISCELLANEOUS		26,453.67	185,175.69	364,072.00	50.9%	0.00	178,896.31
M6 -TRANSFER FROM ICVB GENERAL FUND		0.00	2,110,321.00	2,110,321.00	100.0%	0.00	0.00
TOTAL REVENUE		47,327.45	2,395,780.05	2,732,014.00	87.7%	0.00	336,233.95
EXPENDITURES							
N7 - STRUCTURE MAINTENANCE		949,454.75	1,184,734.25	1,224,000.00	96.8%	0.00	39,265.75
P1 - CAPITAL EXPENDITURES		13,345.00	13,345.00	1,000,000.00	1.3%	0.00	986,655.00
P5 - TRANSFER TO ICVB GENERAL FUND		0.00	289,886.00	289,886.00	100.0%	0.00	0.00
TOTAL EXPENDITURES		962,799.75	1,487,965.25	2,513,886.00	59.2%	0.00	1,025,920.75

Beginning Fund Balance	3,859,395.52
Revenues	2,395,780.05
Expenditures	(1,487,965.25)
Ending Fund Balance	4,767,210.32



Irving Convention and Visitors Bureau

Check Register

April 2026

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065404	4/7/2026	ASHFORD TRS CORPORATION			2,862.00
		BUSINESS DEV INCENTIVE PROG	BIBLE STUDY FELLOWSHIP/MAR 2026	2,862.00	
80065405	4/7/2026	BH DFW PROPERTY LP			2,215.00
		BUSINESS DEV INCENTIVE PROG	TX STATE HISTORICAL ASSN/MAR 2026	2,025.00	
		BUSINESS DEV INCENTIVE PROG	GAMEFEST/MAR 2026	190.00	
80065407	4/7/2026	CUTTS, SUSAN			558.00
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - 03/16-27/26	558.00	
80065408	4/7/2026	DILLON HARMON PRODUCTIONS			500.00
		PROFESSIONAL SERVICES	PROPOSAL ROMANCE CAMPAIGN - DRONE FOOTAGE	500.00	
80065409	4/7/2026	FRIENDS OF THE IRVING MUSEUMS			500.00
		MEMBERSHIPS, CERTS, & LICENSES	2026 MEMBERSHIP	500.00	
80065410	4/7/2026	HCD DALLAS CORPORATION			1,596.00
		BUSINESS DEV INCENTIVE PROG	AAQEP SYMPOSIUM/MAR 2026	1,596.00	
80065411	4/7/2026	LAMONTCO LLC			4,000.00
		EVENT SPONSORSHIPS	PREMIER PARTNER AGREEMENT 2026-2027	4,000.00	
80065412	4/7/2026	MANUSAMA, DEBORA CHRISTY			1,005.00
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - MAR 2026	1,005.00	
80065413	4/7/2026	PANADE II, LTD			410.00
		BUSINESS DEV INCENTIVE PROG	UNIV OF THE CUMBERLANDS RB1/MAR 2026	190.00	
		BUSINESS DEV INCENTIVE PROG	UNIV OF THE CUMBERLANDS RB2/MAR 2026	220.00	
80065414	4/7/2026	PARKER UNIVERSITY			640.00
		BUSINESS DEV INCENTIVE PROG	PARKER UNIVERSITY/MAR 2026	640.00	
80065415	4/7/2026	PROVIDENT RESOURCES GROUP, INC			1,446.00
		BUSINESS DEV INCENTIVE PROG	INTL ACADEMY OF ENDODONTICS/MAR 2026	1,446.00	
80065416	4/7/2026	SMG			705.00
		BUSINESS DEV INCENTIVE PROG	TEXSOM/MAR 2026	705.00	
80065417	4/7/2026	SOUTHERN BAPTISTS OF TEXAS CONVENTION			1,520.00
		BUSINESS DEV INCENTIVE PROG	EVANGELISM/FEB 2026	1,520.00	
80065418	4/7/2026	SPORTS CLUB LC OWNER LLC			1,400.00
		MEMBERSHIPS, CERTS, & LICENSES	APRIL 2026	1,400.00	
80065419	4/7/2026	TEXAS ALLIANCE OF BLACK SCHOOL EDUCATORS			4,956.00
		BUSINESS DEV INCENTIVE PROG	ANNUAL CONVENTION/FEB 2026	4,956.00	
80065420	4/7/2026	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			1,200.00
		BUSINESS DEV INCENTIVE PROG	KANSAS CITY ROYALS/MAR 2026	1,200.00	
80065421	4/7/2026	TUNGETT, MATT			89.70
		COMMUNICATIONS	FEB 2026 - CELL / MILEAGE	65.05	
		MILEAGE REIMBURSEMENT	FEB 2026 - CELL / MILEAGE	24.65	
80065422	4/7/2026	ZELLE LLP			1,256.00
		BUSINESS DEV INCENTIVE PROG	ZELLE LAW/FEB 2026	1,256.00	
80065423	4/14/2026	BH DFW PROPERTY LP			1,400.00
		BUSINESS DEV INCENTIVE PROG	TEXAS HOE-DOWN DANCE/MAR 2026	1,400.00	
80065424	4/14/2026	CHALLENGE YOUTH CONFERENCE, INC.			1,520.00
		BUSINESS DEV INCENTIVE PROG	CHALLENGE YOUTH ANNUAL CONF/JAN 2026	1,520.00	
80065425	4/14/2026	CUTTS, SUSAN			522.00
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - 03/30-04/10/26	522.00	
80065426	4/14/2026	GRANICUS LLC			98,315.56
		PROFESSIONAL SERVICES	3RD QUARTER FEES - MARKETING	89,797.31	
		PROFESSIONAL SERVICES	3RD QUARTER FEES - SALES	8,518.25	



Irving Convention and Visitors Bureau

Check Register

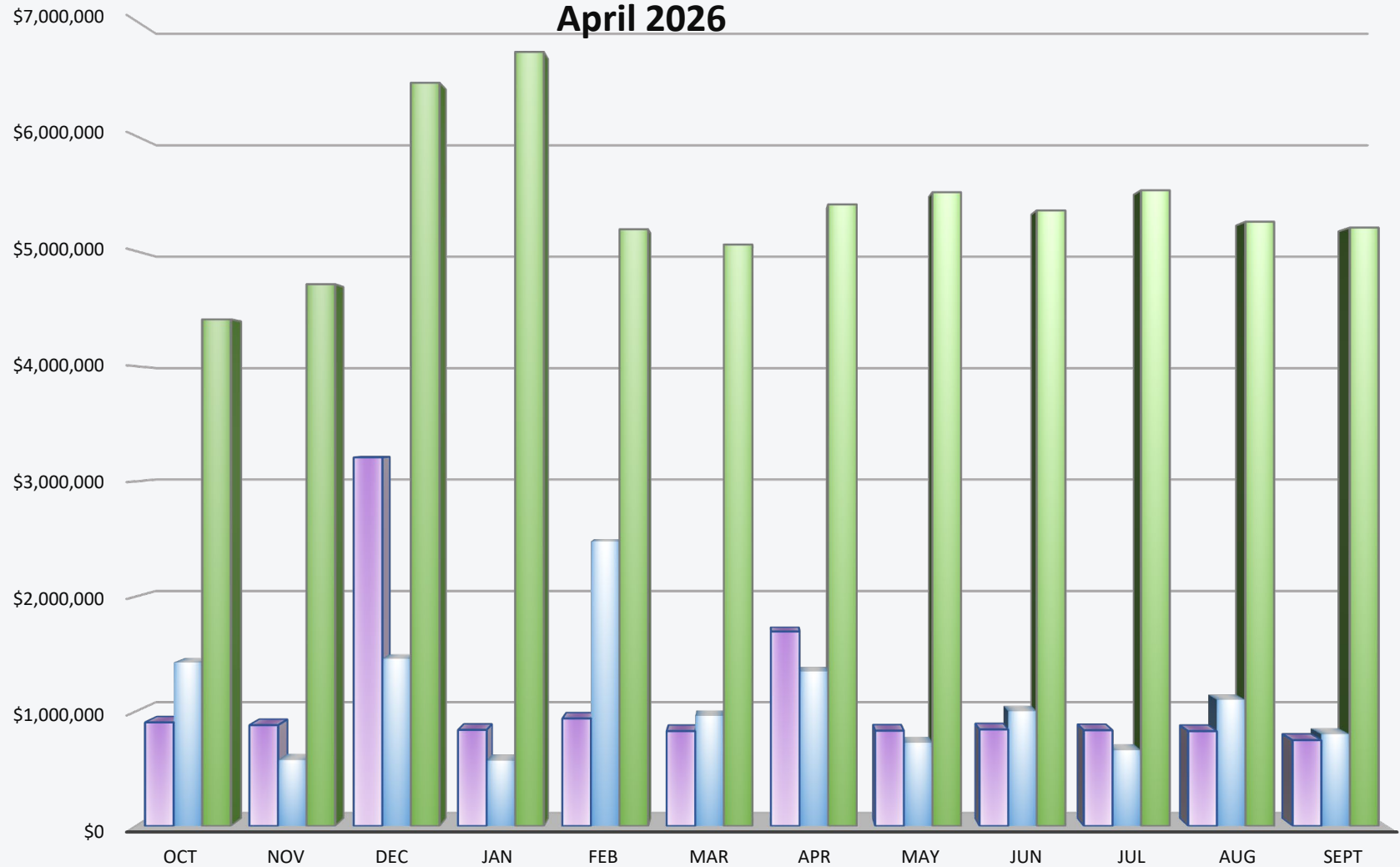
April 2026

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80065427	4/14/2026	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIPS, CERTS, & LICENSES	MARCH 2026	40.00	
80065428	4/14/2026	LEWIS MARKETING PARTNERS, LLC			40,000.00
		PROFESSIONAL SERVICES	NEGOTIATE AND CONTRACT 2026 MEDIA BUY	40,000.00	
80065429	4/14/2026	STAPLES INC			181.95
		OFFICE SUPPLIES	OFFICE SUPPLIES	181.95	
80065430	4/14/2026	TRADE PRESS MEDIA GROUP, INC			3,800.00
		MEDIA ADVERTISING	ADVERTISING	3,800.00	
80065431	4/21/2026	ASHFORD TRS CORPORATION			248.00
		BUSINESS DEV INCENTIVE PROG	MEI INDUSTRIAL/APR 2026	248.00	
80065432	4/21/2026	CAESARSTONE USA, INC			1,245.00
		BUSINESS DEV INCENTIVE PROG	CAESARSTONE MEETING/MAR 2026	1,245.00	
80065433	4/21/2026	CONFERENCE DIRECT LLC			17,500.00
		TRAVEL AND TRAINING	REGISTRATION - 2026 APM MTG/DONNA GROVES	10,500.00	
		TRAVEL AND TRAINING	REGISTRATION - 2026 APM MTG/ELIZABETH AGRON	7,000.00	
80065434	4/21/2026	DOOSAN BOBCAT NORTH AMERICA INC			3,480.00
		BUSINESS DEV INCENTIVE PROG	BOBCAT FIELD MARKETING MTG/JAN 2026	3,480.00	
80065435	4/21/2026	FEDERAL EXPRESS CORPORATION			48.97
		FREIGHT	SHIPPING	48.97	
80065436	4/21/2026	HCD DALLAS CORPORATION			1,452.00
		BUSINESS DEV INCENTIVE PROG	SMU AIR LAW/MAR 2026	1,452.00	
80065437	4/21/2026	IMAGO MEDIA, INC.			5,000.00
		MEDIA ADVERTISING	ADVERTISING	5,000.00	
80065438	4/21/2026	IRVING MARATHON GROUP LLC			8,000.00
		EVENT SPONSORSHIPS	2026 IRVING MARATHON SPONSORSHIP - PAYMENT 2	8,000.00	
80065439	4/21/2026	KAPPA ALPHA ORDER			322.00
		BUSINESS DEV INCENTIVE PROG	REGIONAL LEADERSHIP CONF/FEB 2026	322.00	
80065440	4/21/2026	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			719.25
		POSTAGE EQUIPMENT RENTAL	POSTAGE MACHINE	719.25	
80065441	4/21/2026	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			5,685.00
		BUSINESS DEV INCENTIVE PROG	CINCINNATI REDS/APR 2026	1,065.00	
		BUSINESS DEV INCENTIVE PROG	ALM CONFERENCE/MAR 2026	3,525.00	
		BUSINESS DEV INCENTIVE PROG	SEATTLE MARINERS/APR 2026	1,095.00	
80065442	4/28/2026	NORTHSTAR TRAVEL MEDIA, LLC			6,500.00
		MEDIA ADVERTISING	ADVERTISING	6,500.00	
80065443	4/28/2026	SMG			41,438.37
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - APR 2026	26,453.67	
		CLOUD BASED SOFTWARE SUB FEES	NOVATECH - MAR 2026	1,650.00	
		CONVENTION SERVICES MATERIALS	KLEERTECH - BADGE HOLDERS	3,514.38	
		LOCAL PROGRAMS-PROMOTIONS	CATERING	350.00	
		LOCAL PROGRAMS-PROMOTIONS	CATERING	9,470.32	
80065444	4/28/2026	SMG			180,284.06
		BUILDINGS MAINT	GRAB N GO BUILDOUT	158,699.06	
		MOTOR VEHICLES	GOLF CARS OF DALLAS	13,345.00	
		BUILDINGS MAINT	BOX OFFICE SLIDING GLASS WINDOW	8,240.00	
Total Number of Invoices			56	444,560.86	
Total Number of Checks			40		444,560.86

Irving Convention and Visitors Bureau

FY26 Cash Flow

April 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	\$1,695,752	\$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	\$1,347,243	\$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	\$5,404,811	\$5,510,797	\$5,352,543	\$5,527,513	\$5,254,466	\$5,203,329

IRVING CONVENTION AND VISITORS BUREAU

FUND BALANCES

APRIL 2026



General

GOAL: \$2,000,000
CURRENT: \$5,373,324



Reserve

GOAL: \$5,000,000
CURRENT: \$6,191,506



Technology

GOAL: \$1,000,000
CURRENT: \$563,814



ICC CIP

GOAL: \$3,000,000
CURRENT: \$4,767,210

A golfer in a light blue polo shirt, khaki shorts, and a dark cap is captured in the middle of a golf swing on a green. In the background, a large clubhouse with many windows and a stone wall are visible under a warm, golden light. The entire image has a yellow-orange tint.

ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending
February 2026

IRVING
CONVENTION &
VISITORS BUREAU

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

LUXURY & FULL SERVICE		OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026
1	<i>Atrium Hotel and Suites DFW Airport</i>	14,484.61	12,551.54	16,720.18	16,945.08	0.00
2	Dallas Marriott Hotel Las Colinas	61,406.87	51,082.88	36,969.93	45,136.88	54,381.51
3	DFW Airport Marriott	64,697.81	51,920.64	41,848.36	55,956.90	58,364.57
4	<i>Doubletree DFW Airport North</i>	17,092.10	0.00	0.00	0.00	0.00
5	Embassy Suites Dallas Las Colinas	23,186.65	20,989.07	18,375.17	17,493.26	20,600.15
6	Embassy Suites DFW Airport South	14,755.16	13,794.52	11,675.03	16,716.10	12,486.64
7	Hilton Garden Inn DFW Airport South	14,636.66	10,690.37	8,519.62	12,753.06	12,782.31
8	Hilton Garden Inn Las Colinas	16,777.27	12,991.52	10,106.65	12,979.02	15,267.93
9	Holiday Inn Irving Las Colinas	11,634.69	7,876.69	6,578.66	7,828.16	8,582.27
10	Hotel Indigo Las Colinas	17,570.53	12,601.37	9,944.88	12,734.00	15,167.80
11	NYLO Las Colinas Tapestry Collection	22,901.97	17,412.63	16,993.36	15,842.55	17,554.05
12	Omni Las Colinas Hotel	76,471.23	63,325.09	43,185.46	44,366.76	64,171.60
13	Sandman Signature Las Colinas Hotel & Suites	11,306.47	11,944.62	11,372.47	8,285.87	14,334.45
14	<i>Sheraton DFW Airport Hotel</i>	22,008.90	24,488.56	12,967.49	0.00	0.00
15	Texican Court	21,543.54	16,201.77	13,133.21	17,417.74	15,972.91
16	The Ritz-Carlton Dallas, Las Colinas	122,861.42	99,077.05	75,473.97	73,420.30	81,486.09
17	Westin DFW Airport	56,115.31	43,095.26	37,535.64	55,038.86	60,524.17
18	Wyndham DFW Airport Hotel	13,553.72	11,222.49	8,500.99	12,918.93	9,999.12
TOTAL LUXURY & FULL SERVICE		603,004.91	481,266.07	379,901.07	425,833.47	461,675.57
19	Westin Irving Convention Center Las Colinas	58,175.23	49,103.56	43,419.34	48,360.77	56,600.52

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	FEB 2026
1	Best Western Plus DFW Airport Suites North	4,827.35	4,138.48	3,181.88	4,122.97	4,009.67
2	Candlewood Suites DFW Airport North	6,256.20	4,660.53	4,222.42	4,652.17	4,791.11
3	Comfort Suites DFW Airport North	3,802.10	2,950.09	3,409.71	3,983.01	3,015.14
4	Element Dallas Las Colinas	16,447.05	15,017.32	13,549.25	15,729.49	16,713.07
5	Extended Stay Deluxe Green Park	2,166.29	1,723.88	1,844.62	1,706.88	1,220.17
6	Extended Stay Deluxe Las Colinas	861.03	611.38	655.51	927.70	892.44
7	Hawthorn Extended Stay Wyndham Irving DFW North	1,987.22	1,419.01	1,269.41	2,126.30	1,652.23
8	Hawthorn Suites by Wyndham Irving DFW South	1,689.35	1,586.11	1,574.35	1,702.51	972.84
9	Holiday Inn Express Hotel & Suites DFW Airport North	13,760.68	12,194.14	11,882.86	12,420.26	12,309.70
10	Holiday Inn Express Hotel & Suites DFW Airport South	9,089.02	7,398.19	6,561.42	8,833.01	8,184.92
11	Holiday Inn Express Hotel & Suites Irving Las Colinas	9,545.33	6,787.95	5,733.14	6,116.28	7,951.91
12	Home Towne Studios Dallas Irving	1,419.87	836.48	1,010.92	1,888.16	1,518.01
13	Homewood Suites by Hilton DFW Airport North	8,735.42	7,173.02	5,998.79	7,081.12	7,363.23
14	Homewood Suites by Hilton Las Colinas	10,442.21	8,196.81	6,883.28	0.00	8,685.44
15	Hyatt House Dallas Las Colinas	7,760.11	6,525.00	4,504.69	5,337.96	4,700.53
16	Hyatt Place Dallas Las Colinas	10,249.96	7,810.06	5,945.42	7,086.02	8,064.45
17	Quality Suites Las Colinas	1,335.34	815.38	653.60	1,596.28	382.12
18	Residence Inn Dallas DFW Airport North Irving	6,454.10	5,488.91	4,752.86	6,061.89	6,468.26
19	Residence Inn Dallas DFW Airport South Irving	10,668.38	9,250.07	7,569.72	13,063.21	6,923.48
20	Residence Inn Dallas Las Colinas	10,238.56	9,244.85	7,827.79	8,873.89	9,154.96
21	Soka Suites Dallas Las Colinas	10,713.57	10,103.50	8,710.43	9,621.94	9,534.65
22	Sonesta Simply Suites Dallas Las Colinas	2,198.86	2,352.35	2,200.43	2,070.65	2,446.98
23	Springhill Suites Dallas DFW Airport East Las Colinas	11,074.88	8,989.27	6,839.57	8,285.11	9,970.72
24	Staybridge Suites Dallas Las Colinas	5,424.03	2,908.54	4,003.65	4,039.73	5,227.29
25	Staybridge Suites DFW Airport North	6,777.28	4,855.59	3,903.30	4,342.67	5,971.35
26	TownePlace Suites by Marriott Dallas DFW Airport North	9,951.79	8,743.01	7,125.42	9,361.58	10,551.63
27	TownePlace Suites Dallas Las Colinas	7,049.62	5,374.40	3,704.13	3,883.25	5,378.86
28	Woodspring Suites Signature	1,664.24	901.01	1,226.59	1,268.75	1,401.28
TOTAL ALL SUITE / EXTENDED STAY		192,589.84	158,055.33	136,745.16	156,182.79	165,456.44

BUDGET SERVICE		OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026
1	Arya Inn & Suites	735.04	780.35	824.74	823.55	753.46
2	Budget Inn & Suites	39.25	72.73	8.80	10.66	18.34
3	<i>Budget Suites of America Las Colinas</i>	522.54	760.82	332.02	0.00	0.00
4	Clarion Inn & Suites DFW North	2,388.96	4,386.89	2,048.09	2,472.28	2,372.30
5	Comfort Inn & Suites Irving Las Colinas DFW	4,874.88	4,001.98	3,485.59	3,726.79	3,690.96
6	Days Inn	4,061.16	3,346.77	3,254.17	3,245.29	3,068.35
7	Days Inn DFW Airport North	2,028.25	1,334.75	1,872.51	1,760.13	1,792.03
8	Delux Inn	810.45	738.56	942.35	1,053.43	1,046.83
9	<i>Delux Suites Motel</i>	61.34	47.45	70.18	127.26	0.00
10	<i>Extended Stay America Dallas Las Colinas</i>	536.15	1,152.33	817.29	708.15	0.00
11	Gateway Inn	327.01	375.35	348.21	328.26	282.66
12	Hampton Inn & Suites DFW Airport	N/A	N/A	968.25	7,269.28	8,702.98
13	Magnuson Extended Stay & Suites Airport Hotel	799.07	659.55	615.77	1,012.05	715.57
14	Motel 6 Dallas - Irving, DFW Airport East	3,005.35	2,905.62	2,890.57	2,595.96	2,394.40
15	Motel 6 Dallas DFW South	1,783.21	1,594.77	1,571.33	1,317.29	1,298.35
16	Motel 6 Dallas Irving	2,839.55	2,503.15	2,680.28	2,580.89	2,103.78
17	Motel 6 DFW North	3,811.46	3,794.68	4,430.03	4,558.48	3,564.20
18	Motel 6 Irving Loop 12	1,000.18	899.23	760.92	875.42	910.02
19	OYO Hotel Irving DFW Airport South	2,115.77	1,576.66	1,446.48	1,670.47	1,283.07
20	Quality Inn & Suites DFW Airport	5,625.64	4,721.31	4,669.95	4,993.37	5,005.51
21	Quality Inn & Suites DFW Airport South	3,425.28	2,918.24	3,431.66	3,762.05	2,862.02
22	<i>Red Roof Inn & Suites Irving DFW South</i>	2,955.05	3,004.28	2,156.82	2,787.87	0.00
23	Red Roof Inn Dallas DFW Airport North	3,968.31	3,163.13	3,577.72	4,167.99	3,772.70
24	<i>Studio 6 Airport North</i>	1,580.54	1,583.97	1,340.32	0.00	999.70
25	Super 8 Hotel DFW South	2,267.33	1,893.19	1,995.69	2,172.74	1,575.80
26	Super 8 Motel DFW North	2,564.96	2,475.85	2,377.06	2,258.45	1,832.65
27	<i>The Crossroads Hotel & Suites</i>	844.15	883.66	797.05	934.81	0.00
TOTAL BUDGET SERVICE		54,970.88	51,575.27	49,713.85	57,212.92	50,045.68

LIMITED SERVICE		OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026
1	aLoft DFW Airport North	12,273.01	9,624.57	9,391.42	10,303.62	12,586.88
2	aLoft Las Colinas	15,111.03	11,942.79	9,082.19	10,648.39	13,068.05
3	Best Western Plus Las Colinas Inn & Suites	472.26	1,109.89	0.00	436.37	783.28
4	Country Inn & Suites by Radisson DFW Airport South	3,221.90	2,892.55	2,401.67	2,843.82	2,405.57
5	Courtyard Dallas DFW Airport North Irving	15,495.70	13,422.71	10,509.69	12,638.66	8,502.07
6	Courtyard Dallas DFW Airport South Irving	11,448.31	8,796.87	7,583.62	11,569.53	11,676.85
7	Courtyard Dallas Las Colinas	13,122.90	9,624.88	6,761.80	10,583.79	11,903.45
8	Element DFW Airport North	11,953.02	8,989.13	7,323.90	9,068.92	11,158.70
9	Fairfield Inn & Suites Dallas DFW Airport South Irving	8,436.23	8,335.43	7,955.34	9,372.44	9,238.29
10	Fairfield Inn & Suites DFW Airport North Irving	9,870.08	7,667.65	7,186.77	9,255.95	10,685.79
11	Hampton Inn and Suites Irving	8,055.25	6,910.97	5,402.61	6,799.91	8,069.92
12	Hampton Inn Dallas Irving Las Colinas	9,413.25	7,623.52	7,876.33	8,153.29	9,693.35
13	Home2 Suites by Hilton Irving DFW Airport North	14,863.38	12,025.37	11,120.76	12,520.11	13,128.40
14	Home2 Suites by Hilton DFW Airport South Irving	3,087.68	7,466.99	6,008.12	7,090.43	7,804.72
15	La Quinta Inn & Suites DFW Airport North	7,752.73	6,810.09	6,775.11	0.00	0.00
16	La Quinta Inn & Suites DFW Airport South	7,878.38	7,032.95	5,685.64	5,931.09	5,883.46
17	La Quinta Inn Hotel & Suites Las Colinas	4,859.97	4,246.91	3,326.47	3,965.84	3,936.49
18	TRU by Hilton DFW Airport South	5,301.38	4,809.22	4,776.68	6,428.66	7,075.44
19	Wingate Inn by Wyndham - DFW Airport North	4,561.51	3,717.85	3,685.51	4,165.78	3,567.12
TOTAL LIMITED SERVICE		167,177.97	143,050.34	122,853.63	141,776.60	151,167.83

TOTAL SHORT TERM RENTALS		20,104.63	23,280.18	26,213.02	24,850.38	23,507.97
Number of locations		30	36	34	36	31

SUMMARY	OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026
ACTUAL GRAND TOTAL	1,037,848.23	857,227.19	715,426.73	805,856.16	851,853.49
BUDGET	892,889.00	957,558.00	864,714.00	856,698.00	805,041.00
DIFFERENCE	144,959.23	(100,330.81)	(149,287.27)	(50,841.84)	46,812.49
	16.2%	-10.5%	-17.3%	-5.9%	5.8%
CUMULATIVE YEAR TO DATE					
ACTUAL	1,037,848.23	1,895,075.42	2,610,502.15	3,416,358.31	4,268,211.80
BUDGET	892,889.00	1,850,447.00	2,715,161.00	3,571,859.00	4,376,900.00
DIFFERENCE	144,959.23	44,628.42	(104,658.85)	(155,500.69)	(108,688.20)
	16.2%	2.4%	-3.9%	-4.4%	-2.5%
COLLECTED PRIOR YEAR	974,641.00	793,640.08	625,919.66	773,610.13	849,468.25



BOARD REPORTS

**BOARD CHAIR,
BOARD COMMITTEES,
CITY OF IRVING**



City Holiday/No Trash Collection

There will be no residential trash, curbside recycling or brush/bulky collection Monday, May 25 for the Memorial Day holiday. Regular Monday/Thursday residential trash collection will resume on Thursday, May 28. Recycling and brush/bulky collection scheduled for Monday, May 25 will resume on Monday, June 1.

The following city facilities will be closed May 25:

- City Hall
- Hunter Ferrell Landfill
- Irving Archives and Museum
- Irving public libraries
- Criminal Justice Center
- Irving Animal Care Campus
- Irving Arts Center
- Recreation centers and indoor pools

For more holiday schedules, visit IrvingTX.gov/City-Events. All city offices and services will resume normal operations on Tuesday, May 26. ■



page 4

Phase 2 of the Irving Boulevard Street Lighting Project begins this spring. Improvements include replacing the 39 existing solar-powered streetlights.

RESIDENTIAL
CUSTOMER

PAID
IRVING, TX
PERMIT NO.883

IRVING CITY Spectrum

MAY 2026 / VOL 33 / NO 05

[f](#) [X](#) [v](#) [i](#) [a](#) [t](#) [i](#) [n](#) [g](#) [t](#) [x](#) [g](#) [o](#) [v](#)

FRIDAY, JULY 3

FIREWORKS
Drones & More

LEVY EVENT PLAZA

SATURDAY, JULY 4

PARADE
& Live Music

HERITAGE PARK
NO FIREWORKS ON JULY 4

Sparks & STRIPES

TWO-DAY EVENT ★ JULY 3 & 4

PARADE APPLICATIONS
OPEN MONDAY, MAY 25

IRVING TEXAS

IrvingEvents.org

IRVING HERITAGE DISTRICT

The Library is a Tap Away

Irving Public Library has launched a new mobile app! Providing patrons with a convenient way to stay connected to their library accounts, the new app is designed to be easy to use, allows users to track holds, manage checkouts and monitor due dates from a smartphone.

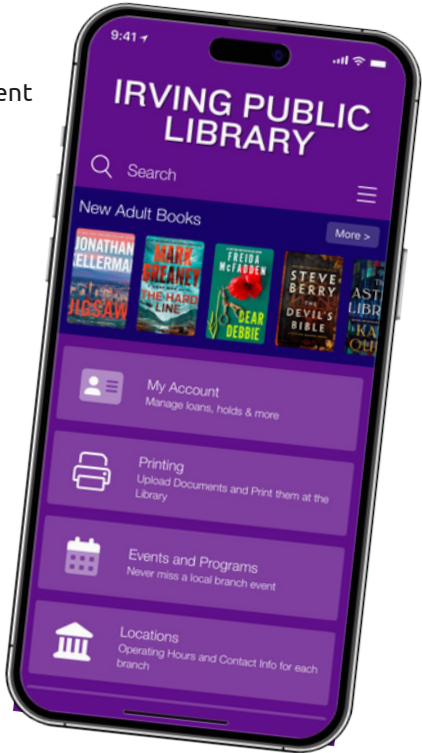
In addition to core account features, the app offers tools that enhance the library experience. Users may search for materials by scanning an ISBN barcode, a quick way to check if the library carries a title of interest seen elsewhere, such as in a local bookstore.

This mobile tool also includes a digital library card, eliminating the need to carry a physical card. With key services available in one place, patrons are free to access their accounts anytime, anywhere.



The app reflects the library's continued commitment to accessibility, innovation and meeting the evolving needs of the community.

To get started, visit the mobile app informational page and search for "Irving Public Library" at the Apple App Store or on Google Play. ■



Enhancement Programs Drive Progress in Downtown Irving



Downtown businesses JPT Graphics and Southern Petals & Pour, both participants in the city's Enhancement Incentive Programs, hosted celebrations in April marking the completion of their improvement projects and continued business growth.

JPT Graphics, a local branding and design services company, completed a mural highlighting the Heritage District along Irving Boulevard, enhancing visibility and contributing to the corridor's visual character. Southern Petals & Pour, a floral shop planning to expand into events, a tea bar and wine offerings, completed exterior improvements including new siding, windows, doors and exterior paint, strengthening its storefront presence. The Enhancement Incentive Programs help bring



projects to life by creating public-private partnerships that support visible improvements and long-term investment in the district. These programs are available to eligible businesses located within the downtown area and Tax Increment Reinvestment Zone No. 2.

Together, these projects reflect continued momentum in Downtown Irving and the impact of strategic public-private partnerships in supporting small businesses and enhancing the district's vibrancy.

For more information about the programs, visit IrvingTX.gov/business-enhancement-incentives or call Megan Gordon at (972) 721-4772. ■



SCAN
for ICTN
VIDEO



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. 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.

Residents of Dallas County may vote at any Dallas County Vote Center during Early Voting and on Election Day. Visit DallasCountyVotes.org for entire list.

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

ELECCIÓN GENERAL 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. 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 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 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. Para obtener más información, llame a la Oficina de la Secretaria Municipal al (972) 721-2493. ■

Cuộc Tổng Tuyển Cử Cho 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. 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.

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 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. Để biết thêm thông tin, xin vui lòng liên lạc Văn Phòng Thư Ký Thành Phố theo số (972) 721-2493. ■



Found Materials Art Show Set to Open at Irving Arts Center May 9

A new exhibition featuring paintings, sculpture and mixed media works by Texas artists Marilyn Jolly and Larry Graeber will be on display **May 9 through June 6 at Irving Arts Center.**

“Molly and Larry both have an affinity for found and salvaged materials and an interest in the poetry and resonance those materials suggest,” says Marcie Inman, Curator/Director of Exhibitions & Educational Programs at Irving Arts Center. “We are excited to showcase work by two accomplished artists whose mixed media

works explore the boundaries and expectations of sculpture and painting.”

Seen side-by-side, the creations of Marilyn Jolly and Larry Graeber engage in a lively conversation about materials, processes, individual artistic practices and life perspectives.

An **artist reception on May 9** invites guests to meet the artists and celebrate their work. The event is free for all ages.

Learn More at 



Artwork: Larry Graeber, Silver Sail, 2023, wood, foil leaf, paint, screws

IrvingArtsCenter.com/Exhibitions 

Native Americans in the U.S. Armed Forces Exhibit Open Through May 31



Why We Serve, on display at the Irving Archives and Museum, offers a robust look at Native American military service from its origins to the modern day. The exhibit is accompanied by *Service Beyond Duty* featuring stories of local Native veterans.

- **Address:** 801 W. Irving Blvd.
- **Admission:** Adult \$7, Children \$5

IrvingArchivesandMuseum.com 

Native American Veteran History Books



Available now at our gift shop!
Irving Archives and Museum



Local History Spotlight: Twin Wells Store

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



H. P. Hinton Sr. and his Twin Wells Store in the snow, 1926-27, Coll. 45-13.

The Twin Wells Store, owned by Harwood P. Hinton Sr., was in the Twin Wells community along what was Eagle Ford Road near today's Shady Grove Road. The store operated in the 1920s through 1930s as a convenient refueling station for DFW travelers at a time when routes into and out of Dallas were limited. It also played a vital role in the community selling everyday items and meats.

Discover more about life in early Irving at the Irving Online Archives: 

IrvingTexas.HistoryIT.com 

Registration Open for Youth Summer Art Camps at Irving Arts Center



From June 8 through July 31, Irving Arts Center offers a variety of fun, thoughtfully curated educational experiences for kids and teens ages 4-16 with 13 unique camps to choose from. These hands-on classes are taught by professional art educators ensuring your young artists will make the most out of their summertime. Spaces fill up fast! So, be sure to register today at: 

IrvingArtsCenter.com/Youth 

IRVING ARTS CENTER



Upcoming Shows

May 9 | 7:30 p.m. | Carpenter Hall
Pianist Stefano Brizzi presented by Las Colinas Symphony Orchestra

May 10 | 4 p.m. | Carpenter Hall
Natyasangeetachi Waatchal musical presented by A-BEAM

May 14 | 6:30 & 8:45 p.m. | Carpenter Hall
Candlelight Tribute Concerts presented by Fever

May 17 | 3:30 p.m. | Carpenter Hall
Pieces Des Resistance by Irving ISD and New Philharmonic Orchestra of Irving

May 20 | 7 p.m. | Carpenter Hall
Storied Music concert presented by Lone Star Youth Orchestra

May 30 | 7 p.m. | Dupree Theater
Sleeping Beauty presented by Artistry Ballet Company

For ticket and event details, visit IrvingArtsCenter.com 



Summer Activities Guide Available

The Irving Parks and Recreation Department’s 2026 Summer Activities Guide is now available! The guide provides information on how to schedule, sign up and register for the upcoming camps, classes, programs and activities available through August. Registration is now open.

The Summer Activities Guide includes schedules by age groups and information for all Irving recreation centers. Pick up the guide at any recreation center or view online.

Visit Irving Parks and Recreation on Facebook and “Like” the page to stay up-to-date with all things Irving Parks and Recreation — events, programs, schedules and more.

Visit IrvingTX.gov/Recreation for more information. ■



Parks and Recreation Activities



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

- **May 29 | Paints and Pastries**
6:30 p.m. | \$10
Enjoy a guided painting session paired with sweet treats in a relaxed setting.

Georgia Farrow Recreation Center
530 W. Davis Dr., (972) 721-2519

- **May 8 | Mother’s Day Brunch**
11 a.m. to 1 p.m. | All Ages | \$5 | RSVP by May 4
Celebrate Mother’s Day with a special brunch and time spent with loved ones.

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

- **May 11 to 22 | Golden Sneaker Games**
Times vary | Ages 50+ | IPAR Card | Register by May 6
An annual event celebrating fitness, socialization and active living among seniors.

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



- **May 22 | End of School Bash & Job Fair**
5 to 8 p.m. | All Ages | Free
Celebrate the last day of school with music, games and food while connecting with local employers and exploring summer job opportunities.

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

- **May 22 | Ohana Paradise Prom**
7 to 9 p.m. | Family Event
\$25 family of 4 | \$5 additional member
A Hawaiian-themed evening filled with music, dancing and family fun.
- **May 29 | Family Trip – Cinemark (Mandalorian)**
10 a.m. to 1 p.m. | Ages 18+ | \$5 per person
Enjoy a fun group outing to the movies.

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

- **May 15 | Moms and Masterpieces**
6 to 8:30 p.m. | Ages 18+ | \$10 | Register by May 6
Enjoy a guided canvas painting experience paired with dinner.

Library Programs and Activities



A Direct Path to Discovery
The library’s updated online catalog makes finding materials quick and easy. Different formats and editions of the same work are now grouped together in a single search result. Patrons are able to search, see what titles are available immediately and read suggestions and reviews. Results may be shared or saved with a simple link, making it easy to return to them later. Patrons may also borrow digital materials with a single click. Whether at home or on the go, these changes offer a smoother way to browse the library’s collection.

Study Breaks for Teens
During the month of May, teens are invited to pop in at any location for a quick, stress-relieving study break as part of Good Vibes: Bubble Wrap Edition. Another bubbly bonus: pick up a boba tea recipe at any location’s Teen Zone as part of this month’s Novel-ty Cooking. Available while supplies last.

Crafty Finds and Creative Minds
Until June 4, donate unused and gently used arts and crafts supplies in good condition to South Irving Library for the Community Art Supply Swap. The exchange will be held from 11 a.m. to 2 p.m., June 6. All are welcome to browse and take materials home, regardless of whether they donate.

This swap also features a special prize drawing. For each box of supplies donated, patrons receive one entry ticket for a chance to win a 3D printer, supplies and accessories. Donation size is based on volume, with a limit of five tickets per patron. Donations must be dropped off at the South Irving Library to receive a ticket, and a valid library card is required to enter the drawing. The winner will be selected June 8. For more details, including box sizes, see IrvingTX.gov/Library.

LIBRARY PROGRAMS

For a full list of events at all library locations, visit IrvingTX.gov/Library. Details about Make It Yourself (MiY) Zone class requirements, including required orientation sessions, may be found at IrvingTX.gov/miy-zones.

- **May 9 | Lit’s Alive: Beatrix Potter Spring Tea**
2:30 p.m. | South Irving Library | Kids
Enjoy a cozy afternoon teatime with themed crafts and a visit from real rabbits.
- **May 12-14, 18-19 | Study Hall for Teens**
4:30 p.m. | West Irving Library | Grades 6-12
Prepare for exams with free supplies and snacks.
- **May 14 | Homebuyers Seminar (Bilingual)**
6 p.m. | South Irving Library | Adults
Explore the basics of homeownership during this informative seminar, offered in English and Spanish.
- **May 16 | MiY Zone: Sewing Skirt Prototype**
10:30 a.m. | South Irving Library | Adults
Assemble a prototype of a skirt using sewing patterns and outlines. Advanced Sewing 101 is a prerequisite.
- **May 16 | Kids Summer Book Club**
11 a.m. | West Irving Library | Grades 3-7
Talk about “How to Train Your Dragon” by Cressida Cowell and play tie-in games.
- **May 16 | MiY Zone: Personalized Pet Tags**
1 p.m. | Valley Ranch Library | Adults
Create a custom pet ID from a blank tag by using this new sublimation printer.
- **May 19 | Adult(ish) Academy: Interviewing Basics**
7 p.m. | West Irving Library | Adults
From preparation to presentation, this month’s topic focuses on helping job seekers build confidence and develop communication skills.
- **May 22 | Eid al-Adha Celebration**
4 p.m. | West Irving Library | Kids
Play games and activities to celebrate this festival.
- **May 23 | Quilting Book Authors Meet + Greet**
2 p.m. | South Irving Library | Adults
Meet Christina West and Kasey Crutchfield, authors of “The Quilting Book,” a step-by-step guide for craft enthusiasts of all levels. Bring a book for the authors to sign. After a Q&A, join a workshop led by the authors to create their Envelope Star block directly from their book, registration required, at IrvingLibrary.libcal.com/event/16364098.
- **May 23 | Book It: Paddington Bear**
2:30 p.m. | Valley Ranch Library | Kids
Meet the famous bear and participate in crafts and games based on this classic book.

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

AQUATIC ACTIVITIES

- **May 2 | Water Safety Carnival**
9 a.m. to 1 p.m. | All Ages | Free | NLN
Dive into a day of games, safety presentations, crafts and interactive water activities. This event helps families learn essential water safety skills while enjoying hands-on fun.
- **Swim Level Assessment – Preschool, Youth and Teen (NEW)**
Learn to Swim classes above Level 1 require a free Swim Level Assessment. Current participants will receive assessments at the end of each session. Instructors evaluate skill level, comfort, and confidence in the water. Multiple days and times are available.



Visit IrvingTX.gov/IrvingRec to register for classes.

UNCOVER SUMMERTIME ADVENTURE

Explore what lies **Beneath the Surface** in June and July. Children and teens are invited to discover new books, ideas and adventures during Irving Public Library’s Summer Reading Challenge. Special events include live performers, crafts and a chance to earn prizes.



Adults may participate in **Fully Booked**, a yearlong reading challenge featuring themed prompts, each completed by reading or listening to a qualifying title. Readers receive a prize for each 15 prompts completed and a grand prize after fulfilling 45.

Celebrate the start of summer with these kickoff events:

- **June 2 | Dinosaurs with Dino Bo**
2:30 p.m. | West Irving Library
- **June 3 | Science Heroes: Digging It**
2:30 p.m. | Valley Ranch Library
- **June 4 | Creature Teacher**
2:30 p.m. | South Irving Library

For registration and more information about these initiatives, visit IrvingLibrary.Readsquared.com. ■

MEMORIAL DAY
CEREMONY MAY 24

Honor Irving veterans at a Memorial Day Ceremony hosted by the Veterans Memorial Park Committee. The ceremony will feature a guest speaker, music and a moment of reflection speaker.

Sunday, May 24 | 2:30 p.m.

Jack D. Huffman Community Building Auditorium
801 W. Irving Blvd.

A ceremony will be held at the Irving Veterans Memorial Park Wall of Commemoration, 644 Rock Island Road, following the program.

For more information, call (972) 721-2501. ■



WE'RE
HIRING!
LIFEGUARDS

15-YEARS AND OLDER

RED CROSS CERTIFIED

PART- AND FULL-TIME

FLEXIBLE SCHEDULE

TRAINING AVAILABLE

LET'S PLAY *Irving* PARKS & RECREATION IrvingTX.gov/Lifeguards



HOME CHEMICAL
COLLECTION DAY JUNE 13

Request a voucher online and drop off unwanted household hazardous waste at the Home Chemical Collection event.

June 13 | 9 a.m. to 1 p.m.

Las Colinas Service Center
5964 Riverside Drive

Items accepted include aerosol sprays, automotive fluids and oil filters, batteries of all kinds, chemical products for home use, fluorescent light tubes, lawn and garden chemicals, paint and pool chemicals.

Vouchers are limited and required; request online by visiting IrvingTX.gov/HHC. Call (972) 721-2232 for more information. ■



Irving Boulevard Streetlight Improvements Enter Second Phase

Investing
in our
Future

Phase 2 of the Irving Boulevard Street Lighting Project begins this spring. Improvements will take place on Irving Boulevard from Willow Creek Drive to W. Pioneer Drive. The project includes replacing the 39 existing solar-powered streetlights with Texas Department of Transportation (TxDOT) standard electric LED streetlight poles.

Along with the installation of the streetlights, the city's fiber-optic cable for the traffic signal interconnect system will be extended between Story Road and Pioneer Drive. This will help ensure that traffic signals on Irving Boulevard stay synchronized. While most of the traffic signal system communicates using wireless radio, the fiber system will serve as a backup.



Funded through the Irving Boulevard Street Lighting Project Bond Fund, Phase 2 is estimated to cost about \$800,000 and is expected to be completed this fall. Motorists are advised to watch for traffic signage and construction workers.

Phase 1 of the Irving Boulevard Street Lighting Project, which saw the replacement of 40 streetlights, was completed in early 2022 between Sowers Road and Pioneer Drive. The third and final phase of the project, currently in the design stage, will be located between Lee Street and State Highway Loop 12.

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

Irving Residents Express Strong Support for Tourism

Seventy-five percent of Irving residents believe tourism is important to the city's economy and support continued tourism growth, according to a recent resident sentiment survey conducted by Longwoods International.

The Irving Convention and Visitors Bureau (ICVB) is sharing the results ahead of National Travel and Tourism Week, May 3-9, an annual recognition of the travel industry's contributions to local economies across the United States.

The survey also found that many residents are unaware of how hotel occupancy taxes support tourism-related investments in the city. Visitors staying in Irving hotels pay a 15% occupancy tax, which is dedicated to tourism-related investments. While 6% of that goes directly to the State of Texas, the remaining 9% is reinvested in Irving.

In Irving, those revenues support Irving Arts, Irving Arts Center, historic preservation and museums, and they provided the critical funding that led to the development of the Toyota Music Factory and the Irving Convention Center at Las Colinas.



Hotel occupancy taxes also fully fund the operations of the ICVB, which works to attract meetings, events and visitors that bring additional tourist dollars to the city.

"Without visitor spending in Irving, there is no home for resident arts groups or our Irving history, much less the touring acts that play at the Live Nation Pavilion. Visitors make all of this possible, to the benefit of the entire community," said ICVB Executive Director Maura Gast. "Tourism powers every sector of our economy, from restaurants to retail, to tech, manufacturing and agriculture."

Learn more about the ICVB at IrvingTexas.com. ■

Help Keep Irving Safe, Clean and Compliant

Irving Code Enforcement is proud to partner with residents to help keep Irving safe, healthy and clean. Providing education about code standards and processes is a central part of the department's mission and helps residents take a proactive role in maintaining their properties.

Most commonly found violations include:

- Grass or weeds over 10 inches tall
- Vehicles parked on unpaved surfaces
- Accumulations of trash
- Tree limbs or bushes blocking sidewalks
- Vehicles that do not run stored or parked in driveways



When a violation is observed, a code enforcement officer will issue a Notice of Violation (NOV) that outlines information about the violation and the timeframe for compliance. If you receive an NOV, it is important to communicate with the officer who issued it. Officers are available to work with residents on compliance plans and can provide helpful information about the concern and possible solutions. Code Enforcement's goal is to achieve compliance, not issue citations. If violations are not corrected and no communication is received, the officer may issue a citation or arrange for mowing or cleanup at the owner's expense, but this is a last resort and occurs in a small number of cases.

Code Enforcement is here to support a high quality of life in Irving. Anyone who needs to report a concern or who has received a notice and would like to discuss it should call (972) 721-4829 or email CodeComplaints@IrvingTX.gov. General information can be found at IrvingTX.gov/Code. ■

Prepare for Additional Visitors, Traffic for FIFA World Cup 2026

The FIFA World Cup 2026 matches kick off June 11 and run through July 19 with nine matches scheduled at AT&T Stadium, which will be temporarily renamed Dallas Stadium.

The primary impact will be increased traffic and soccer enthusiasts in Irving, along with an uptick in airport travelers, business to hotels, restaurants and local shops. Residents also can expect additional riders on DART public transit systems, especially the Trinity Railway Express (TRE). Irving Police and Fire Departments have been preparing for the influx of visitors and traffic, and plans are in place to respond as necessary.



Whether viewers stay at home to watch the games, travel through one of the city's five highways to see them in-person or visit Irving for shopping and dining fun, the City of Irving is ready for FIFA World Cup 2026. ■



BUREAU MANAGEMENT AND STAFF REPORTS

ICVB Memorandum

Date: May 8, 2026
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Vice President, Sales & Services
RE: Sales & Services Department April 2026 Board Report

Convention Sales Activities

Leads Generated	April	YTD
Irving CVB – Hotel Leads	135	1141
Irving Convention Center Leads	38	222

April

Room Nights Generated	Monthly Goal	April 2026 Actuals	April 2025 Actuals	FY 2025-26 Annual Goal	FY 2025-26 YTD Actuals	FY 2024-25 YTD Actuals	April Convention Center	Convention Center YTD
Definite Room Nights	14043	4310	22373	168510	106606	83642	0	21872
Lost Room Nights		59940	44483		359825	249198	17399	122239

Travel & Activity

April	Organization	Event	Location
17-19	Athens Twilight	Bike Race	Athens, GA
20-23	Sports ETA	Symposium	Las Vegas, NV
22-24	Texas Society of Association Executives	TSAE Open	Austin, TX
27-30	Helms Briscoe	Annual Partner Meeting	Los Angeles, CA

Customer Services Activity April Servicing & Inventory

Groups Served	
April	19
YTD	93

Event Location: Hotels: 12

Irving Convention Center: 6

Other: 1

	April		
Service Type	# of Groups Served	Total Inventory Utilized	
Proclamations/Flags/Welcomes	2	Mayoral/Council Appearance	2/0/2
	0	Mayor Welcome Letter	0
	0	Proclamation	0
Name Badge/Lanyard Services	7	Badge holders	3327
	8	Lanyards	5399
Meeting/conference supplies	10	Pens	1925
	2	Notepads	225
	8	Bags	2900
Promotional Materials	7	Toyota Music Factory Map	1500
	2	Water Street Map	600
	4	Travelers Guides	175
	12	"Things To Do" QR Sheet	2025
Staffing Services	5	110 Convention Services Associate Staff Hours	

Proclamations/Welcomes/Flags

Past :

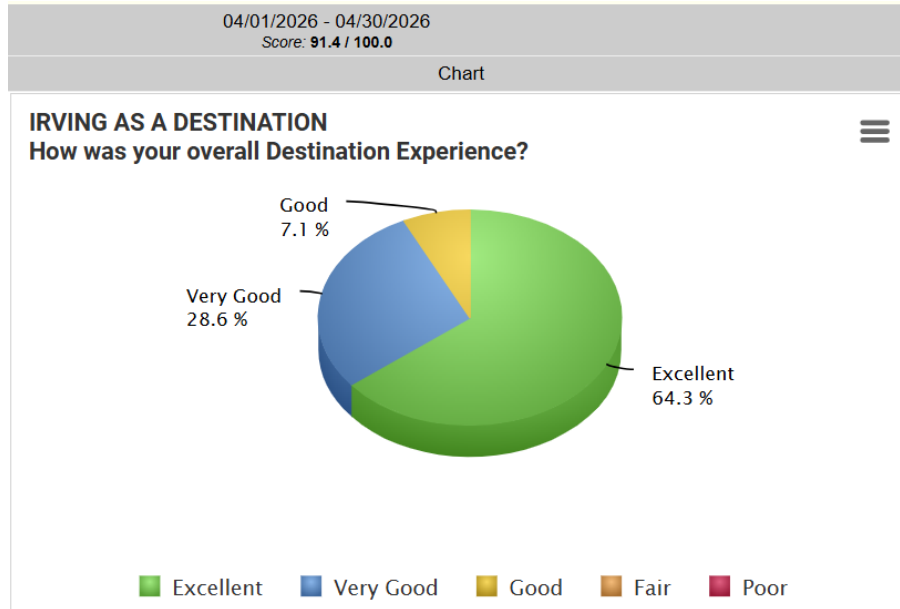
- Mayor Welcome- Ribbon Cutting - American Franchise Expo November 9, 2025
- Mayor Letter - Texas State Historical Association, March 2026
- Mayor Welcome- Texas State Historical Association, March 4, 2026, at the Irving Archives and Museum
- Ribbon Cutting/Welcome – North Texas Business Alliance, April 8, 2026 – Mayor Stopfer

Upcoming:

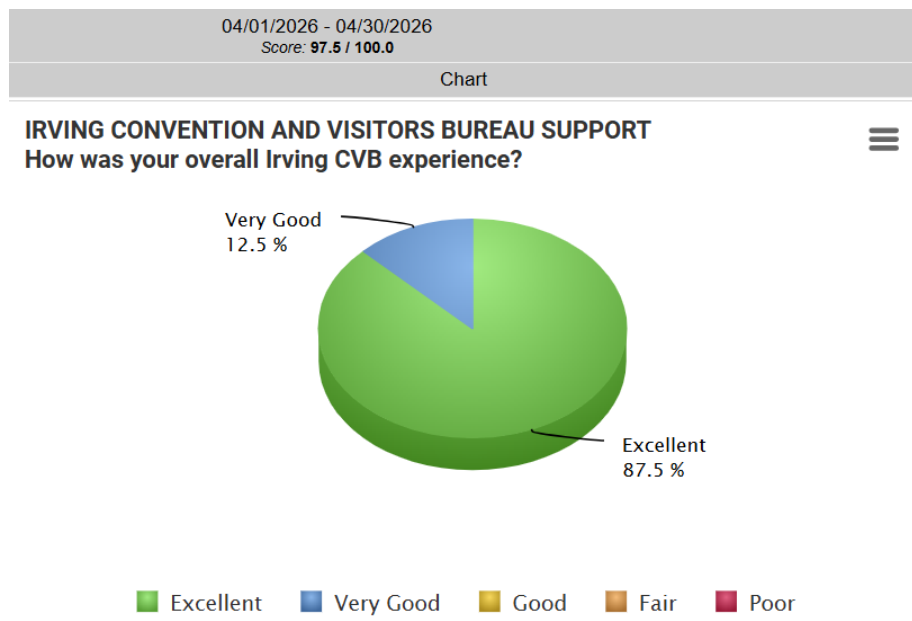
- Ribbon Cutting/Welcome – DFW Minority Supplier, May 12, 2026 – Mayor Stopfer

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings

March 2026 – August 2026

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
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
Vizient, Inc.	Vizient, Inc. 2026 SBT Practice Meeting	5/11/2026	5/12/2026	70	128
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
Vizient, Inc.	Vizient, Inc. 2026 L3/L4 Data & Digital Meeting	5/11/2026	5/14/2026	49	98
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
TruckSpy	Linehaul Summit 2026	5/12/2026	5/16/2026	1000	290
Pryor Learning	Guide Leadership Training	5/13/2026	5/15/2026	50	20
Focus Medical Communications	Focus Medical Communications GI & Liver Assn. of the Americas (GALA) 2026	5/14/2026	5/15/2026	200	60
McKesson Corporation	Board & Committee Meeting May 2026	5/16/2026	5/20/2026	20	85

Informa	Informa Tech - 2026-Network Next	5/16/2026	5/23/2026	3270	575
Workgrounds	Sondermind Shift	5/17/2026	5/22/2026	300	1080
Michaels Stores, Inc.	Michaels Academy May 2026	5/17/2026	5/21/2026	40	200
Daiichi-Sankyo	RFPDSI26 - 13016 - OBD Training Team Offsite Meeting	5/17/2026	5/19/2026	26	58
Electric Power Research Institute	Generation ELT Summer 2026 Meeting	5/19/2026	5/21/2026	1	13
Texas Nightmare Weekend LLC	Texas Nightmare Weekend 2026	5/20/2026	5/27/2026	1500	3000
Houston Astros Baseball Club	Houston Astros @ Texas Rangers	5/24/2026	5/27/2026	100	300
FIFA World Cup Soccer	FIFA Tier One - Westin	5/25/2026	7/20/2026	500	4900
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
GWT	GWT - Account Leaders Foundation Class - June 2026	6/1/2026	6/2/2026	28	56
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 Cumberland	University of the Cumberland 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

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 Cumberland	University of the Cumberland June 2026 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
General Electric Company, operating as GE Aerospace	UAT-Euless TX	6/14/2026	6/26/2026	20	260
Michaels Stores, Inc.	Michaels Academy June 2026	6/14/2026	6/18/2026	40	200
Caterpillar	Caterpillar Inc. - Global PA Summit - June 2026	6/15/2026	6/18/2026	60	240
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 Cumberland	University of the Cumberland June 2026 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
North Texas District United Pentecostal Church International	NTX District United Pentecostal Church International Summit 2026	7/8/2026	7/10/2026	3000	46
University of the Cumberland	University of the Cumberland July 2026 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 Hunters Convention	Texas Hunters Convention 2026	7/16/2026	7/19/2026	1000	280
University of the Cumberland	University of the Cumberland July 2026 RB 2	7/16/2026	7/18/2026	18	51

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 Cumberland	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
General Electric Company, operating as GE Aerospace	SAP Go Live-Euless TX	7/26/2026	8/21/2026	90	673
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
Church of Pentecost	Church of Pentecost Summer 2026	7/30/2026	8/1/2026	250	222
San Francisco Giants Baseball Club	San Francisco Giants @ Texas Rangers	8/2/2026	8/4/2026	100	252
Texas Society for Respiratory Care	Texas Society for Respiratory Care - 2026 Annual State Convention and Exhibition	8/4/2026	8/6/2026	400	150
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
Family Reunion	Wilburn Family Reunion	8/6/2026	8/9/2026	50	23
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
Greystone Interests, LLC	Greystone Sept2026 Room Block	9/7/2026	9/10/2026	30	90
Dallas Security Traders Association	2026 Texas Traders Convention	9/8/2026	9/11/2026	150	321
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
The Brokerage Inc.	DFW Roadshow 2026	9/20/2026	9/22/2026	600	20
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
North Texas Commission	North Texas Commission Leadership Class Retreat September 2026	9/25/2026	9/25/2026	35	35
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
National Council of University Research Administrators	NCURA Region V Texas 2026	10/2/2026	10/7/2026	200	359
WSPP Inc	WSPP Fall 2026	10/3/2026	10/7/2026	250	620

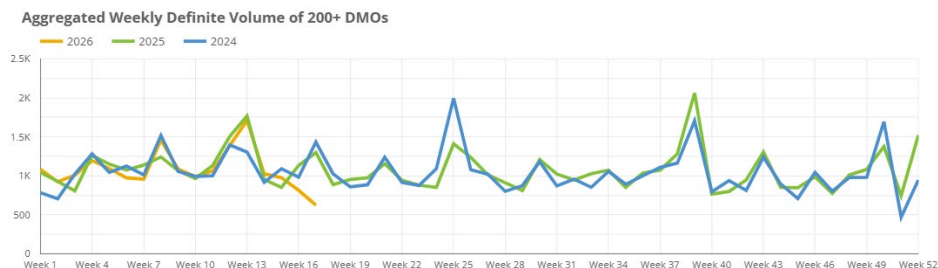
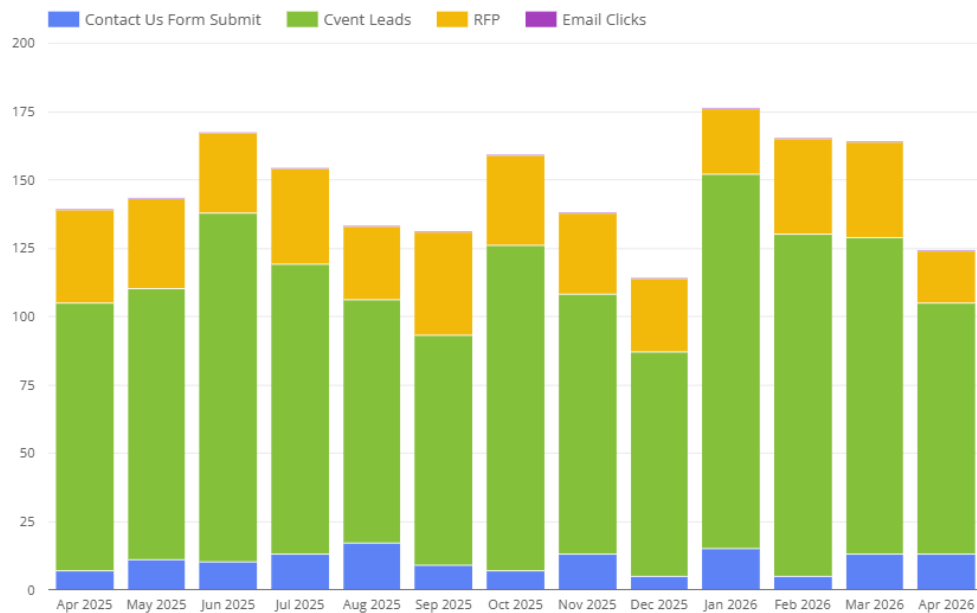
**Highlighted items above are Target Industries for Irving

Marketing and Communications

To: Maura Gast, FCDME, Executive Director
 From: Monty White, VP, Marketing & Communications
 Date: May 8, 2026
 Re: **Marketing & Communications - May 2026 Report**

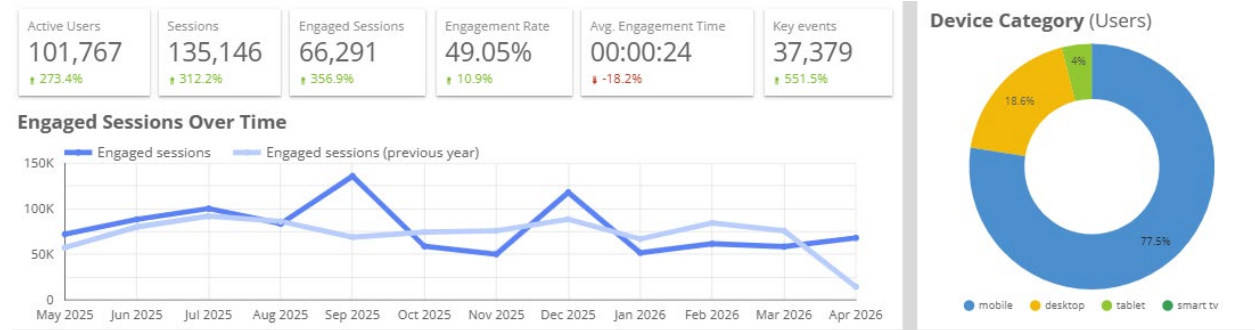
Marketing Prospects

In April, there were 124 marketing prospects, 92 came from Cvent and 32 came from the website.

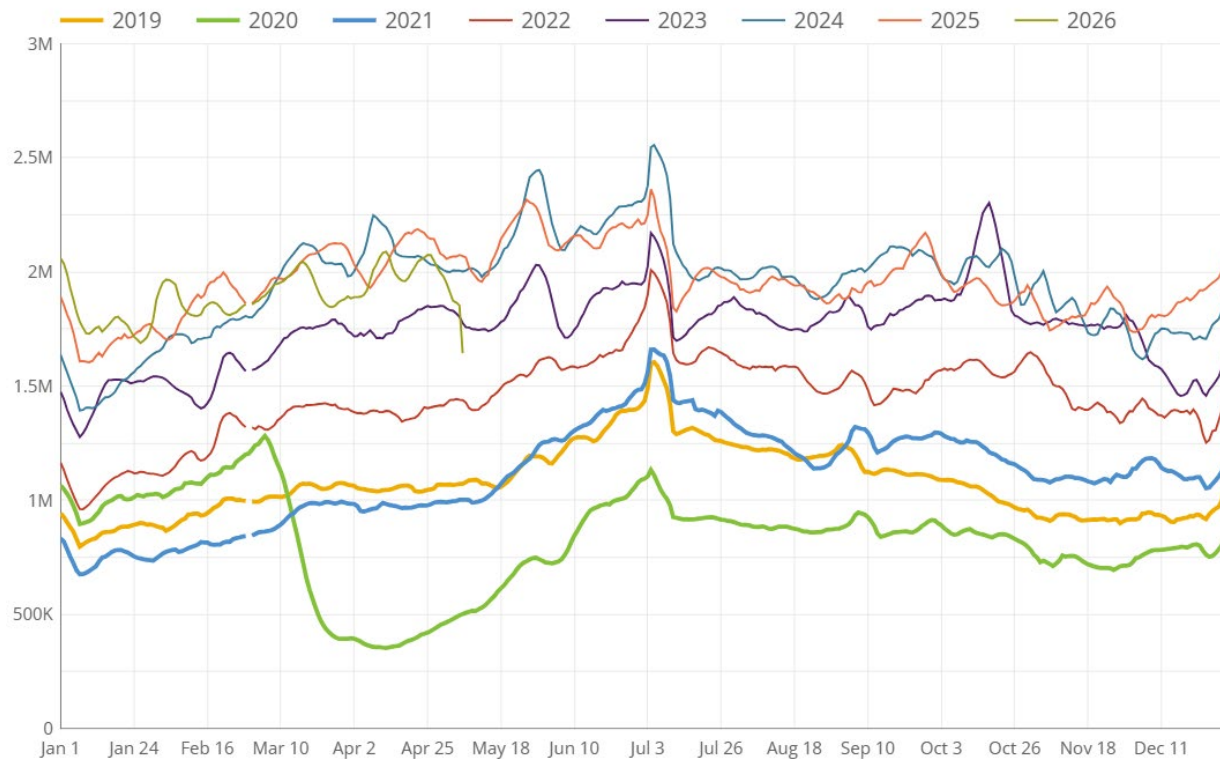


Website Traffic and Engagement

Website traffic reached **135,146 total sessions**, including **66,291 engaged sessions** from **101,767 active users**.



Aggregated Website Sessions of 200+ DMOs

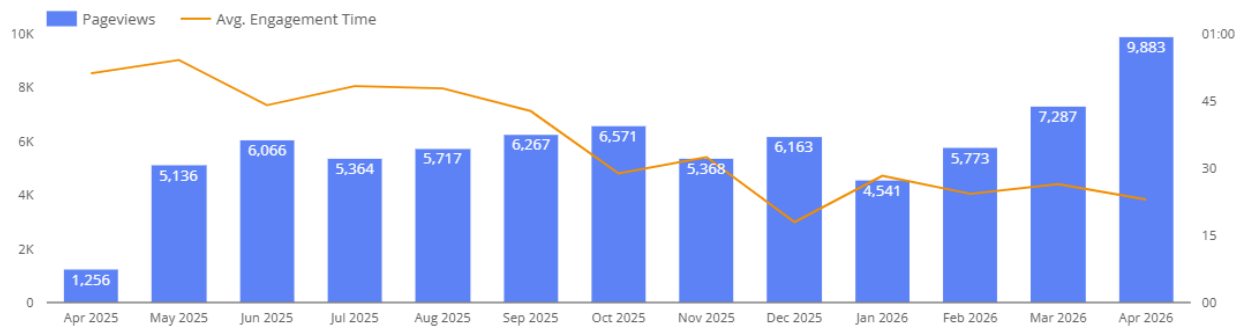


Blog Traffic

In April, there were **9,883 blog pageviews**. The top three posts were:

1. Irving, Texas Bluebonnets Guide – 5,662 pageviews
2. Five Ways to Have Fun at Lake Carolyn – 818 pageviews
3. Ten Irving Adventures under \$10b – 114 pageviews

Blog Pageviews



Digital Campaigns:

Staycations Campaign:

The Staycations Campaign generated 23,186 advertising clicks and **11,030 hotel referrals**.

DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **22,920 advertising clicks**.

Seasonal Campaigns:

The Spring Campaign, which promotes seasonal events, hotel deals, and related blog and social media content, produced **10,440 advertising clicks** as well as **324 non-hotel partner referrals**.

OTA Partnership Campaign

Year-to-date, the OTA Campaign, in partnership with Expedia, has produced **20,603 room nights** and **\$2,804,885** in direct hotel revenue.

Event-Based and Always-On Campaigns

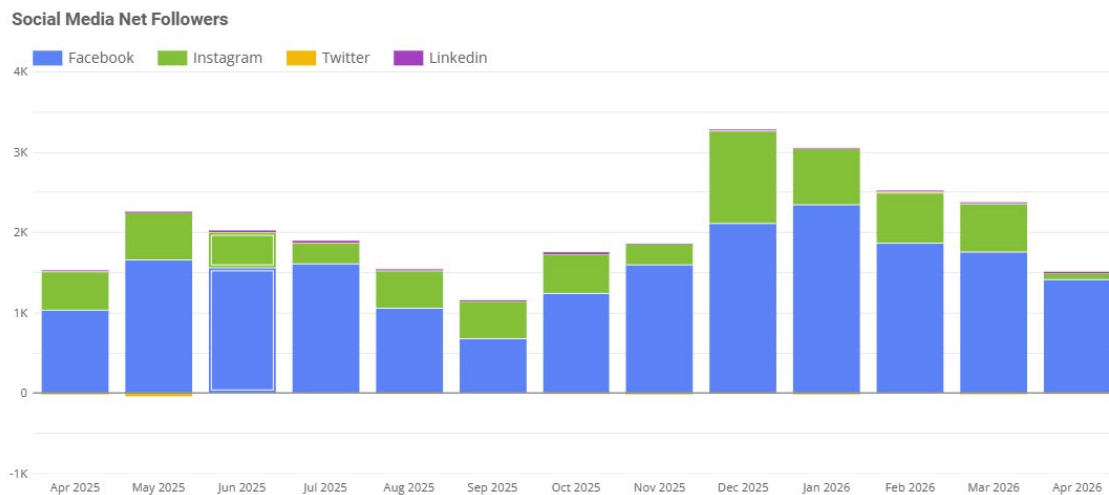
The Events, Micro and Evergreen Campaigns combined, produced **11,610 advertising clicks** and **498 non-hotel partner referrals**.

Meetings Campaign

The Meetings Campaign, which promotes Irving to meeting and event planners through Google, LinkedIn and Meta, generated **517,213 advertising clicks**.

Social Media

In April, **1,510 new social media followers** were added, bringing the total followers to 215,956.



Earned Media

- **Impressions** 331,001,400
- **Advertising Value** \$3,918,338
- **PR Value** \$11,755,014

Attachments:

- Diningout.com: The Ultimate Irving Restaurant Guide: Where to Eat in One of DFW's Most Diverse Dining Destinations, by Diana Spechler

The Ultimate Irving Restaurant Guide: Where to Eat in One of DFW's Most Diverse Dining Destinations

diningout.com/dallas/the-top-places-to-dine-in-irving

Diana Spechler



It should come as no surprise that Irving has so many top-shelf restaurants. Situated northwest of Downtown Dallas, the city draws both Dallas and Fort Worth diners, as well as travelers landing just 10 miles away at DFW. Moreover, Irving is known for its diversity and its dining scene reflects cuisines from all over the world.

Irving is also home to Las Colinas, a mixed-use development populated by more than 2,000 companies, including 230-plus restaurants. Within the last few years, a few dining destinations have put Irving on the map, including a fine-dining Indian restaurant and a halal-certified Wagyu barbecue joint. This list of Irving's best restaurants offers a mixture of buzzy contemporary spots and old-guard neighborhood favorites.

Monaco

A chic European fusion restaurant with a Texas twist, Monaco slings homemade pastas, made-from-scratch pizzas, and French and Italian entrees like lemon-garlic branzino, osso bucco, and duck confit. Monaco also offers a wine club that gives members a 15% discount on wines, a complementary weekly wine flight (with purchase), and free twice-monthly tastings. 5238 N. O'Connor Blvd. #134, Las Colinas, themonacorestaurant.com/

Empa Mundo

With its checkerboard flooring, flags of the world strung beneath the ceiling, and dollar bills plastered all over the wall, this casual, order-at-the-counter Argentinian restaurant is dedicated exclusively to freshly made empanadas. The turnovers come with a wide variety of sweet and savory fillings, including cheese steak, brisket, Texas Twinkie, and banana and Nutella with marshmallow. Pro tip: Buy a bottle of the homemade chimichurri sauce so you never have to live without it. 3977 N. Belt Line Rd., Irving

Mr. Max Izakaya Restaurant



Sashimi and small plates at Mr Max Izakaya | Photo by Mr Max Izakaya

Izakayas like Mr. Max are reminiscent of Spanish tapas bars, the portion sizes perfect for sampling a number of Japanese snacks. Mr. Max's bar scene is lively, and part of the fun is slipping out of your shoes and sitting at one of the low wooden tables. Pair a bottle of sake with an order of sashimi and tasty dishes like eel omelet and steamed monkfish liver with ponzu sauce. While it changed hands in 2014 after a brief closure, Mr. Max has been a beloved Irving staple for decades. A second location recently opened in Richardson. 3028 N. Belt Line Rd., Irving, mrmmaxtx.com

Familia Restaurante

An Irving institution since 1993, Mexican restaurant 7 Salsas closed in 2019 when its owner Roberto Villa retired. Four years later, to the delight of old 7 Salsas loyalists, Villa changed his mind about retirement and opened Familia Restaurante. Tex-Mex favorites like queso fundido and enchiladas meet classic Mexican recipes, including camarones mojo de ajo and pollo poblano. Cozy booths give the place a diner feel, with south-of-the-border touches like terra cotta-style flooring. 5330 N. MacArthur Blvd. Ste. #108, Irving, familiarestaurantetx.com

Kafi BBQ



Beef ribs at Kafi BBQ | Photo by Kathy Tran

Silicon Valley tech guy turned pitmaster Salahodeen Abdul-Kafi opened this halal-certified barbecue joint and swiftly drew lines around the parking lot. Here, Texas barbecue meets fine dining-quality food. Meats are seasoned with a rub that Abdul-Kafi spent years perfecting, sides are made from scratch, and the Wagyu has a marbling score of nine out of 12. While Kafi has been an important addition to the halal dining scene, it caters to a much broader demographic: anyone who loves barbecue. Kafi is open Friday to Sunday, and arriving early is recommended because Abdul-Kafi often sells out by 5 p.m. 8140 N. MacArthur Blvd. #100, Irving, kafibbq.com

Edoko Omakase

Its discreet location in a Las Colinas strip mall may be unexpected, but the hidden-gem factor is part of what makes Edoko so special. Belly up to the bar in the sleek, minimalist space and let the chef feed you whatever's fresh. The six-course omakase includes samplings of nigiri, maki, and sashimi, but dining a la carte lets you create your own adventure. Choose among sushi and robata selections, like chicken skewers, grilled yellowtail collarbone, and uni shooters. The carefully curated sake list stands among the best in the Metroplex. 1030 W. John Carpenter Fwy. #100, Irving, edokolascalinas.com

Sanjh



Paneer and rosé at Sanjh | Photo by Samantha Reynolds

This spectacular fine-dining Indian restaurant in Las Colinas garners praise not only for its food, but for its cocktail program that pays homage to various regions of the Indian Subcontinent. Concoctions include the Kammagani, crafted with bourbon washed in moong dal halwa, a pudding-like dessert from Rajasthan in northwest India; and the Sandalwood Hi Ball, made with sandalwood-infused Tito's, ginger, and lime. A decadent paneer tikka combines paneer, nuts, spices, herbs, and cream. 5250 N. O'Connor Blvd. Ste. 146, Irving, sanjhirestaurant.com

The Ranch at Las Colinas

Fireplaces, neon signs, an exposed timber frame, and crystal chandeliers dangling from the ceiling create an elegant ranch-chic ambiance in this restaurant that celebrates all things Texas. The menu highlights ingredients sourced from local farms and ranches, and even the cocktails pay homage to the Lone Star State. Pair Ranch Water, Frozen Texas Tea, or the rye- and bourbon-based Cowboy Carajillo flavored with tobacco-vanilla syrup with a rib eye, chicken fried steak, or a double-cut pork chop. 857 W. John Carpenter Fwy., Irving, theranchlc.com

Via Real



Salmon tacos with pineapple corn relish at Via Real | Photo by Via Real

In a Metroplex full of Tex-Mex restaurants, Via Real a staple of the Irving dining scene since the 1980s, offers something unique. The menu leans into Santa Fe-style cuisine, combining Mexican and Southwestern ingredients. Sea bass enchiladas are served with adobo shrimp. The chicken Monterey arrives atop a bed of poblano rice with a roasted red bell pepper sauce. Save room for the vanilla bean flan. 4020 N. MacArthur Blvd. Ste. 100, Irving, viareal.com

InSo

This newbie is named for the Indus Region, an early urban society in what is now Pakistan and northwestern India. While the menu includes elements of Indian cuisine, the majority of the offerings are fusion dishes. Think chicken Tikka tacos, lamb kebab banh mi, and tea-smoked pork spare ribs. The stylish decor includes plant chandeliers, semicircle banquettes, and a marble bar. At night, the restaurant transforms into a club where DJs and live musicians perform. 3165 Regent Blvd., Irving, insousa.com

Cork & Pig Tavern Las Colinas



Pork chop at Cork and Pig Tavern | Photo by Cork and Pig Tavern

One of seven locations, the Las Colinas outpost of this Texas-based gastropub is an appealing place to grab a cocktail and some calamari. The bright, open space, exposed-brick walls, and polished wood floors invite diners to linger over wood-fired pizzas, grilled salmon with jumbo lump blue crab, and crispy fish sandwiches. Craft beer lovers will have a wide selection, including options from a number of local breweries. 5224 N O'Connor Blvd., Irving, corkandpig.com/las-colinas/

Pacific Table

This seafood restaurant pays homage to the cuisine of the Pacific Northwest, where food is farm-fresh or straight out of the ocean and local ingredients reign supreme. Overlooking the manmade lake in Las Colinas, both the indoor and outdoor seating options provide a peaceful setting for an intimate dinner. Enjoy a variety of sushi, lobster rolls, trout almondine, or miso salmon, and don't forget to pair your dinner with one of the wines from the beautiful, glassed-in cellar on display in the restaurant. 5238 N. O'Connor Blvd. #136, Irving, pacifictable.com/las-colinas/



CONVENTION CENTER MANAGEMENT REPORTS

IRVING
CONVENTION &
VISITORS BUREAU

May 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 In10sity Dance Competit... Definite	27 Texas Health 2026 Leadership Meeting Definite ICVB Board of Directors ... Definite	28 ICVB/ICC Lunch & Learn Definite - Internal Breakfast with the Stars Definite	29 UNT Luncheon Definite 📁 Casey OOO	30 Lantern Learning Definite	1 Grab & Go - May Definite - Internal The Nostalgia Con Definite	2
3 The Nostalgia Con Definite 📁 Josette OOO	4 The 6th Annual Oilfield Water Markets Conference Definite IISD - Salute to Service Definite 📁 Josette OOO	5 The Pilot Network Conference Definite Mayor's Reception Definite 📁 Josette OOO	6 📁 Josette OOO 📁 KIM OOO 📁 Keyse OOO	7 Hall of Fame Dance Competition Definite 📁 Josette OOO 📁 KIM OOO	8 📁 Josette OOO 📁 KIM OOO 📁 Cassie OOO 📁 Kayla OOO	9 📁 Josette OOO
10 Hall of Fame Dance Com... Definite	11 DFW Minority Supplier Showcase Definite 📁 DFW Minority- See Cassie	12 ICVB Committee Meeting Definite - Internal 📁 Corey OOO	13 Linehaul Summit, LLC Definite LytX Meeting Definite FIFA Hospitality Certific... Definite	14 📁 ICVB/ICC Lunch & Learn 📁 Level 1 Boardroom-Wells Fargo ...	15 📁 AMBER OOO 📁 Andrea OOO 📁 Elevator 1 - See Casey	16 📁 Irving Marathon & UD Ceremony

May 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
17	18	19	20	21	22	23
Network X Americas 2026 Definite				Texas Frightmare Weekend Definite		
Noise factor	ICVB Board of Directors ... Definite Noise factor AMBER OOO David OOO Corey OOO	ICVB Eco Dev Meeting Tentative 1 Noise factor Casey OOO	Noise factor	Corey G. OOO	ARIANNA OOO Corey G. OOO Amanda OOO	
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 Keyse OOO - Work Trip	Terrace Dark
31	1	2	3	4	5	6
Electronic Security Expo Definite				U.S. Pet Pro Classic 2026 Definite		
Terrace Dark	Grab & Go - June Definite - Internal Terrace Dark Keyse OOO - Work Trip	Terrace Dark Keyse OOO - Work Trip	Terrace Dark Keyse OOO - Work Trip	Terrace Dark LUKE OOO Keyse OOO - Work Trip	LUKE OOO EH A - See Casey Keyse OOO - Work Trip Bria OOO	EH A - See Casey

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	
Terrace Dark	Grab & Go - June Definite - Internal Terrace Dark Keyse 000 - Work Trip	Terrace Dark Keyse 000 - Work Trip	Terrace Dark Keyse 000 - Work Trip	Terrace Dark LUKE 000 Keyse 000 - Work Trip	LUKE 000 EH A - See Casey Keyse 000 - Work Trip Bria 000	EH A - See Casey
7	8	9	10	11	12	13
U.S. Pet Pro Classic 2026 Definite			Educate Texas CCRSM Leadership Summit Definite			
	IPD Civil Service Exam Definite			Phil Heath Supershow Definite		
					Big Ole Queer Market Definite	
EH A - See Casey	EH A - See Casey					Bhanzu Learning Center ... Prospect
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			
FIFA			FIFA			
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			Texas USAG Annual Awa... Definite
	FIFA	ICVB/ICC Lunch & Learn		FIFA		FIFA

June 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 FIFA	1 Grab & Go - July Definite - Internal GB Airwall - See Casey	2	3 Concert Prospect FIFA	4 Independence Day

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 FIFA	1 Grab & Go - July Definite - Internal GB Airwall - See Casey	2	3 Concert Prospect FIFA	4 Independence Day
5	6 FIFA	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 EH - See Casey
12 7th Level Inc. Meeting Definite 7th Sense Automotive Research Tentative 6 EH - See Casey	13 Head Start of Greater Dallas Tentative 12 EH - See Casey	14 FIFA EH - See Casey	15 EH - See Casey	16 Texas Haunters Convention Definite	17	18
19 TTLA Trial Advocacy College of Texas (TACT) 2026 Definite Texas Haunters Convent... Definite	20 LUKE OOO	21 LUKE OOO	22 Energy Investors Forum Definite QT Annual Manager Mee... Definite Level 1 & Meeting Rooms 1 -9 & 1... LUKE OOO	23 Level 1 & Meeting Rooms 1 -9 & 1... LUKE OOO AMBER OOO ICVB/ICC Lunch & Learn	24 4th option - Child Care Group 6M... Level 1 & Meeting Rooms 1 -9 & 1... LUKE OOO AMBER OOO	25 Dallas Bridal Show Definite AMBER OOO

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					
AMBER OOO	ICVB Board of Directors ... Definite AMBER OOO LUKE OOO	AMBER OOO LUKE OOO	LUKE OOO		JOSETTE OOO	Grab & Go - Aug Definite - Internal JOSETTE OOO

August 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					
AMBER 000	ICVB Board of Directors ... Definite AMBER 000 LUKE 000	AMBER 000 LUKE 000	LUKE 000		JOSETTE 000	Grab & Go - Aug Definite - Internal JOSETTE 000
2	3	4	5	6	7	8
		TSRC Annual State Convention Definite				
		IISD Learn 2 Inspire Tentative 1		Pivot University Definite		
JOSETTE 000	JOSETTE 000	JOSETTE 000	JOSETTE 000	JOSETTE 000	2026 Red River Crossroads Expo & Conference Definite AMBER 000 JOSETTE 000	AMBER 000 JOSETTE 000
9	10	11	12	13	14	15
Pivot University Definite	City of Irving Dinner Tentative 1				Texas Pro Definite	
				Startup World Cup/USA-Dallas Regional Competition 2... Tentative 12		
AMBER 000 JOSETTE 000	JOSETTE 000 AMBER 000	JOSETTE 000 AMBER 000			University of St. Augusti... Tentative 6	
16	17	18	19	20	21	22
Quinceanera Expo Definite			All Industry Day 2026 IIAD Definite			
ServiceNow Summit Series 2026 Definite				TEXSOM Conference Definite		
				ICVB/ICC Lunch & Learn	Lonestar 3D Expo Definite	

August 2026						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	29
TEXSOM Conference Definite						
Lonestar 3D Expo Definite	ICVB Board of Directors ... Definite		Fiber Fest Definite			
			Bluecrest Financial Allia... Definite	IREM Fashion Show Tentative 6		
30	31	1	2	3	4	5
Fiber Fest Definite	Ambition 2026 Definite					
	City of Irving Infrastructure Summit 2026 Definite		The City of Irving's In Se... Tentative 6			
		Grab & Go - Sep Definite - Internal				