



**MONDAY, FEBRUARY 24, 2025 - 11:45 a.m.**

**DALLAS/FORT WORTH AIRPORT MARRIOTT  
8440 FREEPORT PARKWAY, SALON A-E  
IRVING, TEXAS 75039**

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MEETINGS/SPECIAL MEETINGS**

**OCTOBER 2024-SEPTEMBER 2025 (tentative meeting dates)**

Place	Last	First	10/25/2024	11/18/2025	12/16/2024	1/27/2025	2/24/2025	3/24/2025	4/28/2025	5/19/2025	6/23/2025	7/28/2025	8/25/2025	9/29/2025
1	Jones	Cambria	*	P	P	P								
2	Basoco	Michael	P	P	P	P								
3	Gibson	Colvin	P	P	P	P								
4	Stewart, Jr	Richard	P	P	P	P								
5	Cooperstein	Karen	n/a	P	P	P								
6	Arafat	Yasir	#	P	#	P								
7	Reed	Sam	P	P	P	P								
8	Tancabel	John	n/a	P	P	#								
9	Gears	Herbert	*	*	*	P								
10	Buttafuoco	Anthony	n/a	P	P	P								
11	Kang	Julia	P	P	P	P								
12	Malcolm	Greg	P	P	P	n/a								
13	Cole	David	P	P	P	*								
Liaison	Bob	Bourgeois	n/a	n/a	n/a	P								
	Bowman	Beth	P	*	*	P								
	Burke	Dallas	#	*	*	P								
	DeBeaudry	Tommy	*	P	*	P								
	Fenley-Garcia	Stephanie	P	P	P	P								
	Hawkins	Todd	*	P	P	P								
	Hillman	Chris	*	P	*	P								
	Limon	Kim	*	P	P	P								
	Love	Steve	n/a	p	P	P								
	Wallace	Chris	n/a	n/a	n/a	P								
	Perot	Hammond	*	P	P	P								
	Rogers	Dick	#	#	#	#								
	Taylor	Councilman	#	#	P	P								
	Whittington	Kyle												
	J. Lee		n/a	P	P	P								

**P = Present**  
**\* = Business**  
**# = Other**  
**p = Represented**

**C = Cancelled**  
n/a = Not a member  
at this time



# AGENDA ITEMS

**IRVING**  
CONVENTION &  
VISITORS BUREAU

**REVISED**  
**AGENDA**

**Irving Convention and Visitors Bureau Board of Directors**  
**Monday, February 24, 2025 at 11:45 AM**  
**Dallas/Fort Worth Airport Marriott – \*Salon A-E**  
**8440 Freeport Parkway**  
**Irving, Texas 75063**

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

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1. Citizen Comments on Items Listed on the Agenda

**Consent Agenda**

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

**Individual Consideration**

6. Resolution in Support of Opportunities for the City of Irving at Planned Unit Development 6

**Board Reports**

7. Board Chair Report
  - a. New Board Orientation Recap
  - b. Next Board Meeting – Hotel Indigo on March 24, 2025
8. Board Committee Reports
  - a. Board and Business Development – Michael Basoco
    - Board Development Survey
    - Next Meeting – March 14
  - b. Community Engagement – David Cole
    - Next Meeting – April 15
  - c. Destination Development – Colvin Gibson
    - Recap February 18 Meeting - Transformational Developments Panel
    - Next Meeting – May 13

## **AGENDA - Continued**

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- 9. City Reports**
  - a. Council Liaison – Councilman Kyle Taylor
  - b. Mayor & Other Council Members
    - DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - c. City Manager – Chris Hillman
    - Delinquent Hotel Occupancy Tax Collection Updates
    - Hotel Audit Report
    - Visitor Development Updates
    - Other City Updates
- 10. Bureau Monthly Management Reports**
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Administration and Finance – Susan Rose
    - Smith Travel Research and AirDNA Monthly Reports
- 11. Convention Center Management Report – Tom Meehan/Jeremy Pierce**
- 12. Industry Partner Reports**
  - a. The Pavilion at the Toyota Music Factory/Live Nation Report – Tommy DeBeaudry
  - b. Hotel Industry Updates – Kim Limon, Anthony Buttafuoco
  - c. Industry-At-Large – Stephanie Fenley-Garcia
  - d. Restaurant Industry Update – David Cole
- 13. Partner Organization & Stakeholder Reports**
  - a. DCURD and Irving Flood Control Districts – Dallas Burke
  - b. Chamber of Commerce – Steve Love/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 City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

\_\_\_\_\_ at \_\_\_\_\_ and will remain so posted at least 72 hours before said meeting convened.

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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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.



## **LINKS**

### **IRVING BOARD OF DIRECTORS BOARD PORTAL**

[www.irvingtexas.com/board](http://www.irvingtexas.com/board)

### **IRVING BOARD OF DIRECTORS ORIENTATION MATERIALS**

[www.irvingtexas.com/board/orientation-documents](http://www.irvingtexas.com/board/orientation-documents)

## **MINUTES**

### **Irving Convention & Visitors Bureau Board of Directors**

**Monday, January 27, 2025, at 11:45 AM**

**Irving Convention Center – Grand Ballroom 1-2**

**500 W. Las Colinas Blvd.**

**Irving, Texas 75039**

Attendance: Richard G. Stewart, Jr. – Board Chair; Sam Reed – Board Vice Chair; Yasir Arafat, Michael Basoco, Bob Bourgeois, Beth Bowman, Dallas Burke, Anthony Buttafuoco, Karen Cooperstein, Tommy DeBeaudry, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Cambria Jones, Julia Kang, Kim Limon, Steve Love, Hammond Perot, Chris Wallace, and J. Lee Whittington – Board Members; Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Council Liaison Kyle Taylor, and Senior Assistant City Attorney Christina Weber – City of Irving; Assistant General Manager Jeremy Pierce – ICC Staff; Carol Boyer, Maura Gast, Lori Fojtasek, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, Matt Tungett, and Monty White – ICVB.

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

### **CONSENT AGENDA**

- Approving ICVB Board Meeting Minutes for December 16, 2024
- Accepting the ICVB Financial Reports for October, November, and December 2024
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports for November and December 2024

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

### **PRESENTATION**

Assistant Executive Director Finance and Administration Susan Rose gave an overview of the Tourism Economics Quarterly Update.

- Outlook for the Economy and Lodging in Irving, Texas:
  - Irving hotel room revenue is expected to grow 2.2% in fiscal year ending September 2025.
  - Room revenue is expected to grow 5.0% in fiscal year ending September 2026.
  - High income earners continue to spend, including travel/lodging.
  - U.S. luxury travel level has grown, while the economy has declined. Growing above the 2019 levels.
  - Low-income earners are dedicating more of their budget toward essentials due to inflation.
  - The economy is headed for a “soft-landing.”
  - The results of the election and the current “limited Trump” scenario will positively affect the short-term, with negative effects anticipated in the long term.
  - The FIFA World Cup in 2026 is expected to positively affect hotel performance throughout the Dallas area, including Irving.
  - There are slight declines in hotel lodging demand despite gains in DFW Airport passenger volumes.

#### BOARD CHAIR REPORT

- A handout of ICVB Committee assignments and leadership was distributed.
- The ICVB Conflict of Interest Form was distributed, and Board members should complete and return to Stewart or Executive Director Maura Gast.
- The next Board meeting is scheduled for Monday, February 24, and the location is to be determined.
- The new Board Member Orientation is being scheduled in the next few weeks.
- The Open Meetings Act required training by the City is online for newly and reappointed Board members.

#### COMMITTEE REPORTS

##### Board and Business Development

Committee Chair Michael Basoco reported:

- Basoco announced Committee Vice Chair Karen Cooperstein.
- The next Committee meeting is scheduled for March 14.

##### Community Engagement Committee

- Stewart noted Committee Chair David Cole is not in attendance today and announced Committee Vice Chair Cambria Jones.
- The next meeting is April 15.

##### Destination Development Committee

Committee Chair Colvin Gibson reported:

- Colvin announced Committee Vice Chair Julia Kang.
- The next meeting is scheduled for February 18 and is a special Committee meeting with a panel discussion. The panel includes representatives from three destinations and each panel member will be asked to discuss outcomes from challenges in their city. ICVB Board members, City staff and Council members are encouraged to attend.

#### CITY REPORTS

Councilman Kyle Taylor reported:

- Thanked everyone for their support and kindness of Irving Cares. Irving Cares won the Agency of the Year award from North Texas Food Bank last year. He noted it is a true reflection on the community as a whole.
- PUD-6 Development Update: There is work to do on the language for this item. He encouraged Board members to call their elected officials if you believe in this project. The item will help Irving be the City we think it can be with this possible destination development.

Board member Yasir Arafat complimented Taylor on the efforts of Irving Cares food bank and their community work and presence. There is a large demand for food distribution in the community and the Islamic Center of Irving distributed more than a half million pounds of food last year and are now trying to expand the program.

City Manager Chris Hillman reported:

- City staff is focused on the upcoming legislative session with a goal to ensure that Irving protects its interests for Council to make decisions for the benefit of the community. There are 8,000 Bills introduced this session and 2,000 will have an impact on local government.
- Also focusing on DART and ensuring that as a City, Irving is getting all the value it can. Concentrating on “last mile solutions,” which provides transportation options to connect riders from their homes or final destination to the nearest DART bus or rail station. Options in the past have not been successful but now engaging a micro-transit solution group that is being used in over 800 cities across the globe. They have proposed a solution for Irving that will be presented to the City’s Transportation and Natural Resources Committee.
- Also want to ensure DART is an economic development partner, in particular a TIF District partner and contribute their dollars to help fund infrastructure transportation as needed (PUD-6 area as an example). DART is willing to work with the City on legislation changes and be managed more quickly and efficiently.
- On January 16, City Council approved the Construction Manager-At-Risk Contract for Senter Park Aquatics and Recreation Center. Construction of the 76-year-old pool will be completely torn out beginning in February. Also, the design is being finalized, and bids will be sent out for the new Mustang multi-generational aquatic facility. The facility is currently 17,000 square feet and the new state-of-the-art center will be 131,000 square feet.

In response to a question regarding DART’s Last Mile program, Hillman replied he is not aware that street cars will be part of the conversation.

Chief Financial Officer Bret Starr gave an update on the Hotel Audit Collections:

An audit is done on each property every four years but will now move to every two years. The four-year program was started in 2019 running a four-year look back at hotel revenues. Notices have been sent to the delinquent hotels from the City. Hillman noted that approximately \$1.9 million is owed that the audit found over a four-year period.

Hillman asked Assistant City Manager Philip Sanders to give an update on the domestic violence shelter. The City is working with Family Place on a new domestic violence shelter on the size, scope of programs and services to be offered. A final report and recommendations will be completed by the end of February. Now that the Brighter Tomorrows program is gone, there is a large hole in the way domestic violence protection services are provided. Taylor noted his appreciation for the team working on the project and added it is one of the best vetted processes he has seen with an excellent group of people having hard conversations. It will be a state-of-the-art shelter that will fill a void for people around the region. Hillman noted the City will provide the land and Council has authorized \$2 million in Federal dollars and another \$3 million from the General Fund for construction. Mayor Stopfer and Hillman attended meetings last March in Washington D.C. and secured a commitment for another \$10.2 million. Estimates show assistance will be needed from the private business sector for this project.

Gibson applauded Hillman, Sanders and Taylor and asked what can be done to help between now and when the project is completed. It was noted emergency placement in shelters and short-term arrangements for a transition period can be made. Other shelters absorb the emergency overlap. Taylor added that some domestic violence cases may not be safe in Irving and moving to other areas is helpful.

#### BUREAU MANAGEMENT AND STAFF REPORTS

##### Bureau Management:

- Gast gave clarity on the Hotel Occupancy Tax delinquencies and noted the City's audit identified \$1.9 million as not collected and not reported. Groups that were reported as exempt from Hotel Occupancy Tax should not have been and have been asked to pay those taxes by January 31. The assumption is there will be requests for extensions. The two delinquent hotels that owe \$2 million are separate from the \$1.9 million. There is starting to be movement from the law firm who is working with the City to be more aggressive in collections. Hope to have a trial date set or new information in the next few weeks. This is a total of \$4 million in Hotel Occupancy Tax owed.
- Headshots for Board and staff members who missed the previous session are available today.
- In reference to the Tourism Economics report, Gast added the Trump scenario impact on the marketplace for immigration, tariffs and fiscal policies is unknown and may influence workforce and trickle down to travel.
- FIFA World Cup events next summer have nine dates stretched across the course of the summer. This will affect hotel rates. Irving hotels will protect their rates and performance, which may limit the CVB in sales. There are strong hotel projections for next year, but soft from the CVB staff's ability to book groups with many available rooms being held back for World Cup.
- Gast thanked those that attended the Hotel Indigo ribbon cutting ceremony. It is a lovely property with meeting space and canal access and incorporates Irving in some of their features. Hillman added that the City recognized the opportunity to promote and reactivate the canal area. The City provided \$1 million in TIF funds with the goal to active and amenitize the quality of the canal. Parking was added for the canal area and Hillman thanked The Las Colinas Association for the study that was done three years ago that recognized parking and accessibility issues.
- The Board meeting menu for the meeting is to celebrate the Lunar New Year – "Year of the Snake." Asked Assistant Manager Jeremy Pierce to pass along the great comments on the buffet and display to the F&B team.

##### Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales and Services full December 2024 report is included in the packet.
- The Sales team had an incredibly good December with 29,000 rooms booked, well over the goal.
- January the team hosted the Hilti Conference, which has been here for eight years and Family First Life. Next week the Southern Association of Agriculture Scientists, with 1,300 room nights and booked an overflow hotel.
- Fojtasek attended the Rare Steak Festival in Houston. Irving will host the event in May 2025 at Levy Event Plaza. Hotels that feature steak entrees have been invited to participate at no cost. The ticket sales will be limited to 1,500 at different price points. Working with Board member David Cole on restaurant participation and event details in hopes of having several DFW restaurants attend.

- Red Bull Flugtag event is not officially announced but will be held at Levy Event Plaza on September 13 and expecting 30,000-75,000 attendees. The event was in Irving in 2013 and was a good, fun, and successful event.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- The Marketing and Communications December 2024 report is included in the packet.
- Headshot proofs will be sent out to Board members for review.
- Pfaff thanked the Las Colinas Association for hosting the recent meeting with Red Bull Flugtag. It is a huge event with months of planning between several City Departments.
- December is typically a slower month, but the team generated a 2,761% growth compared to previous month's modest 72 new subscribers with the Twelve Days of Holiday Giveaways Campaign. The campaign showed a 53.39% increase over last year's campaign. Numbers show the audience was engaged throughout the entire 12 days.

Assistant Executive Director Finance and Administration Susan Rose reported:

- The complete Hotel Performance and Short-Term Rental Report is included in the packet.
- STR Hotel Performance Data for November 2024:
  - Hotel Occupancy rate was 62.3%, a decrease of 1.3% from last year.
  - Average Daily Rate was \$126.74, an increase of 2.5% from last year.
  - RevPAR was \$78.94, an increase of 2.2% from last year.
  - Hotel Occupancy for Texas was 60.1%, and the U.S. was 59.4%.
  - Short term rental data shows there were 610 available listings in Irving. Occupancy was 54.2%, up 6.8% from last year and ADR was \$233.80, and increase of 14.7% over last year.
  - Comparable hotel subset, the Occupancy rate was 53.7%, an increase of 12.6% from last year and the Average Daily Rate was \$68.86, an increase of 14.9% from last year.
- The Finance and Administration team:
  - Rose attended the Texas Association of CVB Conference (TACVB) in Waco, Texas last week with Fojtasek and Director of Sales Matt Tungett. She thanked Gast for the encouragement to attend and grow with these learning opportunities.
  - Gearing up for the 2025-26 Budget with the City's Kick-Off meeting today. Senior Accounting and Purchasing Assistant Monica Soto is representing the ICVB.

## CONVENTION CENTER MANAGEMENT

Assistant General Manager Jeremy Pierce reported:

- The full ICC Financial reports and General Manager's report for November and December 2024 are included in the packet.
- The first month of 2025 was highly successful.
- Launching a new CRM program in May for the Convention Center.
- The Finance Department is working on transitioning to new financial software.

## INDUSTRY PARTNERS

The Pavilion at the Toyota Music Factory/Live Nation Report

Board member Tommy DeBeaudry reported:

- New budget is finalized with 36 Corporate events confirmed and 95-105 promoted events, and 10 special events. The show count is a work in progress.

- Hosting the Live Nation General Manager Road Show in early March with a visit from all Live Nation venues in North America for an annual conference with focus on new food and beverage.

#### HOTEL INDUSTRY UPDATES

Board member Anthony Buttafuoco reported:

Reporting for Omni Las Colinas for December:

- Occupancy comp set in December was 51.3%, a nice increase of 2.5%.
- Average Daily Rate of \$226.26, an increase of 15.7% for the month.
- RevPAR was \$113.96, up 18.5%.
- Year-over-year 7.5% growth in Occupancy, ADR \$231.06, and RevPAR \$155.87.
- Really healthy numbers for 2024 and hope to continue in 2025.

Board member Kim Limon:

Reporting for Hampton Inn Irving/Las Colinas for December:

- Occupancy reporting 46.4%, down 19.8%.
- Average Daily Rate was up 8.4% and RevPAR of \$42.04, down 13.1% from comp set.
- Finished the year with Occupancy of 70.6%, up 2.8% from comp set, ADR \$117.94, down 4.9% and RevPAR of \$83.30, down 2.3%.
- Hotel is in need of renovation.

Board member Stephanie Fenley-Garcia reported on the Industry-at-Large:

- Consumer Electronics Show (CES), and Promotional Products Association International (PPAI) and World of Concrete show numbers are not available to date.
- The show moving into the ICC today has a great and fun presence in the lobby area. Happy to see good trade shows at the ICC.

#### DCURD

Board member Dallas Burke reported:

- Hackberry Creek at Hwy 114 and Hwy 161 – 20,000 cubic yards were dredged from the site. This is approaching the largest dredging project since it was built.
- Removed 30 tons of trash and debris from Lake Carolyn during FY2023-24.
- Irving Flood 1 repairs to the Levee Slide completed.
- Irving Flood 3 wrapped up two projects, adding \$7 million of repairs and new equipment to the flood control system.
- Making improvements to fencing in Valley Ranch to assist with wild hogs challenge.
- Levee Certification Underway – all three districts are FEMA re-certified.

#### RESTAURANT INDUSTRY UPDATES

No report.

Greater Irving-Las Colinas Chamber of Commerce

Chamber Chair Steve Love reported:

- Irving Unemployment Rate has not been below 4% since March 2022, however, December's rate is 3.2%, lower than Texas at 3.7% and the National Unemployment Rate of 3.8%.

- The Fox 4 new state-of-the-art TV studio will be a two-story, 60,000 square foot modern studio with redesigned newsroom and podcast suites. The studio has been in Dallas for 75 years. Happy to welcome them to Irving.
- The Chamber participated in the grand opening of The Edged Dallas – a 168,000 square foot sustainable data center. It is an AI ready facility that will lead the way in powerful and sustainable performance.
- The Dallas/Fort Worth Metro area was ranked the #1 destination for new residents last year, according to the annual U-Haul Growth Metros and Cities for 2024. Austin ranked #5 and Houston ranked #9.

#### Irving Arts and Culture

Irving Arts Board Chair Chris Wallace reported:

- The performance of *Deathtrap* is closing in on the final weekend.
- *Memphis Soul* presented by Entertainment Series of Irving will be at the Arts Center on Friday, February 14.
- The Entertainment Series' youth outreach initiative Irving Youth Theatre will present *The Little Mermaid, Jr.* on Saturday, February 15.
- Sunday, February 16 the New Philharmonic Orchestra presents a *Whirl of Rhythm*.
- Saturday, February 22 the Irving Symphony Orchestra will present *The Best of Broadway*.
- February is Black History Month, and the Irving Black Arts Council will present its annual slate of programming: *Artistry Abounds: Selections from the Collection of Arthur Primas*. On Sunday, February 16 at 3:00 p.m., there will be performances featuring poetry readings and the unveiling of the USPS Black History Month stamp.
- New exhibitions:
  - *Invisible Spaces: Watercolors & Drawings by Sudeep Kumar* in the Focus Gallery on February 1. Also, there is a reception on February 8 from 5:00-7:00 p.m.
  - *Rachel Black: Journeywork* opens February 8 in Carpenter Lobby Gallery.
  - *Phases: Works by Toni Schuster & Richard Widener* also opens in the Courtyard Gallery on February 8 with a reception on February 15 from 5:00 – 7:00 p.m.
- Irving Archives & Museum: Smithsonian National Traveling Exhibition "*Japanese War Brides: Across a Wide Divide*" continues through April 6.
- Artists Alley at the Toyota Music Factory is a partnership between the Department of Arts and Culture and the TMF as part of their plaza renovation. Four pieces are featured by local artists as curated by Irving Arts Center and will be rotated periodically. It is exciting to see the City's Arts and Culture beyond the walls of our facilities in a highly visible space in one of Irving's premier entertainment-based developments.

Stewart noted he has served on two independent Boards with the City of Irving: the ICVB and the Arts Board, and glad to see Wallace back on both Boards.

## LAS COLINAS ASSOCIATION

Board member Hammond Perot reported:

- The LCA Annual Meeting will be held on March 25 at 4:00 p.m. Voter guide and proxies are being mailed. There are four Board member positions up for consideration.
- Paws Colinas Dog Park: Paws Colinas Wags & Kisses pop-up event on February 12 and 13. There will be Valentine's photos, pet treat truck and pup caricatures. Mardi Paws event on March 3.
- Las Colinas Love Lights event February 1-16 on the Mandalay Canal with holiday lights set to romantic hits.
- Light Club on Mandalay Canal will run events April through June.
- Projects: Canal wayfinding, landscaping guidelines and evaluating alarm monitoring.

University of Dallas

Board member J. Lee Whittington reported:

- University of Dallas Center for Executive Education is a program to help the City attract and retain businesses. The program offers career enhancing courses led by industry professionals who are experts in their fields. Some of the programs included are Analytics, Artificial Intelligence, and Cyber Security.
- If anyone is interested in a keynote speaker or lunch and learn speaker, the University of Dallas staff can assist in helping find a faculty expert for your event.

With no further discussion, Stewart adjourned the meeting at 1:07 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director



# ICVB FINANCIAL STATEMENTS

For Period Ending  
January 2025

**IRVING**  
CONVENTION &  
VISITORS BUREAU



2201 - ICVB GENERAL  
MONTHLY BALANCE SHEET  
JANUARY 2025

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**Assets**

Cash and equivalents	1,749,953.72
Investments	3,606,130.00

**Total Assets**

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**5,356,083.72**

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**Liabilities**

Accounts payables	53,726.59
Unearned revenue	153,694.75
Due to other funds	1,000.00

**Total Liabilities**

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**208,421.34**

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**Fund Balance (Budgetary basis)**

Reserve for encumbrances	884,845.63
Unreserved	4,262,816.75

**Total Fund Balance**

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**5,147,662.38**

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**Total Liabilities and Fund Balance**

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**5,356,083.72**

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**IRVING CONVENTION AND VISITORS BUREAU - GENERAL FUND**  
**MONTHLY FINANCIAL REPORT**  
**JANUARY 2025**

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
<b>L3 - HOTEL/MOTEL TAX</b>							
	CURRENT YEAR	738,652.33	1,615,368.03	9,767,787.00	16.5%	0.00	8,152,418.97
	PENALTY AND INTEREST	4,552.37	4,595.74	0.00	100.0%	0.00	(4,595.74)
	PRIOR YEAR	26,381.09	44,675.79	0.00	100.0%	0.00	(44,675.79)
	SHORT-TERM RENTALS	18,938.58	41,555.67	0.00	100.0%	0.00	(41,555.67)
	<b>TOTAL HOTEL/MOTEL TAX</b>	<b>788,524.37</b>	<b>1,706,195.23</b>	<b>9,767,787.00</b>	<b>17.5%</b>	<b>0.00</b>	<b>8,061,591.77</b>
<b>M1 - CHARGES FOR SERVICES</b>							
	MAJOR EVENTS TRUST FUND RECEIPTS	0.00	62,597.00	10,000.00	626.0%	0.00	(52,597.00)
<b>M4 - INVESTMENT INCOME</b>							
		12,035.28	40,022.56	235,000.00	17.0%	0.00	194,977.44
<b>M5 - MISCELLANEOUS</b>							
		0.00	87.00	10,000.00	0.9%	0.00	9,913.00
<b>TOTAL REVENUE</b>							
		<b>800,559.65</b>	<b>1,808,901.79</b>	<b>10,022,787.00</b>	<b>18.0%</b>	<b>0.00</b>	<b>8,213,885.21</b>
<b>EXPENDITURES</b>							
<b>N1 - SALARIES</b>							
		222,584.84	870,173.89	3,313,639.00	26.3%	0.00	2,443,465.11
<b>N2 - BENEFITS</b>							
		49,391.36	179,434.88	653,408.00	27.5%	0.00	473,973.12
<b>N4 - SUPPLIES</b>							
		2,257.66	24,686.92	66,310.00	37.2%	0.00	41,623.08
<b>O1 - UTILITIES (COMMUNICATIONS)</b>							
		1,907.98	5,261.45	30,136.00	17.5%	0.00	24,874.55
<b>O2 - COST ALLOCATION TO HEALTH SELF INSUR</b>							
		0.00	3,550.00	3,550.00	100.0%	0.00	0.00
<b>O3 - OUTSIDE SERVICES</b>							
	CLOUD BASED SOFTWARE FEES	3,314.35	77,828.06	284,285.00	27.4%	0.00	206,456.94
	FREIGHT	137.12	360.28	3,250.00	11.1%	0.00	2,889.72
	MARKETING AND SALES RESOURCES	416.99	5,248.96	46,500.00	11.3%	0.00	41,251.04
	MEDIA ADVERTISING	2,880.31	49,209.01	440,848.46	11.2%	315,347.00	76,292.45
	POSTAGE EQUIPMENT RENTAL	0.00	662.16	2,650.00	25.0%	0.00	1,987.84
	PROFESSIONAL SERVICES	187,448.62	807,322.45	2,325,303.00	34.7%	474,985.38	1,042,995.17
	PROPERTY MANAGEMENT SERVICES	0.00	347,998.00	1,395,000.00	24.9%	0.00	1,047,002.00
	<b>TOTAL OUTSIDE SERVICES</b>	<b>194,197.39</b>	<b>1,288,628.92</b>	<b>4,497,836.46</b>	<b>28.6%</b>	<b>790,332.38</b>	<b>2,418,875.16</b>
<b>O4 - TRAVEL - TRAINING - DUES</b>							
	TRAVEL AND TRAINING	39,932.10	84,860.49	589,714.00	14.4%	0.00	504,853.51
	MILEAGE REIMBURSEMENT	154.23	522.28	3,900.00	13.4%	0.00	3,377.72
	MEMBERSHIP AND DUES	2,855.00	21,056.00	73,070.00	28.8%	0.00	52,014.00
	<b>TOTAL TRAVEL - TRAINING - DUES</b>	<b>42,941.33</b>	<b>106,438.77</b>	<b>666,684.00</b>	<b>16.0%</b>	<b>0.00</b>	<b>560,245.23</b>
<b>O5 - CLAIMS AND INSURANCE</b>							
		0.00	151,850.00	151,850.00	100.0%	0.00	0.00
<b>O7 - MISCELLANEOUS EXPENSES</b>							
	ADM COST REIMBURSEMENT	31,540.97	68,247.80	390,711.00	17.5%	0.00	322,463.20
	BUSINESS DEV INCENTIVE PROG	65,992.00	156,594.00	480,000.00	32.6%	0.00	323,406.00
	CONVENTION SERVICES MATERIALS	5,523.74	5,790.74	95,750.00	6.0%	78,513.25	11,446.01
	EVENT SPONSORSHIPS	9,000.00	58,235.00	257,500.00	22.6%	16,000.00	183,265.00
	LOCAL PROGRAMS-PROMOTIONS	12,686.33	67,346.18	381,250.00	17.7%	0.00	313,903.82
	<b>TOTAL MISCELLANEOUS EXPENSES</b>	<b>124,743.04</b>	<b>356,213.72</b>	<b>1,605,211.00</b>	<b>22.2%</b>	<b>94,513.25</b>	<b>1,154,484.03</b>
<b>P5 - TRANSFERS OUT</b>							
	TRSF TO ICC RESERVE / CIP FUND	0.00	0.00	1,280,757.00	0.0%	0.00	1,280,757.00
	TRSF TO POB RISK MITIGATION FUND	0.00	23,139.00	23,139.00	100.0%	0.00	0.00
	TRSF TO HEALTH SELF INSUR FUND	0.00	0.00	0.00	0.0%	0.00	0.00
	TRSF TO GENERAL DS FUND	0.00	90,306.00	90,306.00	100.0%	0.00	0.00
	<b>TOTAL TRANSFERS OUT</b>	<b>0.00</b>	<b>113,445.00</b>	<b>1,394,202.00</b>	<b>0.0%</b>	<b>0.00</b>	<b>1,280,757.00</b>
<b>TOTAL EXPENDITURES</b>							
		<b>638,023.60</b>	<b>3,099,683.55</b>	<b>12,382,826.46</b>	<b>25.0%</b>	<b>884,845.63</b>	<b>8,398,297.28</b>

Beginning Fund Balance	6,438,444.14
Revenues	1,808,901.79
Expenditures	(3,099,683.55)
Ending Fund Balance	5,147,662.38



2204 - ICVB CONV CENTER RESERVE / CIP  
MONTHLY BALANCE SHEET  
JANUARY 2025

**Assets**

Cash and equivalents	69,075.35
Investments	5,103,000.00
Receivables	7,931,379.63

**Total Assets** **13,103,454.98**

**Liabilities**

Unearned revenue	1,609,041.10
Deferred inflow	7,713,199.90
<b>Total Liabilities</b>	<b>9,322,241.00</b>

**Fund Balance (Budgetary basis)**

Reserve for encumbrances	0.00
Unreserved	3,781,213.98

**Total Fund Balance** **3,781,213.98**

**Total Liabilities and Fund Balance** **13,103,454.98**



IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND  
MONTHLY FINANCIAL REPORT  
JANUARY 2025

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
<b>REVENUE</b>							
M1	CHARGES FOR SERVICES						
	LEASE REVENUE	0.00	0.00	147,621.00	0.0%	0.00	147,621.00
M4	INVESTMENT INCOME	19,774.31	60,781.70	85,000.00	71.5%	0.00	24,218.30
M5	MISCELLANEOUS	26,295.90	105,183.60	313,333.00	33.6%	0.00	208,149.40
M6	TRANSFER FROM ICVB GENERAL	0.00	0.00	1,280,757.00	0.0%	0.00	1,280,757.00
<b>TOTAL REVENUE</b>		<b>46,070.21</b>	<b>165,965.30</b>	<b>1,826,711.00</b>	<b>9.1%</b>	<b>0.00</b>	<b>1,660,745.70</b>
<b>EXPENDITURES</b>							
N7	STRUCTURE MAINTENANCE	26,295.90	105,183.57	974,000.00	10.8%	0.00	868,816.43
P1	CAPITAL EXPENDITURES	77,210.56	77,210.56	1,000,000.00	7.7%	0.00	922,789.44
<b>TOTAL EXPENDITURES</b>		<b>103,506.46</b>	<b>182,394.13</b>	<b>1,974,000.00</b>	<b>9.2%</b>	<b>0.00</b>	<b>1,791,605.87</b>

Beginning Fund Balance	3,797,642.81
Revenues	165,965.30
Expenditures	(182,394.13)
Ending Fund Balance	3,781,213.98



Irving Convention and Visitors Bureau

Check Register

January 2025

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80064460	1/7/2025	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			19,109.61
		ACCOUNTS PAYABLE	DEC 2024 - RECEIPTS	19,109.61	
80064461	1/7/2025	INTERNATIONAL CONFERENCE OF POLICE CHAPLAINS			92.00
		BUSINESS DEV INCENTIVE PROG	REGION 7 TRAINING ADDITIONAL ROOMS/SEPT 2024	92.00	
80064462	1/7/2025	IRVING HERITAGE SOCIETY			50.00
		LOCAL PROGRAMS-PROMOTIONS	MEMORIAL DONATION - JIM DUNKLEY	50.00	
80064463	1/7/2025	SPORTS CLUB LC OWNER LLC			1,200.00
		MEMBERSHIPS, CERTS, & LICENSES	JANUARY 2025	1,200.00	
80064464	1/7/2025	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			765.00
		BUSINESS DEV INCENTIVE PROG	BLUEROCK CAPITAL MARKETS/DEC 2024	765.00	
80064465	1/7/2025	U.S. PET PRO CLASSIC			3,350.00
		BUSINESS DEV INCENTIVE PROG	U.S PET PRO CLASSIC/NOV 2024	3,350.00	
80064466	1/14/2025	ASHFORD TRS CORPORATION			525.00
		BUSINESS DEV INCENTIVE PROG	COLLEGIATE SPORTS BIG 12 BANDS/DEC 2024	525.00	
80064467	1/14/2025	LAURA M OLVERA			2,050.00
		PROFESSIONAL SERVICES	eAUTOFEEDBACK ANNUAL FEE 25-26	2,050.00	
80064468	1/14/2025	NATIONAL PHYSIQUE COMMITTEE OF THE U.S.A.			5,621.00
		BUSINESS DEV INCENTIVE PROG	NPC NATIONALS/DEC 2024	5,621.00	
80064469	1/14/2025	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			1,520.00
		BUSINESS DEV INCENTIVE PROG	TAMPA BAY BUCCANEERS AT DALLAS COWBOYS/DEC 2024	1,520.00	
80064470	1/14/2025	THE SPORT SOURCE, INC			240.00
		BUSINESS DEV INCENTIVE PROG	34TH ANNUAL SHOWCASE/COLLEGE-STYLE CLINIC/DEC 2024	240.00	
80064471	1/21/2025	ASHFORD TRS CORPORATION			640.00
		BUSINESS DEV INCENTIVE PROG	FLYING EAGLES/JAN 2025	640.00	
80064472	1/21/2025	COLLEGIATE SPORTS TRAVEL, INC			250.00
		BUSINESS DEV INCENTIVE PROG	AAC OFFICIALS TULANE AT UNT/OCT 2024	65.00	
		BUSINESS DEV INCENTIVE PROG	AAC OFFICIALS ARMY AT UNT/NOV 2024	100.00	
		BUSINESS DEV INCENTIVE PROG	AAC OFFICIALS EAST CAROLINA AT UNT/NOV 2024	85.00	
80064473	1/21/2025	CONFERENCE DIRECT LLC			16,600.00
		TRAVEL AND TRAINING	2025 APM REGISTRATION-CHERYL HOPKINS	10,000.00	
		TRAVEL AND TRAINING	2025 APM REGISTRATION-DONNA GROVES	6,600.00	
80064474	1/21/2025	COTTON BOWL ATHLETIC ASSOCIATION			4,060.00
		BUSINESS DEV INCENTIVE PROG	COTTON BOWL/JAN 2025	2,490.00	
		BUSINESS DEV INCENTIVE PROG	COTTON BOWL OVERFLOW/JAN 2025	1,570.00	
80064475	1/21/2025	CSC HOLDINGS, LLC			2,400.00
		BUSINESS DEV INCENTIVE PROG	SHREYA AND MALAY WEDDING/DEC 2024	2,400.00	
80064476	1/21/2025	CUTTS, SUSAN			1,233.00
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - DEC 23, 2024 - JAN 03, 2025	108.00	
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - DEC 09 - 20, 2024	1,125.00	
80064477	1/21/2025	FEDERAL EXPRESS CORPORATION			7.69
		FREIGHT	SHIPPING	7.69	
80064478	1/21/2025	GREENSPRING MEDIA LLC			771.00
		MEDIA ADVERTISING	ADVERTISING	771.00	
80064479	1/21/2025	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIPS, CERTS, & LICENSES	DECEMBER 2024	40.00	
80064480	1/21/2025	MADDEN PREPRINT MEDIA LLC			62,501.72
		PROFESSIONAL SERVICES	ADVERTISING	62,501.72	



Irving Convention and Visitors Bureau

Check Register

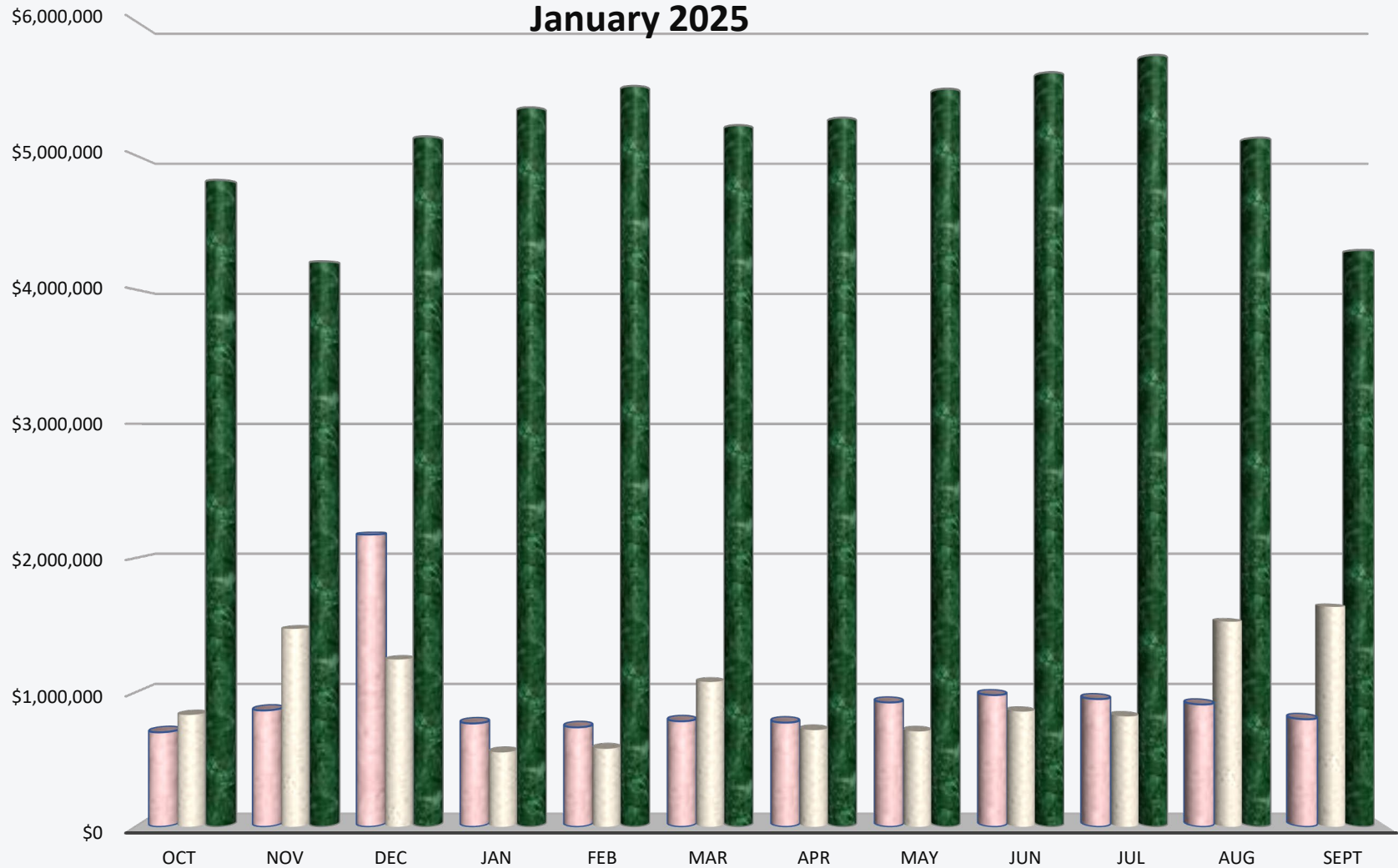
January 2025

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80064481	1/21/2025	<b>MALONEY STRATEGIC COMMUNICATION INC</b>			<b>40,541.67</b>
		PROFESSIONAL SERVICES	2024/2025 ICVB ADVERTISING MANAGEMENT Q2	26,550.00	
		PROFESSIONAL SERVICES	ICC FIRST QUARTER PRINTING	719.67	
		PROFESSIONAL SERVICES	2024 INVENTORY STORAGE / MGMT- OCT/NOV/DEC	841.00	
		PROFESSIONAL SERVICES	2024 ICVB HOLIDAY DIGITAL CARD - FINAL	12,431.00	
80064482	1/21/2025	<b>MANUSAMA, DEBORA CHRISTY</b>			<b>2,100.00</b>
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - DEC 2024	2,100.00	
80064483	1/21/2025	<b>SHERIDAN REED</b>			<b>1,500.00</b>
		TRAVEL AND TRAINING	NORTH TX CVB RECEPTION MUSIC PERFORMANCE	1,500.00	
80064484	1/21/2025	<b>SIMPLEVIEW WORLDWIDE, INC.</b>			<b>71,364.23</b>
		PROFESSIONAL SERVICES	CRM/CMS MAINTENANCE/SUPPORT Q2 (SALES)	8,091.55	
		PROFESSIONAL SERVICES	CRM/CMS MAINTENANCE/SUPPORT Q2 (MARKETING)	63,272.68	
80064485	1/21/2025	<b>SIMPLEVIEW WORLDWIDE, INC.</b>			<b>5,733.00</b>
		PROFESSIONAL SERVICES	2025 MINT+ SUBSCRIPTION	5,733.00	
80064486	1/21/2025	<b>SMG</b>			<b>32,837.15</b>
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - JAN 2025	26,295.90	
		LOCAL PROGRAMS-PROMOTIONS	CATERING	6,541.25	
80064487	1/21/2025	<b>SMG</b>			<b>77,210.56</b>
		OFFICE FURNITURE AND FIXTURES	BUILDING INTERIOR GRAPHICS	27,560.00	
		OFFICE MACHINERY	EXHIBITION HALL LOUDSPEAKERS	49,650.56	
80064488	1/21/2025	<b>SUM XP</b>			<b>5,175.00</b>
		TRAVEL AND TRAINING	TRADING CARDS/SOUTHWEST SHOWCASE 2025	5,175.00	
80064489	1/21/2025	<b>THE RITZ-CARLTON HOTEL COMPANY, L.L.C.</b>			<b>1,085.00</b>
		BUSINESS DEV INCENTIVE PROG	WASH COMMANDERS @ DALLAS COWBOYS/JAN 2025	1,085.00	
80064490	1/21/2025	<b>THOMPSON TRACTOR CO., INC.</b>			<b>2,176.00</b>
		BUSINESS DEV INCENTIVE PROG	CATERPILLAR USED EQUIP MANAGER MTG/OCT 2024	2,176.00	
80064491	1/21/2025	<b>TRIPADVISOR HOLDINGS, LLC</b>			<b>2,109.31</b>
		MEDIA ADVERTISING	ADVERTISING	2,109.31	
80064492	1/28/2025	<b>CUTTS, SUSAN</b>			<b>1,215.00</b>
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JAN 06 - 17, 2025	1,215.00	
80064493	1/28/2025	<b>FLOWERVE CORPORAATION</b>			<b>1,335.00</b>
		BUSINESS DEV INCENTIVE PROG	ECONOMIC DEVELOPMENT TRAINING/OCT 2024	795.00	
		BUSINESS DEV INCENTIVE PROG	ECONOMIC DEVELOPMENT TRAINING/SEPT 2024	540.00	
80064494	1/28/2025	<b>FORT WORTH CONVENTION &amp; VISITORS BUREAU</b>			<b>1,489.26</b>
		TRAVEL AND TRAINING	RCMA 2025 - TEAM TEXAS BOOTH EXPENSES	1,489.26	
80064495	1/28/2025	<b>HCD DALLAS CORPORATION</b>			<b>2,435.00</b>
		BUSINESS DEV INCENTIVE PROG	NRA BOARD OF DIRECTORS MEETING/JAN 2025	2,435.00	
80064496	1/28/2025	<b>IRVING MARATHON GROUP LLC</b>			<b>9,000.00</b>
		EVENT SPONSORSHIPS	2025 IRVING MARATHON SPONSORSHIP - PYMT 1 OF 3	9,000.00	
80064497	1/28/2025	<b>PROVIDENT RESOURCES GROUP, INC</b>			<b>1,420.00</b>
		BUSINESS DEV INCENTIVE PROG	ASN ANNUAL MEETING/JAN 2025	1,420.00	
80064498	1/28/2025	<b>TECHNICAL SALES &amp; SERVICES, INC.</b>			<b>2,999.99</b>
		CONVENTION SERVICES MATERIALS	NAME BADGE HOLDERS	2,999.99	
<b>Total Number of Invoices</b>			<b>51</b>	<b>384,752.19</b>	
<b>Total Number of Checks</b>			<b>39</b>		<b>384,752.19</b>

# Irving Convention and Visitors Bureau

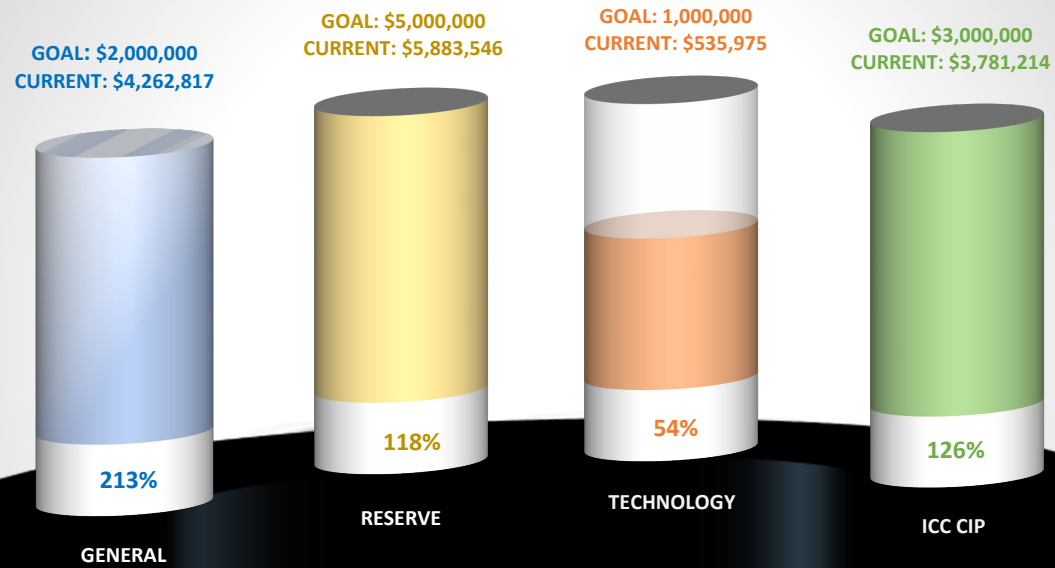
## FY25 Cash Flow

### January 2025



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$702,747	\$865,656	\$2,174,788	\$769,019	\$740,000	\$785,000	\$775,000	\$925,000	\$980,000	\$950,000	\$910,000	\$800,000
EXPENSES	\$832,015	\$1,472,100	\$1,244,310	\$553,222	\$580,004	\$1,077,493	\$719,332	\$709,309	\$857,146	\$821,183	\$1,525,847	\$1,636,222
ENDING CASH	\$4,816,253	\$4,209,809	\$5,140,287	\$5,356,084	\$5,516,080	\$5,223,587	\$5,279,255	\$5,494,946	\$5,617,800	\$5,746,617	\$5,130,770	\$4,294,548

## FUND BALANCES JANUARY 2025



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

# ICVB HOTEL OCCUPANCY TAX COLLECTIONS

For Period Ending  
November 2024

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

<b>LUXURY &amp; FULL SERVICE</b>		<b>OCT 2024</b>	<b>NOV 2024</b>
1	Atrium Hotel and Suites DFW Airport	18,684.36	17,411.32
2	Dallas Marriott Hotel Las Colinas	67,041.62	50,107.23
3	DFW Airport Marriott	60,122.08	46,349.46
4	<b><i>Doubletree by Hilton DFW Airport North</i></b>	<b>0.00</b>	<b>0.00</b>
5	Embassy Suites DFW Airport South	26,367.22	25,665.77
6	Embassy Suites by Hilton Dallas Las Colinas	23,085.10	19,051.34
7	Hilton Garden Inn DFW Airport South	14,787.26	11,433.59
8	Hilton Garden Inn Las Colinas	17,856.65	14,715.66
9	Holiday Inn Irving Las Colinas	10,980.57	7,975.00
10	Hotel Indigo Las Colinas	0.00	4,742.53
11	NYLO Las Colinas Tapestry Collection	20,646.62	15,089.43
12	Omni Las Colinas Hotel	49,583.99	39,614.36
13	<b><i>Sheraton DFW Airport Hotel</i></b>	<b>0.00</b>	<b>0.00</b>
14	Texican Court	23,998.80	16,452.16
15	The Ritz-Carlton Dallas, Las Colinas	101,325.14	86,785.49
16	Westin DFW Airport	58,254.21	43,090.72
17	Wyndham DFW Airport Hotel	11,209.02	8,192.23
<b>TOTAL LUXURY &amp; FULL SERVICE</b>		<b>503,942.64</b>	<b>406,676.29</b>

16	Westin Irving Convention Center Las Colinas	67,703.68	49,164.88
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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 2024	NOV 2024
1	Candlewood Suites DFW Airport North	6,910.37	5,605.16
2	Comfort Suites DFW Airport North	3,353.96	2,990.01
3	Country Inn & Suites by Carlson DFW Airport South	4,175.84	3,926.70
4	Element Dallas Las Colinas	19,107.67	14,604.33
5	Element DFW Airport North	10,780.82	9,517.08
6	Extended Stay America Dallas DFW Airport North	3,229.75	819.72
7	Extended Stay America Dallas Las Colinas	1,950.60	1,672.10
8	Extended Stay Deluxe Green Park	1,817.11	950.09
9	Extended Stay Deluxe Las Colinas	1,103.71	1,414.28
10	Hawthorne Suites Irving DFW Airport South	1,927.40	1,480.18
11	Holiday Inn Express Hotel & Suites DFW Airport North	13,759.40	12,516.82
12	Holiday Inn Express Hotel & Suites DFW Airport South	6,563.97	5,945.76
13	Holiday Inn Express Hotel & Suites Irving Las Colinas	10,810.35	7,549.29
14	Home Towne Studios Dallas Irving	1,301.77	1,467.61
15	Homewood Suites by Hilton DFW Airport North	6,926.60	5,995.03
16	Homewood Suites by Hilton Las Colinas	12,338.06	9,121.17
17	Hyatt House Dallas Las Colinas	10,007.81	7,923.65
18	Quality Suites Las Colinas	1,317.81	1,142.57
19	Residence Inn Dallas DFW Airport North Irving	6,775.91	5,940.81
20	Residence Inn Dallas Las Colinas	10,518.24	9,213.76
21	Soka Suites Dallas Las Colinas	8,701.08	6,859.41
22	Sonesta ES Suites Dallas Las Colinas	5,274.70	4,050.25
23	Sonesta Simply Suites Dallas Las Colinas	2,571.62	1,822.65
24	Springhill Suites Dallas DFW Airport East Las Colinas	10,171.65	7,882.38
25	Staybridge Suites DFW Airport North	6,297.25	5,960.15
26	TownePlace Suites Dallas DFW Airport North Irving	8,707.17	6,710.48
27	TownePlace Suites Dallas Las Colinas	6,954.97	7,266.33
28	Woodspring Suites Signature	2,018.27	2,126.18
<b>TOTAL ALL SUITE / EXTENDED STAY</b>		<b>185,373.86</b>	<b>152,473.95</b>

BUDGET SERVICE		OCT 2024	NOV 2024
1	Arya Inn & Suites	599.74	733.21
2	Budget Inn & Suites	20.36	24.88
3	Budget Suites of America Las Colinas	1,129.41	293.70
4	Clarion Inn & Suites	2,121.00	2,108.79
5	Crossroads Hotel & Suites	1,089.97	1,155.30
6	Days Inn	5,506.92	4,859.73
7	Days Inn DFW Airport North	2,992.87	2,632.66
8	Delux Inn	870.58	765.73
9	Delux Suites Motel	133.58	76.58
10	Gateway Inn	427.27	378.57
11	Magnuson Extended Stay & Suites Airport Hotel	1,220.53	1,050.38
12	Motel 6 Dallas DFW South	1,879.61	1,907.12
13	Motel 6 Dallas Irving	2,860.74	2,947.25
14	Motel 6 DFW North	3,417.80	3,131.66
15	Motel 6/Budget Inn Irving Loop 12	1,135.65	859.84
<b>16</b>	<b>OYO Hotel DFW Airport North</b>	<b>0.00</b>	<b>0.00</b>
17	OYO Hotel DFW Airport South	2,488.34	2,278.19
18	Quality Inn & Suites DFW Airport South	3,506.70	2,906.52
19	Red Roof Inn & Suites Irving DFW South	2,627.69	2,407.70
20	Red Roof Inn Dallas DFW Airport North	3,964.82	3,463.33
21	Studio 6 / Motel 6 DFW Airport East	2,470.84	2,416.32
22	Super 8 Hotel DFW South	2,153.50	2,243.63
23	Super 8 Motel DFW North	2,536.71	2,033.32
<b>TOTAL BUDGET SERVICE</b>		<b>45,154.63</b>	<b>40,674.41</b>

LIMITED SERVICE		OCT 2024	NOV 2024
1	aLoft Las Colinas	15,493.57	11,396.77
2	Best Western Plus DFW Airport Suites North	4,730.19	3,818.68
3	Comfort Inn & Suites Irving Las Colinas DFW	5,332.22	4,394.77
4	Courtyard Dallas DFW Airport North Irving	14,687.33	7,319.20
5	Courtyard Dallas DFW Airport South Irving	10,653.83	8,412.14
6	Courtyard Dallas Las Colinas	13,715.01	8,928.44
7	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,205.51	7,843.92
8	Fairfield Inn & Suites Dallas Las Colinas	5,547.15	4,323.81
9	Fairfield Inn Dallas DFW Airport North Irving	9,537.17	6,930.55
10	Hampton Inn Dallas Irving Las Colinas	10,664.34	8,659.53
11	Home2 Suites by Hilton DFW Airport North	10,937.31	8,630.83
12	Home2 Suites by Hilton DFW Airport South Irving	8,631.90	7,076.40
13	Hyatt Place Dallas Las Colinas	9,877.14	8,031.52
<b>14</b>	<b><i>La Quinta Inn &amp; Suites DFW Airport North</i></b>	<b>0.00</b>	<b>0.00</b>
15	La Quinta Inn & Suites DFW Airport South	7,757.26	7,545.20
16	La Quinta Inn Hotel & Suites Las Colinas	4,852.36	4,207.85
17	Quality Inn & Suites DFW Airport	6,357.07	5,588.35
18	Residence Inn Dallas DFW Airport South Irving	10,395.76	9,589.24
<b>19</b>	<b><i>Wingate Inn by Wyndham DFW Airport North</i></b>	<b>0.00</b>	<b>0.00</b>
<b>TOTAL LIMITED SERVICE</b>		<b>158,375.12</b>	<b>122,697.20</b>

<b>TOTAL SHORT TERM RENTALS</b>		<b>22,617.09</b>	<b>18,938.58</b>
Number of locations		34	30

SUMMARY	OCT 2024	NOV 2024
ACTUAL GRAND TOTAL	915,463.34	741,460.43
BUDGET	838,299.00	716,373.00
DIFFERENCE	77,164.34 9.2%	25,087.43 3.5%
CUMULATIVE YEAR TO DATE		
ACTUAL	915,463.34	1,656,923.77
BUDGET	838,299.00	1,554,672.00
DIFFERENCE	77,164.34 9.2%	102,251.77 6.6%
COLLECTED PRIOR YEAR	863,573.94	680,363.11



# IRVING CONVENTION CENTER

FINANCIAL STATEMENTS

For Period Ending

January 2025

	October	November	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	181,135	119,208	68,450	161,850	268,350	289,274	203,500	225,750	112,750	89,000	155,000	99,500	1,973,767
Service Income	180,247	68,849	36,607	51,387	26,900	18,500	20,500	18,750	8,750	7,250	11,000	5,000	453,740
Service Expenses	(289,774)	(158,995)	(108,936)	(169,284)	(50,966)	(35,976)	(44,970)	(38,974)	(20,986)	(17,988)	(17,988)	(14,990)	(969,827)
Total Direct Event Income	71,608	29,062	(3,879)	43,953	244,284	271,798	179,030	205,526	100,514	78,262	148,012	89,510	1,457,680
Ancillary Income													
F & B Concessions	29,302	52,510	3,330	20,679	16,250	25,000	12,250	43,250	15,000	1,000	13,250	9,000	240,821
F & B Catering	908,673	249,629	114,488	396,722	425,980	398,240	397,510	789,640	250,040	221,920	217,030	212,800	4,582,672
Parking: Self Parking	69,906	75,752	24,975	7,061	26,650	24,190	25,338	49,715	9,840	2,870	33,415	11,890	361,602
Electrical Services	41,180	7,530	6,425	4,200	3,000	25,500	17,000	15,000	8,500	4,000	1,500	15,000	148,835
Audio Visual	(1,228)	(739)	-	-	-	-	-	-	-	-	-	-	(1,967)
Internet Services	11,696	4,992	3,312	3,729	3,000	10,500	1,500	10,100	2,000	1,350	2,000	1,000	55,179
Total Ancillary Income	1,059,528	389,674	152,530	432,391	474,880	483,430	453,598	907,705	285,380	231,140	267,195	249,690	5,387,141
Total Event Income	1,131,136	418,736	148,651	476,344	719,164	755,228	632,628	1,113,231	385,894	309,402	415,207	339,200	6,844,821
Other Operating Income	242,197	128,149	45,952	69,949	139,117	139,117	139,117	139,117	139,117	139,117	139,117	139,585	1,599,650
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	1,373,333	546,885	542,603	546,293	858,281	1,244,345	771,745	1,252,348	873,761	448,519	554,324	827,035	9,839,473
Operating Expenses													
Employee Salaries and Wages	297,938	302,167	306,000	316,848	322,895	322,895	322,895	322,895	322,895	322,895	322,895	328,561	3,811,779
Benefits	68,812	58,381	73,955	83,330	87,675	87,675	87,675	87,675	87,675	87,675	87,675	88,226	986,429
Less: Event Labor Allocations	(76,453)	(58,879)	(37,201)	(61,812)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(57,287)	(699,962)
Net Employee Wages and Benefits	290,297	301,671	342,754	338,366	352,237	352,237	352,237	352,237	352,237	352,237	352,237	359,500	4,098,246
Contracted Services	93,211	86,608	87,265	88,415	90,420	90,420	90,420	90,420	90,420	90,420	90,420	91,922	1,080,362
General and Administrative	65,460	62,543	67,288	90,720	64,525	61,582	61,582	61,582	61,582	61,582	61,582	175,687	895,715
Operations	51,268	30,766	27,585	43,944	49,649	49,649	49,649	49,649	54,149	49,649	49,649	62,143	567,750
Repair & Maintenance	91,317	73,695	85,022	76,537	82,459	82,459	82,459	82,459	82,459	82,459	82,459	96,907	1,000,691
Supplies	14,679	7,301	17,451	13,981	29,500	29,708	29,708	29,708	29,908	29,708	29,708	74,129	335,489
Insurance	19,511	19,511	(16,593)	19,511	29,167	29,167	29,642	29,167	29,167	31,764	29,167	106,515	355,696
Utilities	59,946	52,425	50,171	57,880	57,042	57,042	57,042	57,042	57,042	57,042	57,042	64,784	684,501
Other	883	2,005	1,220	1,796	1,125	1,125	1,125	1,125	1,125	1,125	1,125	2,854	16,632
SMG Management Fees	93,491	51,749	37,151	62,733	59,122	57,734	56,400	91,489	44,644	40,950	41,787	41,005	678,254
Total Operating Expenses	780,063	688,274	699,316	793,883	815,246	811,123	810,264	844,878	798,233	801,436	795,176	1,075,446	9,713,334
Net Income (Loss) From Operations	593,270	(141,389)	(156,713)	(247,590)	43,035	433,222	(38,519)	407,470	75,528	(352,917)	(240,852)	(248,411)	126,139

ASM - Irving Convention Center  
Financial Statement Monthly & YTD Highlights  
For the Month Ending January 31, 2025

	Current Month	PY Current Month	YTD Actual	Prior YTD Actual
Attendance	15,583	15,999	60,414	64,084
Events	11	11	58	48
Event Days	27	27	126	118
Direct Event Income	43,953	73,556	140,746	135,761
Ancillary Income	432,391	523,447	2,034,123	1,947,866
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	476,344	597,003	2,174,869	2,083,627
Other Operating Income	69,949	73,920	486,249	512,893
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	546,293	670,923	2,661,118	2,596,520
Indirect Expenses	(793,883)	(713,436)	(2,961,541)	(2,729,070)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	<u>(247,590)</u>	<u>(42,513)</u>	<u>(300,423)</u>	<u>(132,550)</u>

ASM - Irving Convention Center  
Balance Sheet  
January 31, 2025

**ASSETS**

**Current Assets**

Cash	\$ 1,654,250
Accounts Receivable	1,336,717
Prepaid Assets	195,705
Inventory	84,749
	<hr/>

Total Current Assets		3,271,421
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		<hr/> <b>\$ 3,271,421</b> <hr/>
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**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$ 942,395
Accrued Expenses	110,311
Deferred Income	0
Advance Ticket Sales/Deposits	2,171,139
Other Current Liabilities	0
	<hr/>

Total Current Liabilities		3,223,845
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**Long-Term Liabilities**

Long Term Liabilites	0
	<hr/>

Total Long-Term Liabilities		0
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Total Liabilities		3,223,845
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**Equity**

Net Funds Received	16,785,873
Retained Earnings	(16,437,874)
Net Income (Loss)	(300,423)
	<hr/>

Total Equity		47,576
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		<hr/> <b>\$ 3,271,421</b> <hr/>
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ASM - Irving Convention Center  
Income Statement  
For the Four Months Ending January 31, 2025

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Rental Income	161,850	129,100	32,750	530,643	544,485	(13,842)	467,644
Service Revenue	51,387	14,450	36,937	337,091	52,750	284,341	395,245
Service Expenses	(169,284)	(20,986)	(148,298)	(726,988)	(143,904)	(583,084)	(727,128)
Total Direct Event In	43,953	122,564	(78,611)	140,746	453,331	(312,585)	135,761
F & B Concessions	20,679	15,000	5,679	105,822	54,750	51,072	62,136
F & B Catering	396,722	433,362	(36,640)	1,669,511	1,631,880	37,631	1,626,162
Parking	7,061	12,300	(5,239)	177,694	66,174	111,520	166,853
Electrical Services	4,200	2,500	1,700	59,335	28,100	31,235	73,270
Audio Visual	0	0	0	(1,967)	0	(1,967)	1
Internet Services	3,729	28,000	(24,271)	23,728	56,000	(32,272)	19,444
Total Ancillary Inco	432,391	491,162	(58,771)	2,034,123	1,836,904	197,219	1,947,866
Total Event Income	476,344	613,726	(137,382)	2,174,869	2,290,235	(115,366)	2,083,627
<b>OTHER OPERATING INCOME</b>							
Other Income	69,949	139,117	(69,168)	486,249	556,468	(70,219)	512,893
Total Other Operatin	69,949	139,117	(69,168)	486,249	556,468	(70,219)	512,893
Adjusted Gross Inco	546,293	752,843	(206,550)	2,661,118	2,846,703	(185,585)	2,596,520
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	316,848	302,875	(13,973)	1,222,954	1,211,500	(11,454)	1,103,247
Payroll Taxes & Ben	83,330	116,364	33,034	284,473	465,456	180,983	269,600
Labor Allocations to	(61,812)	(58,333)	3,479	(234,345)	(233,332)	1,013	(183,842)
Net Salaries and Ben	338,366	360,906	22,540	1,273,082	1,443,624	170,542	1,189,005
Contracted Services	88,415	90,320	1,905	355,502	361,280	5,778	278,966
General and Adminis	90,720	62,331	(28,389)	286,018	249,325	(36,693)	226,409
Operating	43,944	49,649	5,705	153,564	198,596	45,032	195,860
Repairs & Maintenan	76,537	82,459	5,922	326,573	329,836	3,263	196,686
Operational Supplies	13,981	29,708	15,727	53,413	118,832	65,419	46,577
Insurance	19,511	29,906	10,395	41,940	117,407	75,467	132,902
Utilities	57,880	57,042	(838)	220,422	228,168	7,746	209,716
Other	1,796	1,125	(671)	5,904	4,500	(1,404)	1,781
ASM Management F	62,733	59,599	(3,134)	245,123	229,600	(15,523)	251,168
Total Indirect Expens	793,883	823,045	29,162	2,961,541	3,281,168	319,627	2,729,070
Net Income (Loss)	(247,590)	(70,202)	(177,388)	(300,423)	(434,465)	134,042	(132,550)

IRVING CONVENTION CENTER/SMG  
Year Over Year Income Comparison  
For the Four Months Ending January 31, 2025

	Current Month Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	161,850	145,400	112,900	127,975	24,400	80,100
F & B Concessions	20,679	19,977	15,649	33,076	4,919	12,039
F & B Catering	396,722	470,176	503,470	130,994	11,352	794,222
Total Event Income	476,344	597,003	593,506	308,045	53,955	859,188
Total Indirect Expenses	793,883	713,436	620,769	482,681	341,112	670,582

	Year to Date Actual	Prior Year	Two Years Prior	Three Years Prior	Four Years Prior	Five Years Prior
Rental Income	530,643	467,644	570,307	347,972	137,331	379,920
F & B Concessions	105,822	62,136	86,504	100,879	10,114	53,293
F & B Catering	1,669,511	1,626,162	1,366,809	588,983	43,510	1,785,407
Total Event Income	2,174,869	2,083,627	2,057,806	1,142,434	217,724	2,189,948
Total Indirect Expenses	2,961,541	2,729,070	2,490,069	1,954,339	1,469,437	2,436,195

January 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31 Vogel Alcove Day 1 Dallas De finite	1 New Year's Day	2 Hilti De finite	3	4
5 Hilti De finite	6	7	8	9	10	11
12 DECA De finite	13	14	15	16 2025 State of the City ... De finite Texas Prime Meet De finite	17	18 Civil Service Exam 2025 De finite
19 Texas Prime Meet De finite	20 Martin Luther King Jr. Day	21 Mr. Cooper Group Meeting De finite	22 Wells Fargo Town Hall De finite	23	24	25 Legacy Leadership Dev... De finite
26 Lindsey Wilson College Residence Class De finite	27 Family First Life De finite ICVB Board of Directo... De finite	28	29	30	31 SAAS 2025 De finite	1

**BOARD OF DIRECTORS  
RESOLUTION  
IN SUPPORT OF THE IRVING CITY COUNCIL IN OPPORTUNITIES FOR  
PLANNED UNIT DEVELOPMENT 6**

WHEREAS, The ICVB Board of Directors' responsibilities include making recommendations to the Irving City Council about, among other things, convention facilities and assisting with attracting visitors to the city; and

WHEREAS, the ICVB Board has established its mission to take ownership of the opportunities on its horizon, while doing everything in its power to move the visitor vision of the destination forward by proactively putting forth ideas, desires and key priorities on every table it can; and

WHEREAS, key tenets of its 2021-2026 Strategic Plan include: Maximize Organizational Sustainability & Growth, Advocate for Destination-Enhancing Development and Enhance the Visitor Experience; and

WHEREAS, the competition for visitors, companies and jobs in this region continues to grow fiercer and fiercer; and

WHEREAS, a distinct opportunity now exists with property owners of parcels of land within Planned Unit Development (PUD) 6 and their investments here in Irving that potentially will generate significant and new visitor revenues for Irving's long-term stability on multiple fronts.

THEREFORE, we the ICVB Board of Directors support the Irving City Council and City Leadership and encourage the Council to continue its bold thinking and aggressive approach to what could be included in a proposed Planned Unit Development (PUD) 6.

Adopted this 24<sup>th</sup> day of February, 2025, by the Board of Directors of the Irving Convention and Visitors Bureau.

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Richard G. Stewart Jr., Board Chair

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Sam Reed, Board Vice Chair



# **BOARD REPORTS**

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



page 2

Irving Archives and Museum is the place to learn about Irving's origin, second Saturday fun activities and exhibits.



page 3

Parks and Recreation hires Red Cross certified lifeguards for seasonal, part-time and full-time positions for aquatic facilities.



page 4

Senter Park indoor pool construction begins soon as part of the Let's Play Irving: Elevating Aquatics & Recreation projects.

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# IRVING CITY Spectrum

FEBRUARY 2025 / VOL 32 / NO 02

f X YouTube Instagram CityofIrving.org

Coming Soon... 🔍

**BIG Things Happening**

March 2025

*Enhancing Communication*  
One Puzzle Piece at a Time

## Irving is Enhancing Communication One Puzzle Piece at a Time

Get ready, Irving — something BIG is on the horizon! The pieces are coming together for a fresh new online experience that will be unveiled in March. It's a whole new way to connect with the City of Irving. Stay tuned as we take communication to the next level, one puzzle piece at a time. ■

## Winter Weather Response Shows Resiliency

Winter weather came and went in January, bringing a mix of rain, sleet and snow to Irving. While many residents enjoyed the snow, city crews rose to the challenge and did not miss a beat keeping essential services running smoothly.

Thank you to all the crews who kept Irving critical operations moving during the storm! For future resources and updates, visit [CityofIrving.org/Winter](https://CityofIrving.org/Winter). ■



### NTTBF 2025: ENDLESS STORIES BACK MARCH 1

The North Texas Teen Book Festival (NTTBF) is back for its 11th year! On Saturday, March 1, the free event at the Irving Convention Center features a celebration of tween and teen literature like no other. Attendees have the opportunity to immerse themselves in panel discussions, book shopping, author signings and more.

Visiting authors scheduled to appear include R.L. Stine, Gabi Burton, Stephanie Garber, Alan Gratz, Lauren Roberts, Ruta Sepetys and Karina Yan Glaser.

Educator Day on Friday, Feb. 28 is a professional development day just for teachers and those in the academic and library fields. Visit [NorthTexasTeenBookFestival.com/Educator-Day](https://NorthTexasTeenBookFestival.com/Educator-Day) for more information.

On the day of the festival, South, Valley Ranch and West Irving Libraries will be closed, and will reopen on Sunday, March 2. ■

### HOME CHEMICAL COLLECTION EVENT: MARCH 22

The City of Irving offers residents a free service to dispose of home chemicals. The next Home Chemical Collection event takes place Saturday, March 22, from 9 a.m. to 1 p.m. at the City of Irving Purchasing Building, 835 W. Irving Blvd.

**Acceptable Items**

- Aerosol sprays
- Automotive fluids and oil filters
- Batteries of all kinds
- Chemical products for home use
- Computers and cellphones
- Craft and hobby supplies
- Fluorescent light tubes
- Household cleaners and polishes
- Lawn and garden chemicals
- Paint and home repair products
- Pool chemicals

Residents are required to obtain a voucher to participate by visiting [CityofIrving.org/HHW](https://CityofIrving.org/HHW). A limited number of vouchers are available for each event. ■

## IRVING FROST FEST

**WINTER FESTIVAL • FREE ADMISSION**

Snow Tubing & Play Area • Crafts Inflatables  
Face Painting • Train Rides • Photo Stations  
Children Entrepreneur Market

**SATURDAY FEB. 22**  
10 a.m. to 1 p.m.

LEVY EVENT PLAZA 501 E. Las Colinas Blvd.

[IrvingEvents.org](https://IrvingEvents.org)

The City of Irving's Housing and Redevelopment Division offers Down Payment Assistance and Home Rehabilitation Programs for Irving residents.

This program provides up to \$50,000 to low-income families purchasing their first home. Funds come from the U.S. Department of Housing and Urban Development to provide affordable housing opportunities to residents. Newly built and renovated homes are made available to the DPA program participants through partnerships with nonprofit Community Development Housing Organizations.

DPA provides financial assistance to qualified applicants in the form of a zero percent interest, deferred forgivable loan. The funds can be applied to down payment and closing costs to purchase a home in Irving. Applicants must qualify under the Housing and Urban Development income guidelines, be approved for a home loan with a City of Irving approved lender and not have owned a home within the last three years.

Applicants can view all of the requirements for eligibility and information on how to apply at [CityofIrving.org/DownPayment](http://CityofIrving.org/DownPayment).



The City of Irving administers programs, funded by the U.S. Department of Housing and Urban Development, that provide financial assistance to qualified Irving homeowners for home repairs through partially forgivable loans. Qualified repairs include accessibility issues, air conditioner repair or replacement, home exterior issues, and emergency and major repairs.

Irving residents must own the property needing repairs and is the primary residence for a minimum of three years. Visit [CityofIrving.org/HousingApplications](https://www.cityofirving.org/HousingApplications) for more information and to apply. ■

A high-energy eight-piece band blending the rich legacy of '50s to '70s soul and R&B with modern classics. The group features a tight rhythm section, fiery horns and dynamic vocals. From Motown to modern dance hits, they deliver timeless grooves and vibrant performances.

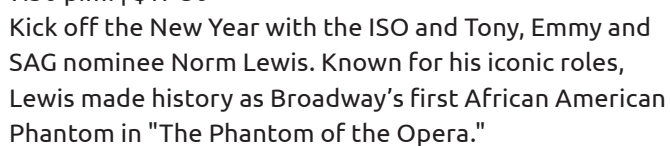
IYT, Entertainment Series of Irving's Educational Outreach, presents one of Hans Christian Andersen's most beloved stories of love and acceptance.

LCSO presents violinist Luke Hsu.

Celebrate Black History with resilience, love and artistry. This annual event features the USPS Black Heritage Month stamp unveiling and Janet Forney's presentation, "A Poetic Journey through Time," inspired by Harlem Renaissance icons and beyond.

NPOI will perform high-spirited music from several notable Spanish composers. The evening will feature noted guitarist, Bokyung Byun.

Tiranube Entertainment presents the Spanish version of Duncan McMillan's play "Every Brilliant Thing," about depression and the lengths we will go to for those we love. The program is performed in Spanish.



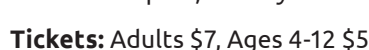
Drop in any time between 1 and 4 p.m. to celebrate Black History Month by making art inspired by African American artists, past and present. This Sunday Funday will be held on the first Sunday of the month.

Let's flock together and focus on the fine feathered friends for this month's story time and art activity held on the first Thursday of each month.

In this art class for ages 6-10, which meets on six consecutive Saturdays, students will work on three different projects while exploring color, texture and patterns: molding and sculpting shapes and figures with papier-mâché; squeezing and squishing paint to create one-of-a-kind printed images called "monoprints" and rolling and pressing clay to make colorful mosaic tiles.

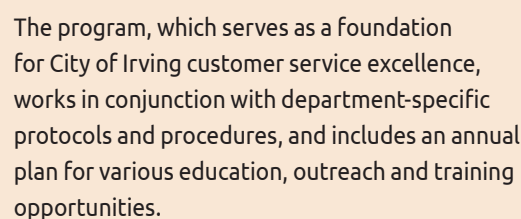
Visit [IrvingArtsCenter.com](https://IrvingArtsCenter.com) or follow [@IrvingArts](https://twitter.com/IrvingArts) on social media for updates and fall events.

bride who made Texas her home. Featuring photographs, letters and artifacts, the exhibit traces her journey from postwar Japan to the United States, highlighting her resilience, cultural connection, and contributions to the community. It serves as a poignant reminder of how personal stories connect us to larger historical narratives, offering deeper appreciation



**IrvingArchivesandMuseum.com**

In June 2024, the City of Irving launched Serving Irving with Pride, an organization-wide initiative to enhance customer service interactions among employees and City of Irving residents, businesses, visitors and fellow staff.



The Serving Irving with Pride program includes two primary components:

- **Customer Service Standards**  
Step-by-step template for effective interaction with internal and external stakeholders.
- **Customer Service Employee Commitments**  
Five-pillar pledge for excellent customer service engagement.

As the program evolves, city employees will have the opportunity to learn new skills and take training that will help foster dynamic service and engagement for Irving's residents, businesses and visitors. ■

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

This year's Black History Month exhibition features selections from the Arthur Primas Collection, spanning 200 years of fine art. Focused on the nature and challenges of freedom, this collection offers powerful imagery and a unique perspective on African American art and the universal quest for liberty.

Sudeep Kumar, a painter, illustrator and urban sketcher, captures the energy and mood of places and events, inviting audiences to connect deeply. His work reflects human emotions beneath the struggles and routines of daily life.

A showcase of author and illustrator LeUyen Pham's works by the National Center for Children's Illustrated Literature, featuring the "Princess in Black" book series; "Vampirina Ballerina" children's book series which was turned into a Disney animated series; Caldecott Honor-winning "Bear Came Along"; and the New York Times best-selling "Itty-Bitty Kitty-Corn."

Recent work by Irving artists and friends Toni Schuster and 97-year-old Richard Widener, who paints daily despite an Alzheimer's diagnosis. Richard had a solo show at Irving Arts Center in 2019. Toni, a graphic designer with an MFA from UNT, teaches at Dallas Community College.

Rachel Black is a principal lecturer and lead faculty member of the Foundations program at University of North Texas and a long-time Irving resident. This exhibition will feature recent landscape paintings inspired and informed by her travels throughout the American West during her faculty development leave in the spring of 2024.

# Parks and Recreation Activities

### Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Feb. 8 | Taste of Black History**  
Noon to 4 p.m. | All Ages | IPAR Card  
A day of food, culture and fun.

### Georgia Farrow Recreation Center

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

- **Feb. 7 | Homeschool Valentine Social**  
11 a.m. to 2 p.m. | All ages | \$10 per family  
Celebrate love, friendship and family at this homeschool event. Enjoy fun, creativity and bonding. A parent must accompany children under 8.

### Heritage Senior Center

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

- **Feb. 14 | Hearts & Harmony Tea Party**  
1 to 3 p.m. | Ages 50 and older | \$8 per person  
Celebrate Valentine's Day with fine teas, delicious treats and a charming ambiance. Limited space; register by Feb. 13.



### Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Mondays, Feb. 10 and 24 | Senior Meetup**  
10 to 11:30 a.m. | 50 and older | IPAR Card  
Make new friends, play games and enjoy coffee. Registration required.
- **Fridays | Parents Night Out**  
6 to 8:30 p.m. | Ages 6 - 11 | \$10 per child  
Enjoy games, crafts and a meal. Register by Thursday at 6 p.m.

### Lively Pointe Youth Center

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

- **Feb. 13 | Black History Event**  
5:30 to 7 p.m. | Ages 12-18 | IPAR Card  
Food, games, music and fun!



### Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Mondays, Feb. 10 and 24 | Homeschool Archery**  
10:30 a.m. to noon | Ages 8-15 | \$10  
Learn to shoot a bow and arrow! Whether you're a beginner or advanced, this class covers techniques and foundations for this fun and growing sport.
- **Feb. 14 | Family Prom**  
7 to 9 p.m. | All Ages | Ages 6 and older \$5  
Get ready for a family prom-themed extravaganza straight out of the 1980s! Enjoy cheesy décor, throwback tunes and dress in your best '80s attire for an unforgettable night. Party like it's 1985!
- **Thursdays, Feb. 13 - April 24 | Homeschool Musical Theatre**  
10:30 a.m. to 12:30 p.m. | Ages 8 -15 | \$5  
This class teaches techniques in singing, dancing, acting and audition preparation to build "Triple Threat Performers." At the end of the session, kids will showcase their new skills.

### Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **Feb. 7 | Whole Latte Love**  
5:30 to 8:30 p.m. | Ages 18 and older | \$5 per person  
Enjoy an evening crafting, gaming and enjoying refreshments. Register by Feb. 3.
- **Feb. 21 | Love & Clay Pottery Painting**  
5:30 to 8:30 p.m. | All Ages | \$5+ per piece  
Spend the evening painting pottery. A parent must accompany children under 10.



## IRVING INDOOR AQUATIC ACTIVITIES

### Indoor Pool Open Swim Hours

#### Heritage Aquatic Center (HAC)

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

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

#### North Lake Natatorium (NLN) - CLOSED\*

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

*\*Closed until further notice for maintenance; many programs are being relocated to HAC. Updates will be provided when available.*

For the most up-to-date information, visit [CityofIrving.org/Aquatics](http://CityofIrving.org/Aquatics).

#### Feb. 7 | Glow Swim

6 to 9 p.m. | All Ages | \$2/\$3 | HAC

Experience a glow-in-the-dark pool party! Bring your glow gear and light up the pool.



#### Feb. 8 | Aquastars

11 a.m. to 1 p.m. | Under 18 | Pool Admission | HAC  
Program for children with special needs and their families. Adult guardian required.

### CLASSES

The Aquatic Fitness Programs below are regularly offered at the Heritage Aquatics Center.

- **Mondays, Wednesdays & Fridays | Senior Pep Water Aerobics**  
8:30 to 9:15 a.m. | Ages 18+ | \$2 | HAC
- **Mondays, Wednesdays & Fridays | Senior EZ Water Aerobics**  
7:30 to 8:15 a.m. | Ages 18+ | \$2 | HAC
- **Mondays - Thursdays | Night Steppers Water Aerobics**  
6:30 to 7:15 p.m. | Ages 18+ | \$2 | HAC



Visit [CityofIrving.org/IrvingRec](http://CityofIrving.org/IrvingRec) for more classes, to register and additional information.

## TEENS SHOW THAT IRVING'S GOT TALENT

Sing, dance, juggle or play a musical instrument? Interested in being part of Irving's annual teen competition that showcases all types of talent?

All Irving middle and high school students, as well as home-schooled students, ages 12 and older, are welcome to apply. Group performances or ensembles are also welcome. Register to audition by Monday, Feb. 10.

Audition finalists will perform in front of a live audience at the March 7 competition. A panel of judges will select winners in various categories. The audience votes on the best performance via text. All ages welcome. Admission is free.

#### Irving's Got Talent Competition

**March 7 | 7 p.m.**

Irving Arts Center, Carpenter Hall  
3333 N. MacArthur Blvd.

Visit [CityofIrving.org/LivelyPointe](http://CityofIrving.org/LivelyPointe) or call (972) 721-8090 for more information, including details about submitting an application, audition date and dress rehearsal. ■



# Library Activities and Programs

### Cultures of Irving: Black History Month

Celebrate Black History Month throughout February with a variety of programs at all locations. The children's area at South Irving Library is the site of a Black History Scavenger Hunt all month, where kids discover stories of trailblazing musicians and artists who have made lasting contributions to history and culture. For more events, visit [CityofIrving.org/Library](http://CityofIrving.org/Library).

### A Match for the Pages

The best meetups are sometimes a surprise — take a chance on what could be a new favorite title during Blind Date with a Book Feb. 3-28. Pick a mysteriously wrapped selection from any location's adult collection by Feb. 16. After reading, complete a comment card and return it by Feb. 28 to be entered into a March 1 prize drawing.

### Sweet Deals from the Friends of Irving Public Library

Browse books, movies and music for all ages during two sales this month, with a special limited-time savings offer: four adult fiction books for \$2.

- **Feb. 5 | First Wednesday Members Only Sale**  
1 to 3 p.m.  
Shoppers who would like to sign up for memberships may purchase them at the door.
- **Feb. 8 | We Love Reading Annual Sale**  
10 a.m. to 2 p.m.  
Open to members and to the public.

Sales are held at the Friends Warehouse at 3000 Rock Island Road. All proceeds benefit Irving Public Library, and additional information may be found at [FriendsofIrvingLibrary.com](http://FriendsofIrvingLibrary.com).



### Library Programs

For events, schedules, online services, updates and more, visit [CityofIrving.org/Library](http://CityofIrving.org/Library) and social media.

- **Feb. 13 | Love and Roses**  
6 p.m. | Valley Ranch Library | Teens  
Create eternally lasting ribbon roses. Supplies are provided.
- **Feb. 18 | Smart Card Financials**  
6 p.m. | South Irving Library | Adults  
Explore practical tips for more effective money management.
- **Feb. 22 | MiY Teens Edible Education: Ravioli**  
2 p.m. | West Irving Library | Ages 13-18  
Learn tips, tricks and kitchen skills. Space is limited and registration is required. For more information, contact the library at (972) 721-2691.
- **Feb. 27 | Ramadan Storytime**  
7 p.m. | West Irving Library | Families  
This special edition of Family Storytime includes crafts and treats. For all ages.

CITY COUNCIL CANDIDATE  
PACKETS AVAILABLE FOR  
2025 GENERAL ELECTION

Residents who are interested in becoming a candidate for a City Council position can pick up a candidate packet beginning Friday, Jan 3, 2025, for the May 3, 2025, General Election from the City Secretary’s Office at City Hall, 825 W. Irving Blvd. Packets also will be available on the city’s website at [CityofIrving.org/Elections](#).

This year, Council Districts 1, 2 and 7 will be elected in the General Election. Districts 1 and 7 represent “single-member” districts, which require that the candidate live within the boundaries of the district in which they plan to run. Place 2 is an “at-large” position which will allow the candidate to reside anywhere within the city limits of the City of Irving. A candidate must be a resident of the city and their district in which they intend to run for at least 12 months immediately prior to Election Day.

The filing period is Jan. 15 through Feb. 14. The City Secretary’s Office is open from 8 a.m. to 5 p.m. Monday through Friday. For more information, call the City Secretary’s Office at (972) 721-2493. ■

PAQUETES DE  
CANDIDATOS AL CONCEJO  
MUNICIPAL DISPONIBLES  
PARA LAS ELECCIONES  
GENERALES DE 2025

Los residentes que estén interesados en convertirse en candidatos para un puesto en el Concejo Municipal pueden recoger un paquete de candidatura a partir del 3 de enero para las Elecciones Generales del 3 de mayo de 2025 en la Oficina de La Secretaria Municipal, localizado en 825 W. Irving Blvd. Los paquetes también estarán disponibles en la página web de la ciudad: [CityofIrving.org/Elections](#).

Este año, Concejo de los Distritos 1, 2 y 7 serán elegidos en las Elecciones Generales. Los Distritos 1 y 7 representan Distritos de “un solo miembro”, lo cual requieren que el candidato viva dentro de los límites del distrito en el que planea postularse. El puesto 2 es un puesto “en general” que permitirá que candidato resida en cualquier lugar dentro de los límites de la Ciudad de Irving. Un candidato debe ser residente de la ciudad y su distrito en el que pretende postularse durante al menos 12 meses inmediatamente antes del Día de las Elecciones.

El período de inscripción es del 15 de enero al 14 de febrero y la Oficina de La Secretaria Municipal está abierta de 8 a.m. a 5 p.m. De lunes a viernes. Para obtener más información, llame a la Oficina de La Secretaria Municipal al número (972) 721-2493. ■

Những Bưu Kiện Thông Tin Có Sẵn  
Cho Các Ứng Cử Viên Hội Đồng  
Thành Phố Cho Cuộc Tổng Tuyển  
Cử Năm 2025

Những cư dân có nghĩ ý trở thành ứng cử viên cho một vị trí của Hội Đồng Thành Phố có thể nhận bưu kiện thông tin cho ứng cử viên bắt đầu từ Thứ Sáu Ngày 3 Tháng Giêng cho Cuộc Tổng Tuyển Cử Ngày 3 Tháng Năm, Năm 2025 từ văn phòng của Thư Ký Thành Phố tại Tòa Thị Chính, 825 W. Irving Blvd. Các bưu kiện thông tin cũng sẽ có sẵn trên mạng của thành phố tại [CityofIrving.org/Elections](#).

Năm nay, vị trí Nghị Viên Hội Đồng cho khu vực 1, 2, và 7 sẽ được bầu trong cuộc Tổng Tuyển Cử. Khu vực 1 và 7 sẽ đại diện cho các quận chỉ có “một thành viên”, nên cần yêu cầu ứng cử viên phải cư trú trong ranh giới của khu vực mà họ dự định tranh cử. Khu vực 2 là một vị trí “tự do” nên vị trí này cho phép ứng cử viên có thể cư trú bất kỳ ở đâu trong giới hạn thành phố của Thành Phố Irving. Ứng cử viên phải là cư dân của thành phố và trong khu vực mà họ dự định tranh cử trong ít nhất là 12 tháng ngay trước Ngày Bầu Cử.

Thời gian nộp đơn là từ Ngày 15 Tháng Giêng đến ngày 14 Tháng Hai. Văn Phòng Thư Ký Thành Phố mở cửa từ 8 giờ sáng đến 5 giờ chiều. Từ Thứ Hai đến Thứ Sáu. Để biết thêm thông tin, xin hãy gọi Văn Phòng Thư Ký Thành Phố theo số (972) 721-2493. ■

City of Irving’s Live Fire Tactical Training  
Center Construction Now Underway



Construction has begun on the new City of Irving Police Department (IPD) Live Fire Tactical Training Center at the intersection of Belt Line Road and State Highway 161. The \$17.5 million facility was included in the 2021 municipal bond election to help meet the needs of the police department today, while also anticipating the needs of the community 40 to 50 years in the future.

The new facility will include modern police training capabilities, including adding more space for long-range weapons training, as well as a dynamic, multi-use space for mobile tactical training.

With the new space, officers will have the flexibility to train in 20 lanes at 100 yards versus the old facility, which includes seven lanes at 25 yards. Additionally, the new space can accommodate vehicles inside the facility for scenario-based training.



Artist Rendering

The new facility serves as a prime example of Irving’s dedication to providing the tools that public safety needs to be successful and keep the community safe.

The facility is slated for completion in early 2026, weather permitting.

For more information on the Irving Police Department, visit [CityofIrving.org/Police](#). ■



Hackberry and MacArthur Pump  
Stations Water Tank Rehabilitation



Work is underway for tank rehabilitation projects at the Hackberry and MacArthur Pump Stations. Ground storage tank rehabilitation for Hackberry Pump Station Tanks No. 4 and No. 5 and MacArthur Pump Station Tanks No. 2 and No. 3 keep the tanks on track with the 12- to 18-year maintenance schedule. This process extends the life of the system and minimizes the risk of unexpected repairs in the future.

Tank rehabilitation began with Hackberry Pump Station Tank No. 5 in December 2024 and will occur in stages through late summer 2026 to prevent disruptions to water service. Hackberry Pump Station rehabilitation includes cleaning, repairing and repainting Tank No. 5 and repairing the fill pipe support system at Tank No. 4.

<b>Hackberry Tank No. 4</b> <ul style="list-style-type: none"><li>● 5-million-gallon tank</li><li>● Built in 1993</li><li>● Last rehabbed in 2011</li></ul>	<b>Hackberry Tank No. 5</b> <ul style="list-style-type: none"><li>● 10-million-gallon tank</li><li>● Built in 2001</li></ul>
<b>MacArthur Tank No. 2</b> <ul style="list-style-type: none"><li>● 5-million-gallon tank</li><li>● Built in 1967</li><li>● Last rehabbed in 2006</li></ul>	<b>MacArthur Tank No. 3</b> <ul style="list-style-type: none"><li>● 5-million-gallon tank</li><li>● Built in 1988</li><li>● Last rehabbed in 2006</li></ul>

Rehabilitation of MacArthur Pump Station Tanks No. 2 and No. 3 will include blasting and coating the interior and exterior of the tanks, replacing tank level transmitter boxes, replacing inlet valves, adding mixing systems to help maintain water quality and installing new ladder



Hackberry Tank No. 5

access to allow for safe climbing and inspection of the tanks.

The Hackberry and MacArthur water tank rehabilitation project is estimated to cost \$4.7 million and is funded through the Water and Sewer System Non-Bond Capital Improvement Program Fund. Water tank maintenance supports the city’s commitment to maintain water, wastewater and drainage infrastructure and deliver clean, safe water to all Irving residents.

Visit [CityofIrving.org/IrvingInvests](#) for more information on the city’s ongoing infrastructure initiatives. ■

Work to Begin on New Indoor Pool at  
Senter Park Recreation Center



Construction on the new Senter Park Pool, located at 901 S. Senter Road, begins Feb. 10. The facility’s existing outdoor pool will be demolished and replaced with an indoor aquatics center that Irving residents of all ages can enjoy year-round. The new aquatics facility is expected to open Memorial Day weekend 2026.

The aquatics center will feature a leisure and lap pool with a maximum depth of 5 feet, spiral waterslide, zipline, toddler pool with interactive play features and an outdoor sun deck. Children’s areas will be painted with rainforest imagery, while the lap pool will feature hexagon-shaped lane markers as a tribute to the hexagon island from the original Senter Park pool, built in 1954. In addition to aquatics amenities, the facility will offer a new reception area, lounge, party rooms and locker rooms.

Estimated to cost \$25 million, the aquatics center will connect with the existing Senter Park Recreation Center, making the entire facility approximately 67,000 square feet. The new Senter Park Aquatics and Recreation Center will share a front entrance on the south side of the building, facing Delaware Creek. The southern parking lot will be expanded to accommodate more than 150 parking spaces, and the tennis courts will be relocated to Senter East Park, 1000 Senter Road. Visitors to Senter Park Recreation Center can expect minor disruptions during construction, including increased



Artist Rendering

noise levels and construction traffic. Additionally, the northeast parking lot will be closed while construction is underway.

This project is part of the Let’s Play Irving: Elevating Aquatics & Recreation initiative, which includes bold plans for Lee and Senter Park pools, as well as a multi-generational Mustang Park Recreation and Aquatic Center. Let’s Play Irving projects are funded through the 2021 municipal bond election, the 2006 municipal bond election, pension bond capacity, the non-bond Capital Improvement Program (CIP) fund, the American Rescue Plan Act, and unallocated non-bond CIP funds.

Visit [CityofIrving.org/PlayIrving](#) to learn more about the Let’s Play Irving projects. ■





# BUREAU MANAGEMENT AND STAFF REPORTS

ICVB Memorandum

Date: February 12, 2025

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for January 2025

Convention Sales Activities

Leads Generated	January	YTD
Irving CVB – Hotel Leads	139	562
Irving Convention Center Leads	24	144

January

Room Nights Generated	Monthly Goal	January 2025 Actuals	January 2024 Actuals	FY 2024-25 Annual Goal	FY 2024-25 YTD Actuals	FY 2023-24 YTD Actuals	January Convention Center	Convention Center YTD
Definite Room Nights	11855	6382	8071	142260	47108	39072	1506	10335
Lost Room Nights		68700	41848		169737	172164	41223	89163

Travel & Activity

January	Organization	Event	Location
6-10	Religious Conference Meeting Planners	Emerge	Phoenix, AZ
21-23	Texas Association of Convention & Visitors Bureau	Winter Conference	Waco, TX
28-30	Southwest Showcase	Conference & Tradeshow	Austin, TX

## Customer Services Activity January Servicing & Inventory

Groups Served	
January	12 Groups
YTD	40 Groups

	January	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	9	5747 Badges/ 11497 Lanyards
Pens/Notepads	5	1755 Pens/ 0 Notepads
Bags	5	1755
Promotional Materials	6	200 Restaurant Maps/ 1300 TMF/ 100 Traveler's Guides/ 400 QR Sheets
Staffing Services	5	56 Event Hours

**Event Location:**      **Hotels: 6**      **Irving Convention Center: 6**      **Other: 0**

### Proclamations/Welcomes/Flags

#### Past

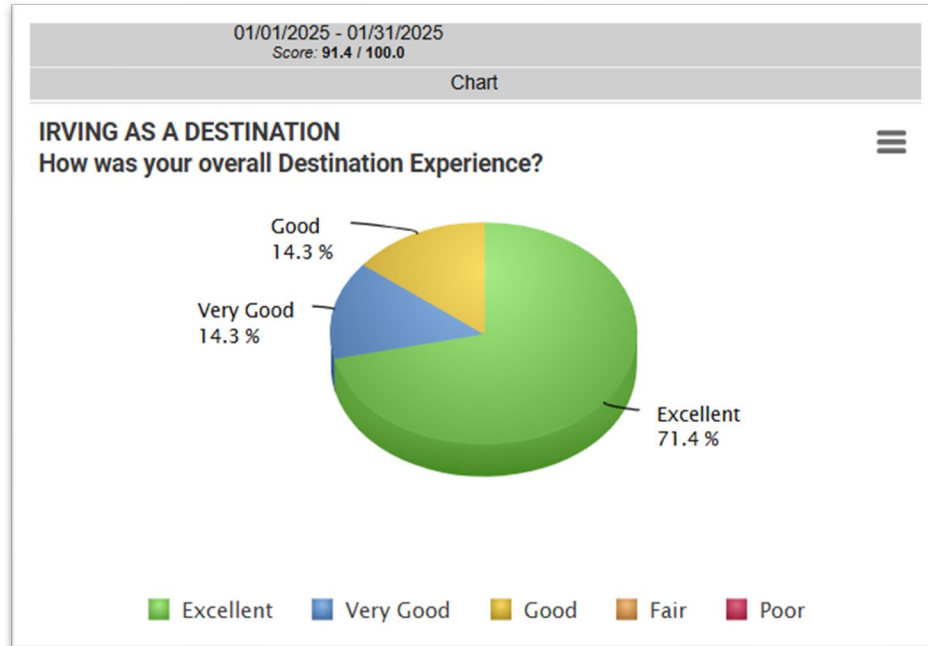
- Mayor/Proclamation - Natl. Assn. of Latino Healthcare Exec, Sept. 12, 2024, Mayor Stopfer
- Ribbon Cutting Only, by client - No City Official, SSCC, September 25, 2024

#### Upcoming

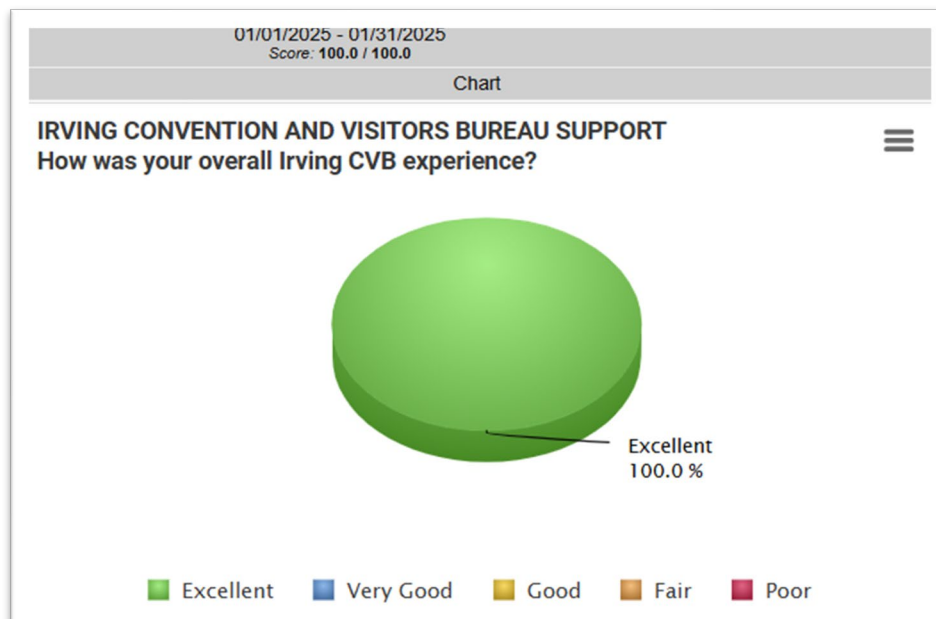
- Mayor Welcome letter for National Warbird Operators Conference, February 2025
- Welcome/Ribbon Cutting for Great American Franchise Expo, March 15, 2025, Mayor Stopfer
- Mayor Welcome Letter-Council of Ewe Associations of North America, August 2025
- Mayor Welcome-Council of Ewe Associations of NA, August 30, 2025. - Mayor TBD

# Customer Service Satisfaction Survey Results

## 1. How was your overall destination experience?



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



## Definite Bookings

### February 2025 – April 2025

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Marcus Evans	Healthcare HCMO/CNO Summit	2/1/2025	2/4/2025	160	295
CertainTeed	CertainTeed 2025 Program	2/2/2025	2/8/2025	300	660
The Academy of Medicine, Engineering, and Science of Texas	TAMEST 2025	2/3/2025	2/6/2025	100	295
Vizient, Inc.	Vizient, Inc. 2025 Team Hess Summit	2/3/2025	2/6/2025	75	221
American Red Cross - Greater Chicago Chapter	American Red Cross - Greater Chicago Chapter - February 2025 Conference	2/3/2025	2/5/2025	150	300
Vistra Energy	Technical Information Exchange 2025	2/3/2025	2/5/2025	100	160
IMEG Corporation	IMEG Corp Annual Meeting Feb 2025	2/4/2025	2/6/2025	200	435
Vizient, Inc.	Vizient, Inc. 2025 MTF	2/4/2025	2/6/2025	200	245
Municipal Advisory Council of Texas	Women in Public Finance - Texas Chapter	2/5/2025	2/6/2025	150	130
National Warbird Operators Conference	National Warbird Operators 2025 Conference	2/6/2025	2/8/2025	200	600
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2025	2/6/2025	2/8/2025	250	425
University of the Cumberlands	UNIVERSITY OF THE CUMBERLANDS	2/6/2025	2/8/2025	18	51
DHL	DHL Employee of the Year Regional Event 2025	2/8/2025	2/14/2025	54	165
AMN Healthcare, Inc	AMN Sales Summit Feb2025 MY 2 of 2	2/9/2025	2/14/2025	225	430
Lead4ward	lead4ward Review Conference	2/10/2025	2/13/2025	800	200
American College of Emergency Physicians	ACEP - Indy Class - 2025	2/10/2025	2/12/2025	65	185
Combined Agents of America	Feb-25	2/10/2025	2/15/2025	150	317
Vizient, Inc.	Vizient, Inc. 2025 People Team Meeting	2/10/2025	2/11/2025	150	80
University of the Cumberlands	UNIVERSITY OF THE CUMBERLANDS	2/13/2025	2/15/2025	18	51

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
TEXSOM Foundation dba TEXSOM Conference	TEXSOM 2025 International Wine Awards	2/14/2025	2/18/2025	300	234
Samaritan Ministries	Samaritan Ministries BOT Meeting	2/15/2025	2/24/2025	25	75
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Crisis Management)	2/16/2025	2/17/2025	150	120
Flowserve Corporation	PB Flowserve America's SC Team Kickoff	2/16/2025	2/20/2025	34	100
Texas Society of Professional Surveyors	TSPS Symposium 2025	2/17/2025	2/23/2025	250	342
McKesson Corporation	ID#19236 - Talent2Watch	2/17/2025	2/20/2025	35	57
American Council for Construction Education	ACCE 2025 Conference	2/18/2025	2/22/2025	450	575
Marcus Evans	Employee Benefits Summit	2/18/2025	2/21/2025	110	205
Sundek Products USA Inc.	SUNDEK 41st Annual Convention 2025	2/18/2025	2/22/2025	140	276
Southern Baptists of Texas Convention SBTC	Evangelism 2025	2/18/2025	2/26/2025	3500	311
Avantax Wealth Management	APP Pit Stop	2/18/2025	2/20/2025	150	170
Nice and Bella	Nice and Bella February 2025	2/19/2025	2/23/2025	400	626
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Donor Development)	2/19/2025	2/20/2025	150	200
Texas Educational Diagnostician's Association	2025 Spring Annual State Conference - Contracted Room Block with Texican Court	2/20/2025	2/21/2025	600	100
CFO West Football Officiating Camp	CFO West Football Officiating Camp 2025	2/20/2025	2/23/2025	200	249
Boston Scientific	Fellows Cadaver Lab & Workshop	2/21/2025	2/22/2025	40	45
Marcus Evans	AmericaPack - PharmaPack Summit	2/22/2025	2/25/2025	130	235
National Systems Contractors Association	2025 Annual Meeting	2/23/2025	2/28/2025	300	941
HCA Healthcare	ER Immersion Optimization Collaboration	2/23/2025	2/28/2025	350	1204
Berry Global	Berry Global Meeting Feb2025	2/24/2025	2/28/2025	120	480
Venture Metals	Venture Metals Strategy Meeting	2/24/2025	2/25/2025	15	24
ECO: A Covenant Order of Evangelical Presbyterians	ECO Staff Retreat	2/24/2025	2/27/2025	15	32

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Surgical Care Affiliates	QPS Meeting	2/24/2025	2/26/2025	10	20
DryerVent Wizard	DryerVent Wizard 2025-02 FAC Meeting Dallas Rooms Only	2/25/2025	2/26/2025	7	14
Hans Johnsen Company	Security Hardware Meeting 2025	2/26/2025	3/2/2025	100	220
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Stewardship)	2/26/2025	2/27/2025	100	200
SCA Health	Medical Exec Board	2/26/2025	2/27/2025	26	23
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies Annual Conference 2025	2/28/2025	3/2/2025	200	160
Consero	Consero General Counsel Forum	3/1/2025	3/4/2025	200	335
Texas Steel Guitar Association	Texas Steel Guitar 2025	3/5/2025	3/8/2025	800	957
The Union for Reform Judaism	Scheidt Seminar & North American Board Meeting	3/5/2025	3/10/2025	200	503
Texas Council of Deliberation	Texas Council of Deliberation 2025	3/6/2025	3/8/2025	300	250
Boston Scientific	Fellows Cadaver Lab & Workshop	3/7/2025	3/8/2025	40	45
International Association of Microsoft Channel Partners	REVISED - IAMCP 30th Anniversary and WIT Conference 2025	3/8/2025	3/13/2025	250	720
Chaplaincy of Full Gospel Churches	Chaplaincy of Full Gospel Churches 2025	3/10/2025	3/14/2025	100	340
Mr. Handyman	Mr. Handyman 2025-03 Regional Meeting Rooms Only Dallas	3/10/2025	3/11/2025	35	31
Automotive Keys Group	Locksmith Pro Expo	3/11/2025	3/15/2025	150	190
Atlas World Group	Atlas Network Ops Conference	3/11/2025	3/14/2025	200	340
KNation Group	KNation Group Women's Conference	3/12/2025	3/15/2025	350	160
Marcus Evans	ACO & Payer Leadership Summit	3/15/2025	3/18/2025	140	250
Shaw Industries	Shaw ESP	3/16/2025	3/20/2025	165	360
Texas Hoe-Down Dance	Texas Hoe-Down Dance Event 2025	3/20/2025	3/23/2025	200	330
University of the Cumberlands	UNIVERSITY OF THE CUMBERLANDS	3/20/2025	3/22/2025	18	48
Omnilife	Extravaganas USA	3/21/2025	3/24/2025	1500	330
Vizient, Inc.	Vizient, Inc. 2025 HPA Spring Leadership Meeting	3/24/2025	3/27/2025	80	240

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Real Estate Guys	Real Estate Guys Secrets of Successful Syndication 2025	3/26/2025	3/30/2025	150	145
Tri Delta	Tri Delta Annual Conference	3/27/2025	3/30/2025	950	1050
University of the Cumberland	UNIVERSITY OF THE CUMBERLANDS	3/27/2025	3/29/2025	18	45
SMU Dedman School of Law	SMU Air Law Symposium 2025	3/30/2025	4/2/2025	151	352
Texas Society of Health System Pharmacists	TSHP 2025 Annual Seminar and Expo	3/31/2025	4/4/2025	600	790
Texas Mutual Insurance Company	Texas Mutual Dallas Regional Agent Advisory & West Texas Regional Agent Advisory 2025	4/1/2025	4/3/2025	22	61
Surgical Care Affiliates	Sherpa/Sherpa Council Q2	4/1/2025	4/3/2025	19	42
Dental Laboratory Association of Texas	DLAT Southwest Conference 2025	4/3/2025	4/5/2025	250	449
PESTOLA – Pediatric Endocrine Society of Texas, Oklahoma, Louisiana & Arkansas	PESTOLA 2025 Conference	4/3/2025	4/5/2025	150	359
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Great Books)	4/3/2025	4/4/2025	100	50
Wedding Account	Priyanka & Devan Room Block	4/3/2025	4/5/2025	200	230
University of the Cumberland	UNIVERSITY OF THE CUMBERLANDS	4/3/2025	4/5/2025	18	39
Assemblies of God/Marriage	Marriage Encounters	4/4/2025	4/6/2025	80	80
Texas Center for the Judiciary	2025 Regional A Conference	4/6/2025	4/7/2025	290	550
Campus Crusade for Christ Intl. (DBA Cru)	CCCI - Cru Summit 2025	4/6/2025	4/16/2025	260	420
WeebCon	WeebCon 2025	4/16/2025	4/21/2025	2000	1321
WestRock Fulfillment Company	Smurfit Westrock Sales Excellence - 256599 APR	4/21/2025	4/22/2025	25	50
Food Ingredient Distributors Association	FIDA Apr 2025	4/22/2025	4/27/2025	40	85
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Site Visits DAL)	4/22/2025	4/22/2025	150	20
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Stewardship)	4/23/2025	4/24/2025	100	200
McKesson Corporation	#16614-Board & Committee Meeting April 2025	4/26/2025	4/30/2025	20	85

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Mission Aligned Instruction)	4/27/2025	4/28/2025	60	120
Siemens	S00498 - PMO Program Management Conference	4/28/2025	5/1/2025	50	90
The Honor Foundation	2025 The Honor Foundation Dallas Benefit	4/30/2025	5/1/2025	150	20

\*\*Highlighted items above are Target Industries for Irving

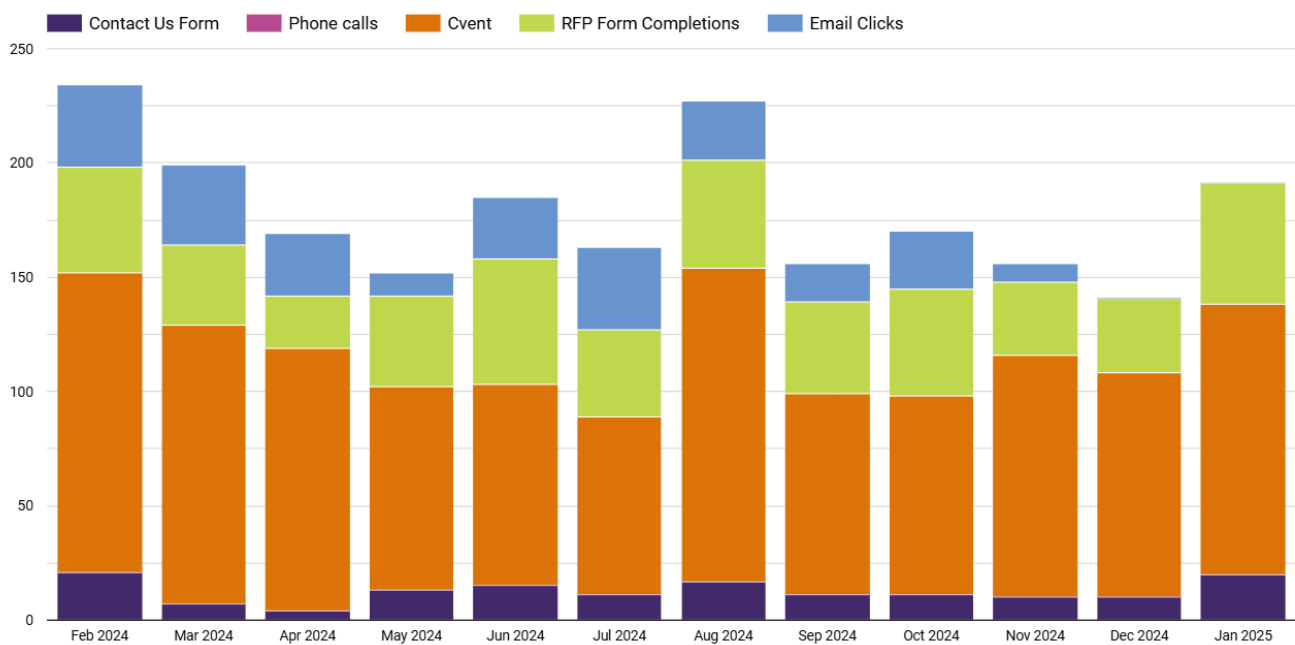


# Marketing Communications

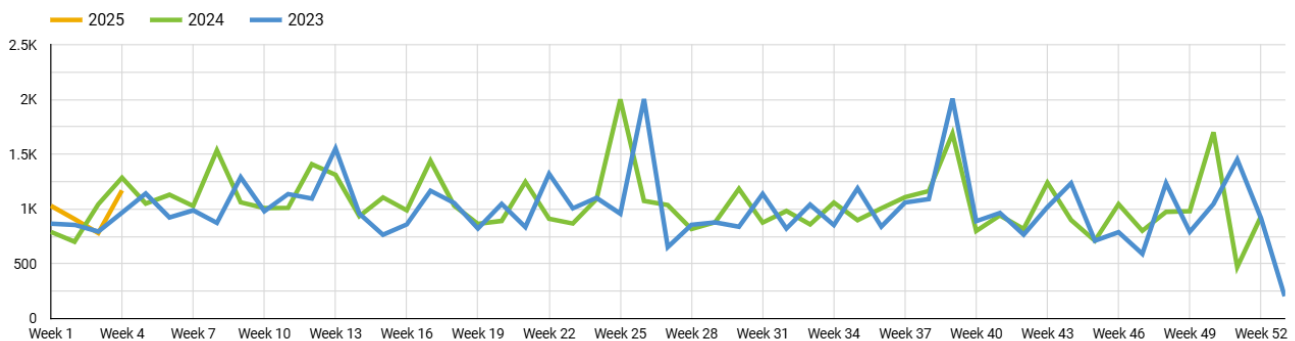
**To:** Maura Gast, Executive Director  
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing  
**Date:** February 14, 2025  
**Re:** January 2025 Board Report

## Marketing Prospects

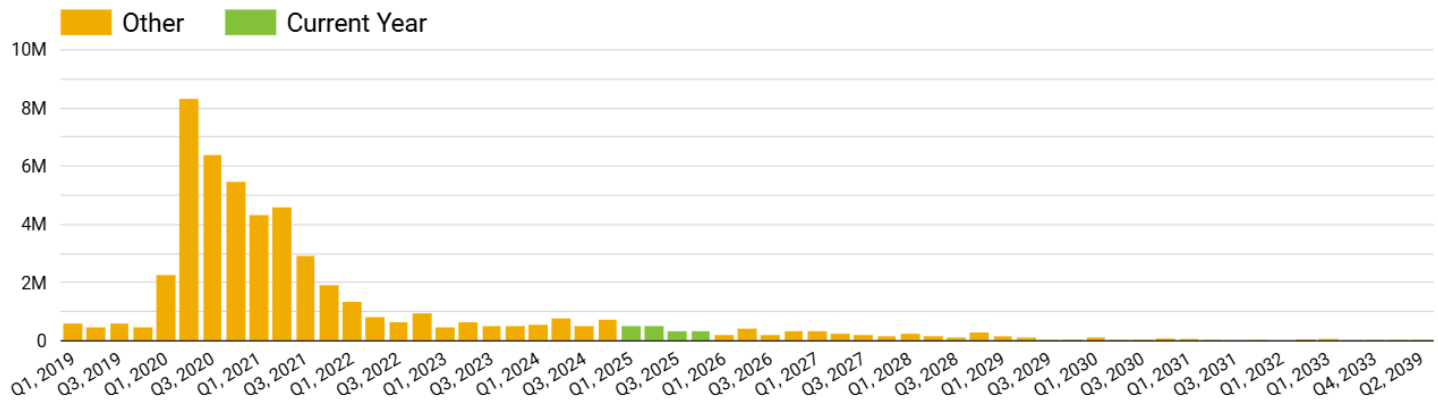
In January, there were **191 marketing prospects**. Of those, 118 came from Cvent and 73 came from the website.



Aggregated Weekly Definite Volume of 200+ DMOs



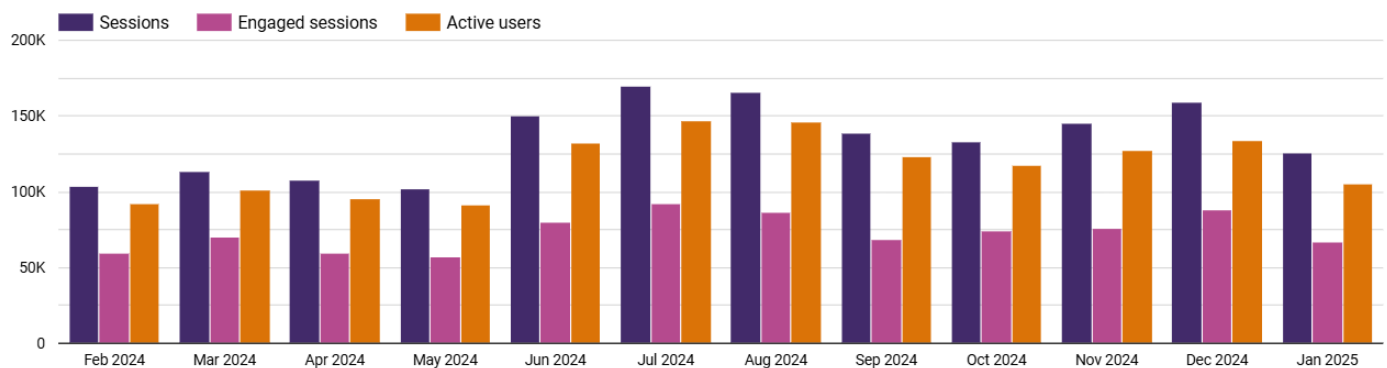
## Aggregated Quarterly Cancellation Volume of 200+ DMOs



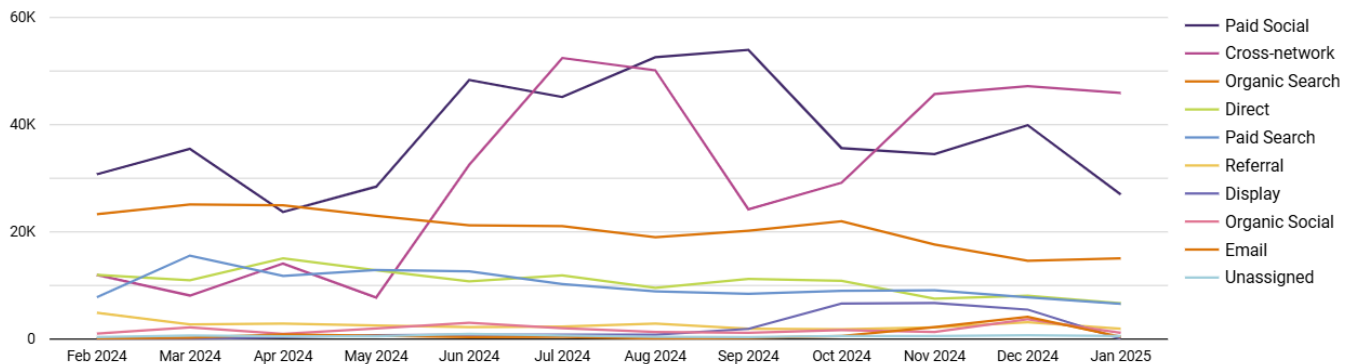
## Website Traffic and Engagement

Website traffic in January saw **125,330 total sessions**. This included **66,928 engaged sessions** from **105,021 active users**.

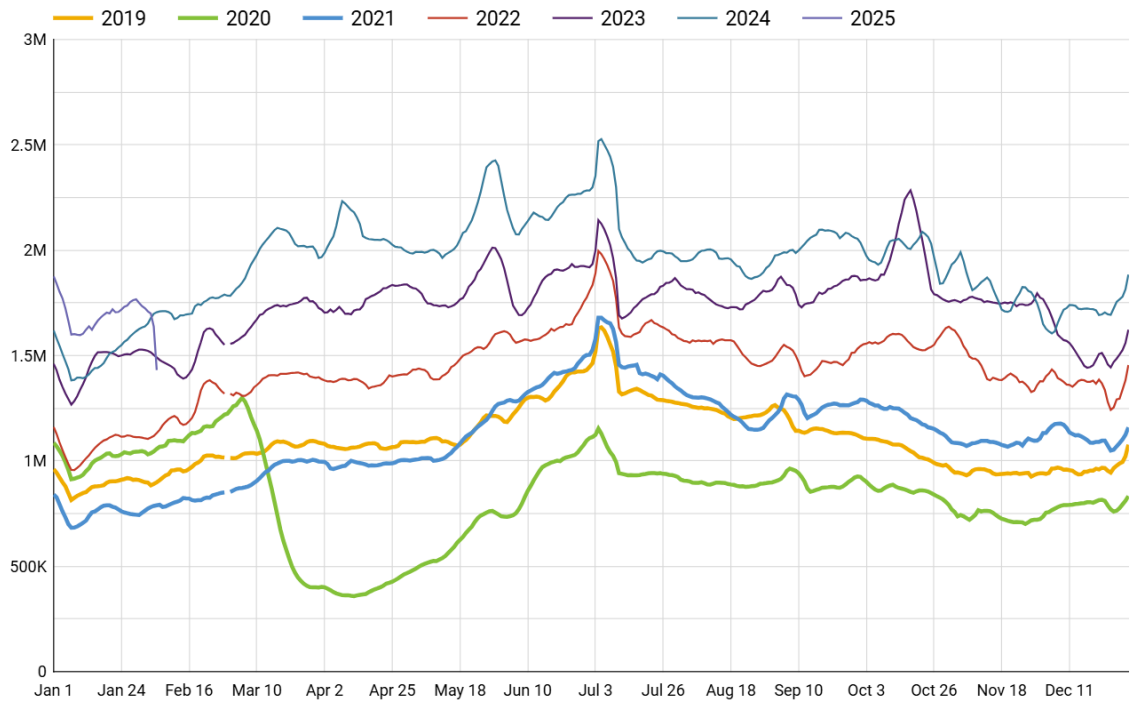
### Sessions / Engaged Sessions / Active Users



### Users by Channel



Aggregated Website Sessions of 200+ DMOs

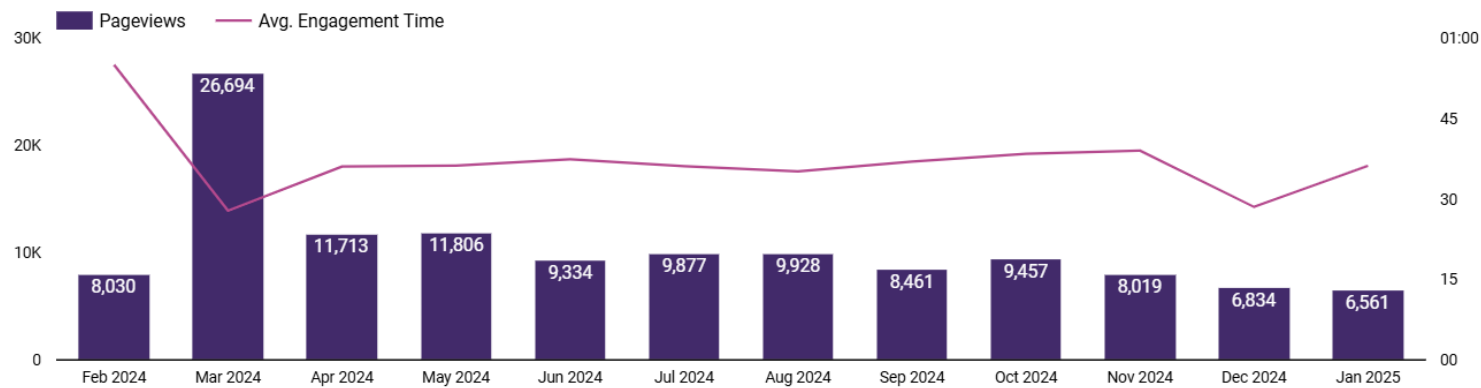


Blog Traffic

In January, there were **6,561 blog pageviews**. The top five posts were:

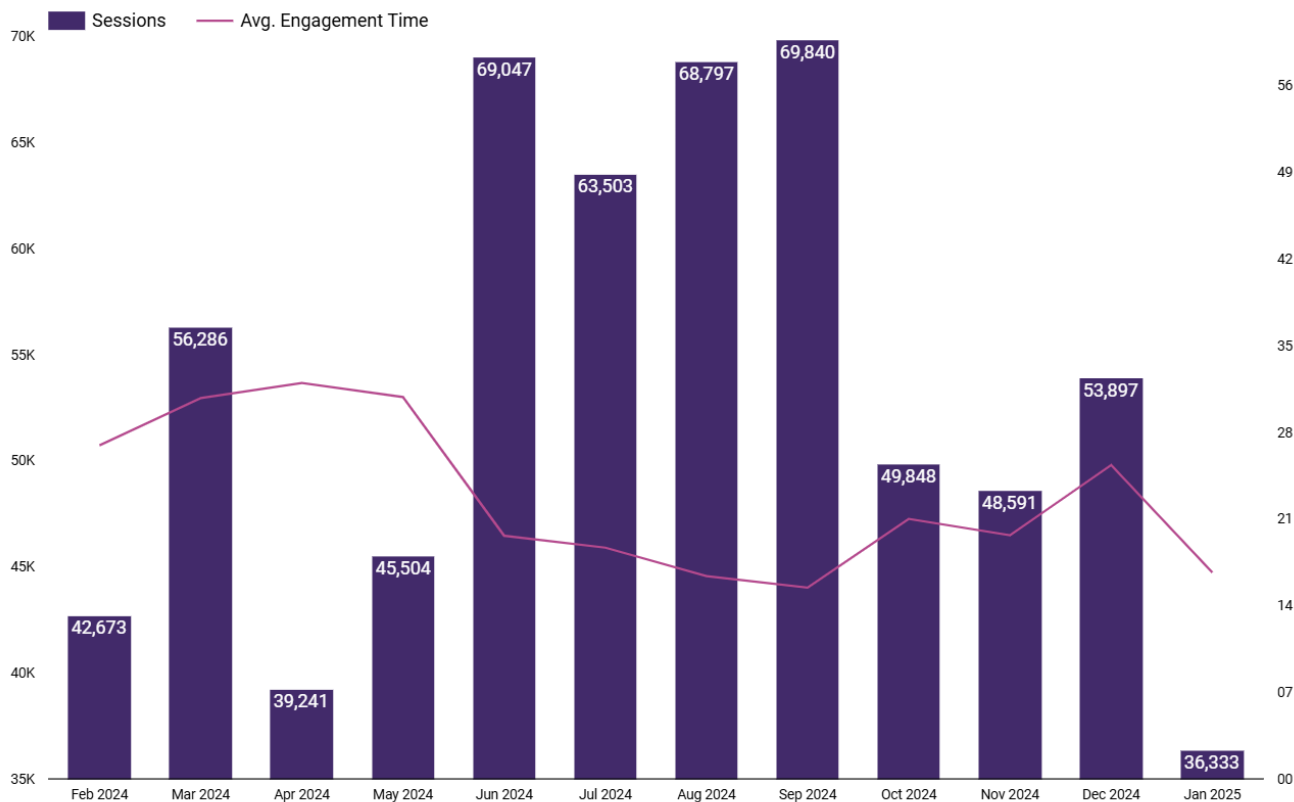
- 1. Irving’s Lucky Charm: Dive into the Delightful World of Po’ Melvin’s Famous Black-Eyed Peas
- 2. A Fresh Beat at Toyota Music Factory: New Plaza, Cool Art, and Events Galore!
- 3. Five Ways to Have Fun at Lake Carolyn
- 4. Romantic Restaurants and Valentines Day Meals to Go
- 5. Irving’s Taqueria’s: Discovering Unique flavors Beyond the Taco

Blog Pageviews



## Paid Search (SEM)

Paid search had **36,333 sessions** in January.



## Leisure Campaigns

### Staycations Campaign:

The Staycations Campaign generated 31,104 clicks and **6,327 hotel referrals**.

### DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **76,170 clicks** in January.

### Seasonal Campaign:

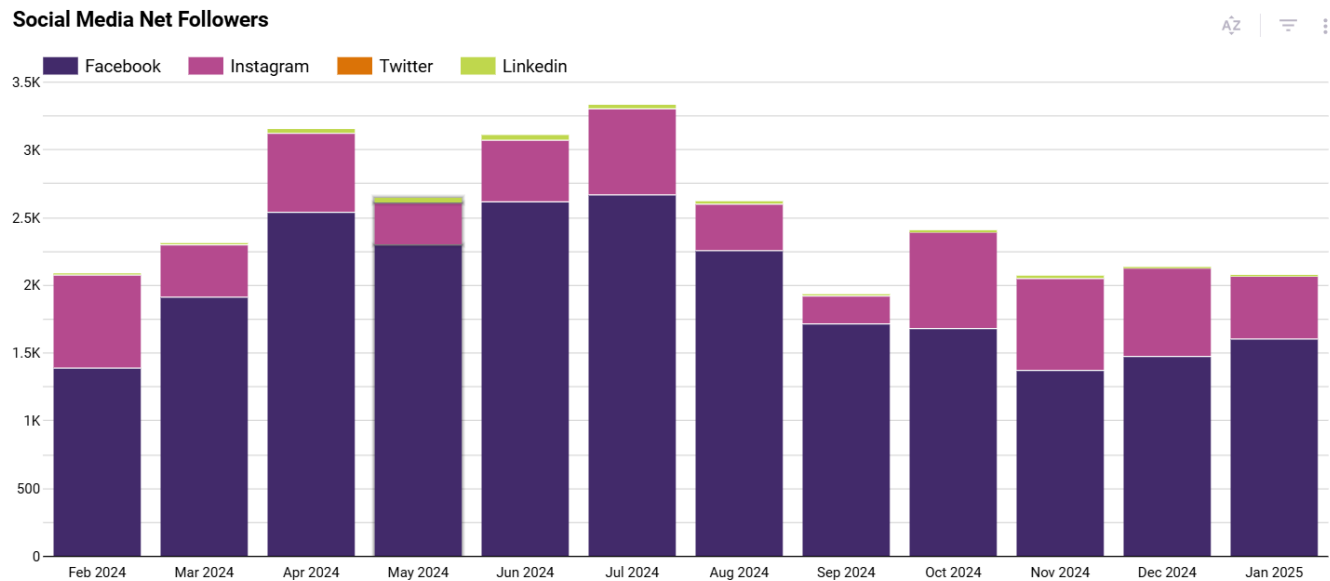
The Winter Campaign, which promotes seasonal events, hotel deals, and related blog and social media content, produced **16,846 clicks**.

### Event-Based Micro-Campaigns and Evergreen Campaigns:






The Micro-Campaigns, which leverage existing demand from local events, generated **6,431 clicks** in January. The Evergreen Campaigns, which are similar to the Micro-Campaigns but are continuously running, generated **2,545 clicks**.

# Social Media

January saw the addition of **2,080 new social media followers**, which brought the total influence to 190,569 followers.



## Attachments:

-  "12 Ideas for a Girls Weekend in Texas," *harborsandhavens.com*
-  January Social Media Overview
-  January Blog Performance Overview
-  January Visit Irving Social Stats
-  January Irving Convention Center Social Stats

# 12 Ideas for a Girls Weekend in Texas

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 [harborsandhavens.com/blog/texas-girls-trips](https://harborsandhavens.com/blog/texas-girls-trips)

January 24, 2025

These Texas girls trips are full of culture, adventure, and delicious food in small towns and big cities around the state.

Looking for the next spot to spend a girls weekend in Texas? I've got you covered! After living in and exploring the state for over a decade, these are a few of my favorite destinations that I think would be really fun for a girls trip.

Some of these are popular cities full of events and activities, others are small towns oozing with charm, and one is an absolutely beautiful national park (because I love an outdoorsy girls trip). Whether you're envisioning a Texas girls getaway full of shopping, spa treatments, live music, hiking, or delicious tacos and margaritas, there's something for everyone on this list.

I've visited all of these spots with friends, my mom, or solo (treat yourself), and would go back to any of them in a heartbeat. I didn't realize just how many ideal girls trip destinations there are in Texas until I started writing this post!

From the wildflower fields of Hill Country to the sandy beaches along the Gulf Coast, here are 12 Texas girls weekend ideas to inspire your next trip.



## Irving: A Little Luxury

---

Irving offers a blend of cultural attractions and luxurious experiences perfect for a girls weekend. Plus, its prime location between Dallas' DFW and Love Field airports makes it super simple to visit without a car.

If you're looking for a Texas girls weekend with spa experiences, delicious food, and live music, this is the place for you. On the agenda – a visit to the Mustangs of Las Colinas sculpture, a gondola ride on Lake Caroline, and a stroll through the galleries of the Irving Arts Center. Spend your evening at the Toyota Music Factory, where you'll find restaurants, bars, and live entertainment.

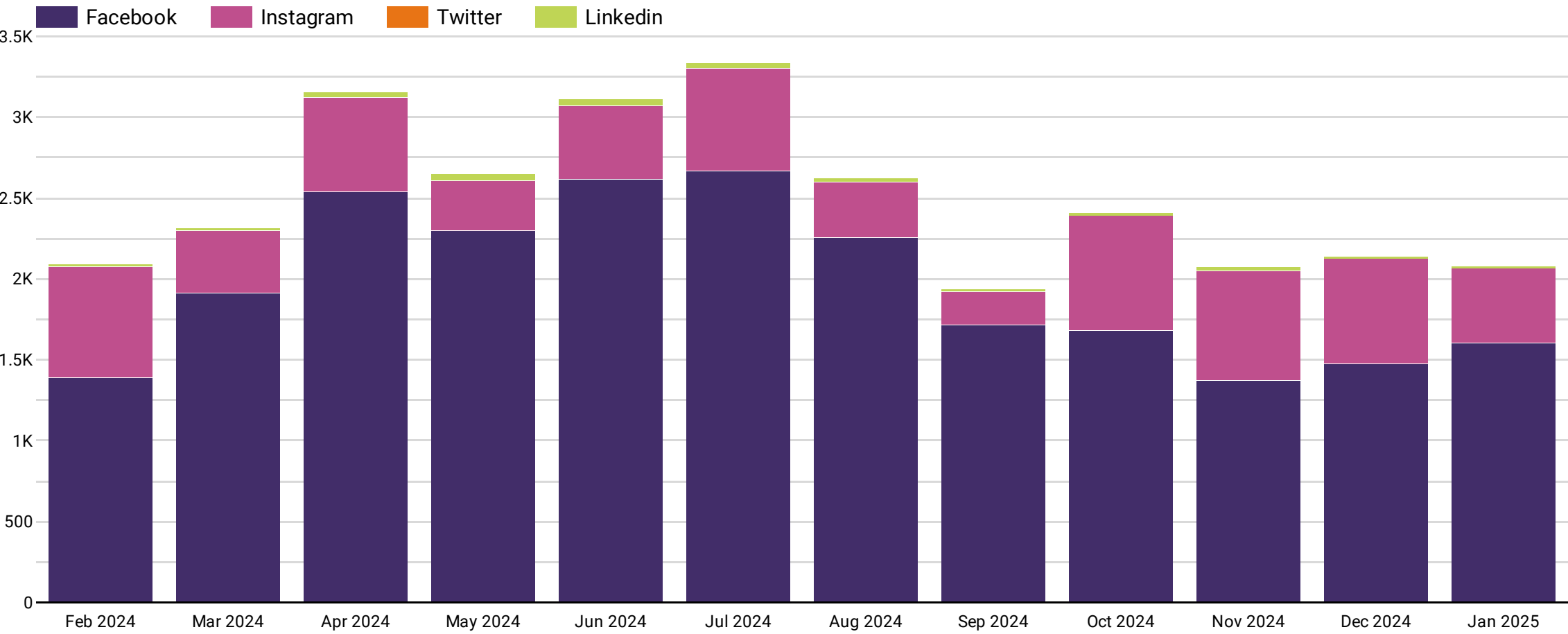
Looking to relax? Book a spa day at the Omni Las Colinas Hotel to pamper yourselves. My friends and I got massages at the Mokara Spa here and spent some time in a poolside cabana with mimosas – the perfect way to enjoy the lux vibes even if you don't stay at the hotel.

## **Things To Do for a Weekend in Irving**

---

- Catch a show at the Toyota Music Factory
- Stroll the Mandalay Canal Walk
- Take a gondola tour on Lake Caroline with Gondola Adventures
- Dine around the world at Sanjh, Knife Italian Steak, Gloria's Latin Cuisine, and the Ranch

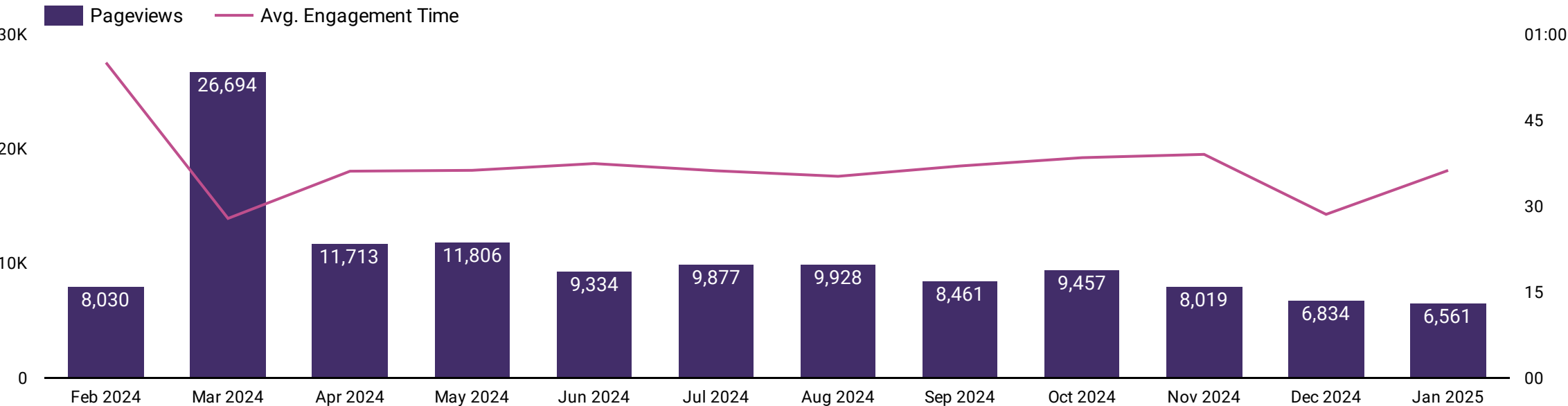
Social Media Net Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	Linkedin Followers	Total Followers
CVB	127,800	23,550	5,692	1,218	158,260
CC	25,785	3,485	2,392	647	32,309
Grand Total	153,585	27,035	8,084	1,865	190,569

Blog Pageviews



Blog List

	Page path	Pageviews
1.	/blog/stories/post/irvings-lucky-charm-dive-into-the-delightful-world-of-po-melvins-famou...	1,555
2.	/blog/stories/post/a-fresh-beat-at-toyota-music-factory-new-plaza-cool-art-and-events-gal...	1,240
3.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	333
4.	/blog/	274
5.	/blog/stories/post/romantic-restaurants-and-valentines-day-meals-to-go/	168
6.	/blog/stories/post/irvings-taquerias-discovering-unique-flavors-beyond-the-taco/	147
7.	/blog/stories/post/irving-texas-bluebonnets-guide/	99
8.	/blog/stories/post/7-days-a-week-a-happy-hour-run-down-in-irving/	93
9.	/blog/stories/post/winter-wonderland-wines-in-irving/	91
10.	/blog/stories/post/5-brunch-spots-in-irving-you-need-to-try-this-sunday/	85

# Social Media Overview

Organization: CVB (1)

Jan 1, 2025 - Jan 31, 2025

## Total All Platforms

Total Followers

158,260

Facebook Instagram Twitter LinkedIn



Total Impressions

3,495,048

1,070,119 from previous year

Facebook Instagram Twitter LinkedIn



Total Engagements

226,250

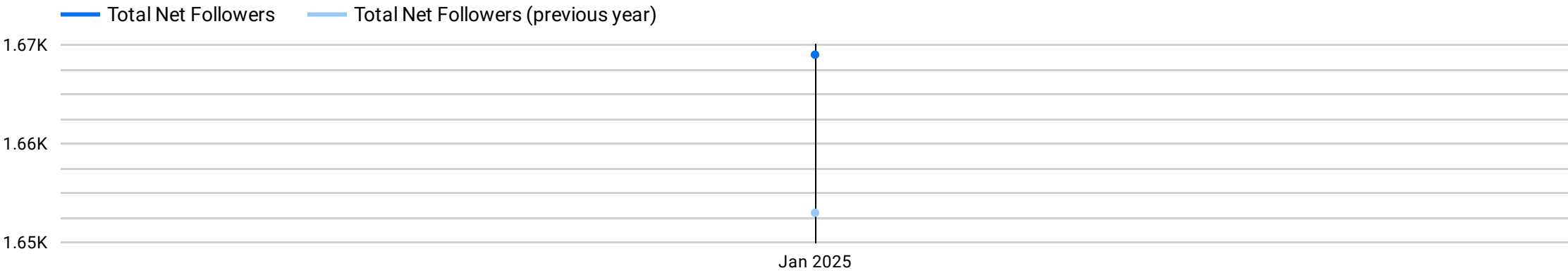
36,872 from previous year

Facebook Instagram Twitter LinkedIn Engagement



## By Platform compared to year over year change

	Facebook	YoY Δ	Instagram	YoY Δ	Twitter	YoY Δ	Linkedin	YoY Δ
Followers	127,800		23,550		5,692		1,218	
Impressions	2,817,083	1,057,209 ↑	676,036	15,237 ↑	760	-164 ↓	1,169	-2,163 ↓
Engagements	55,317	-15,333 ↓	170,822	52,757 ↑	12	-12 ↓	99	-540 ↓
Net Followers	1,249	87 ↑	423	-49 ↓	-10	-7 ↓	7	-15 ↓



# Social Media Overview

Organization: CC (1) ▾

Jan 1, 2025 - Jan 31, 2025 ▾

## Total All Platforms

Total Followers

32,309

Facebook Instagram Twitter LinkedIn



Total Impressions

382,922

↓ -220,600 from previous year

Facebook Instagram Twitter LinkedIn



Total Engagements

37,072

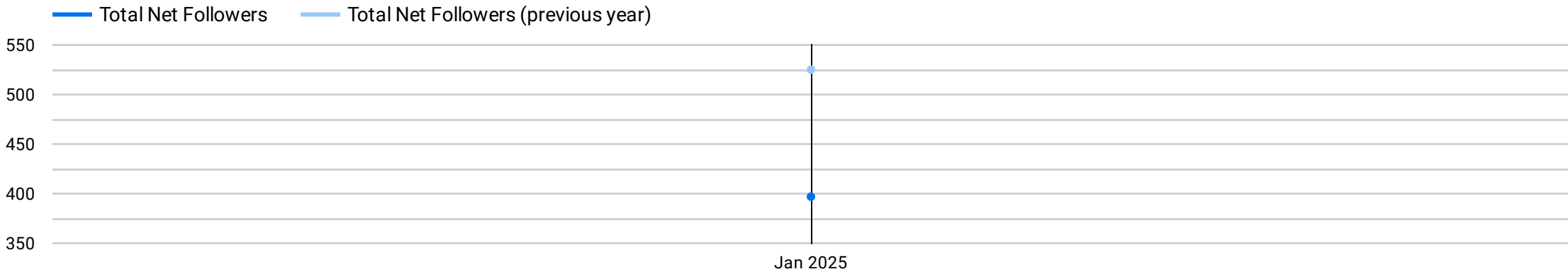
↓ -15,756 from previous year

Facebook Instagram Twitter LinkedIn Engagement



## By Platform compared to year over year change

	Facebook	YoY Δ	Instagram	YoY Δ	Twitter	YoY Δ	Linkedin	YoY Δ
Followers	25,785		3,485		2,392		647	-
Impressions	256,619	-220,742 ↓	125,542	-301 ↓	224	-5 ↓	537	448 ↑
Engagements	18,792	-21,476 ↓	18,211	5,653 ↑	8	6 ↑	61	61 ↑
Net Followers	356	-117 ↓	39	-6 ↓	-4	-7 ↓	6	2 ↑





**DATE:** February 14, 2025  
**TO:** Maura Gast, Executive Director  
**FROM:** Susan Rose, VP Finance & Administration  
**RE:** Hotel Performance and Short Term Rental Data – December Data

### **Hotel Performance**

Irving's hotel occupancy rate for December was 53.5%, a decrease of 0.7% from last year. The Average Daily Rate (ADR) was \$116.43 an increase of 2.3% from last year and Revenue Per Available Room (RevPAR) was \$62.34 an increase of 1.6% from last year.

The hotel occupancy for Texas was 52.4%, a decrease of 2.0% from the previous year and the hotel occupancy for the US was 53.2%, which was an increase of 1.1% from the previous year.

### **Short Term Rental**

For the month of December, there were 602 available listings in Irving. The occupancy rate was 50.5%, down 5.6% from last year and the ADR was \$221.97, an increase of 25.6% over last year.

For the hotel comparable subset, the occupancy rate was 50.1%, a decrease of 1.3% from last year and the ADR was \$65.01, an increase of 3.7% from last year.

# Hotel Performance Summary

Irving, TX | December 2024

Month  
December 2024

Location  
Irving, TX

Compare to  
Previous Year

Based On  
Calendar Year

Occupancy

53.5%

Change vs. Previous Year

▼ -0.7%

YTD Calendar Year

65.4%

YTD Change vs. Previous Year

▼ -3.3%

ADR

\$116.43

▲ 2.3%

\$127.99

▲ 4.7%

RevPAR

\$62.34

▲ 1.6%

\$83.66

▲ 1.3%

Supply

401.9K

▲ 0.0%

4.7M

▼ -0.5%

Demand

215.2K

▼ -0.7%

3.1M

▼ -3.8%

Revenue

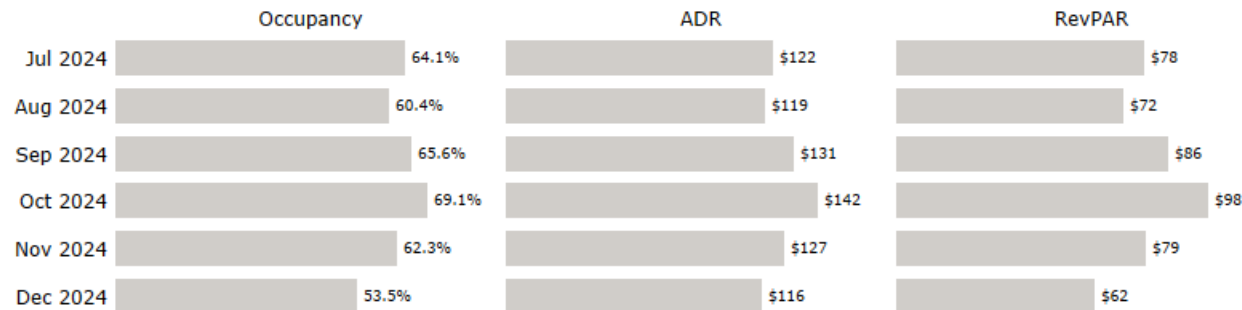
\$25.1M

▲ 1.6%

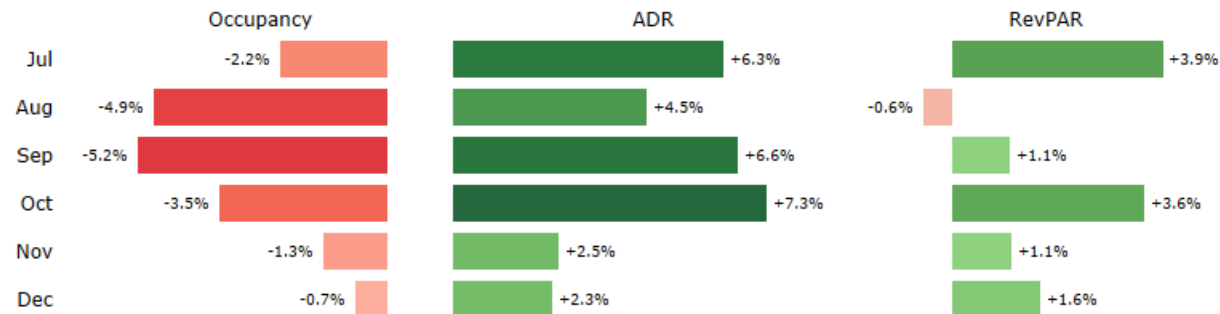
\$393.2M

▲ 0.8%

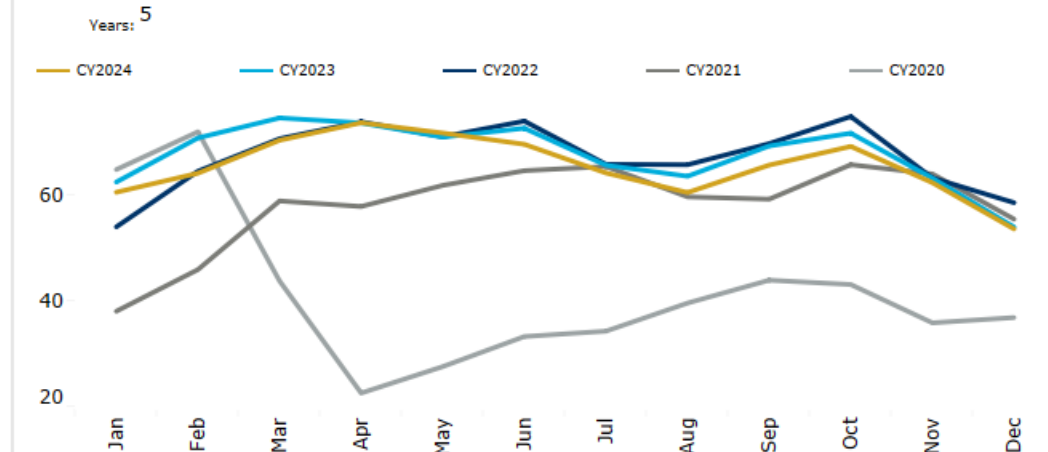
## Last Six Months Performance



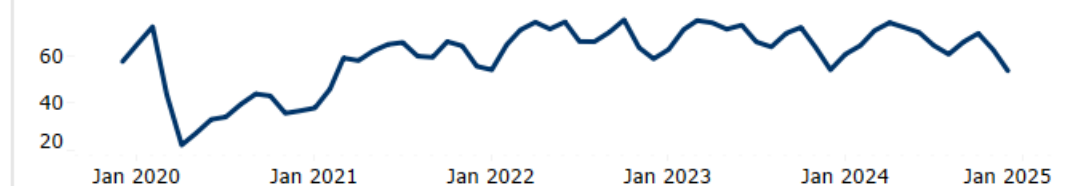
## Last Six Months Performance vs. Previous Year



## Occupancy YOY Comparison



## Occupancy Long Term Trend

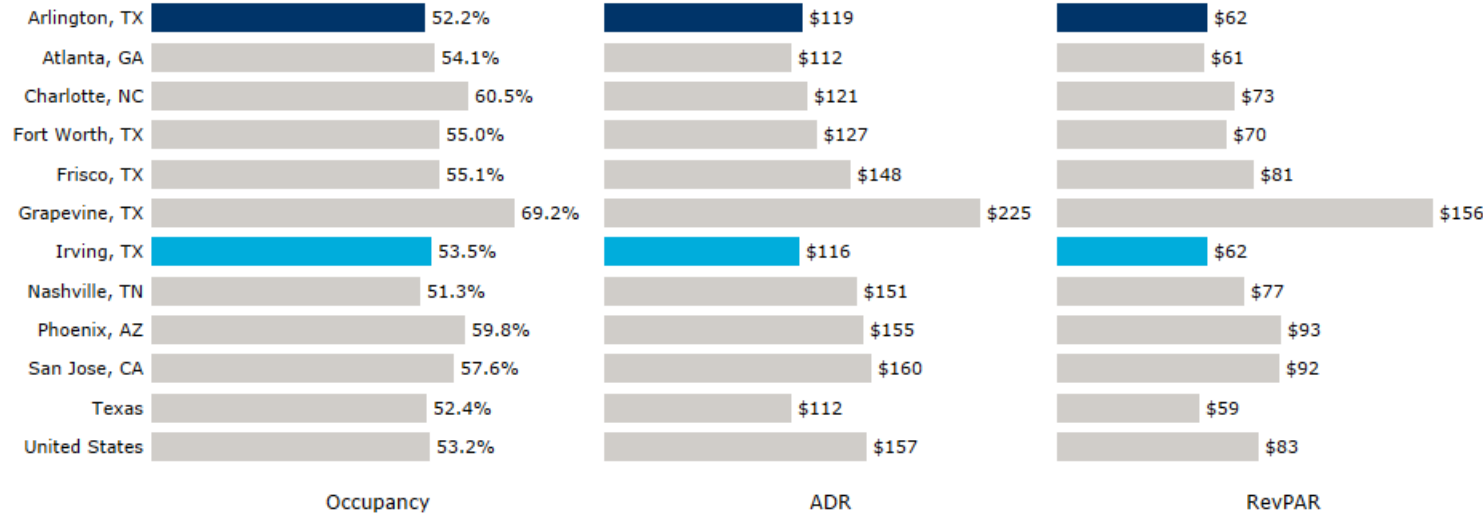


# Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets

Month: December 2024 | Report Month: | Compare to: Previous Year | Markets: All | Supply Total: | Measures Summary:

## December 2024, Comp. Markets Hotel KPIs

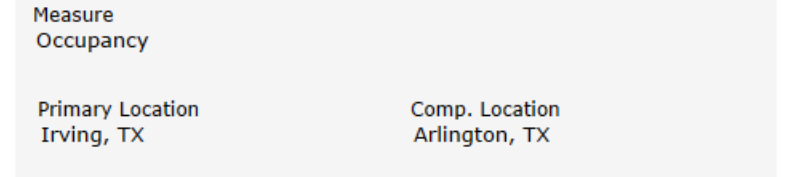


## December 2024, Comp. Markets Hotel Performance vs. Previous Year

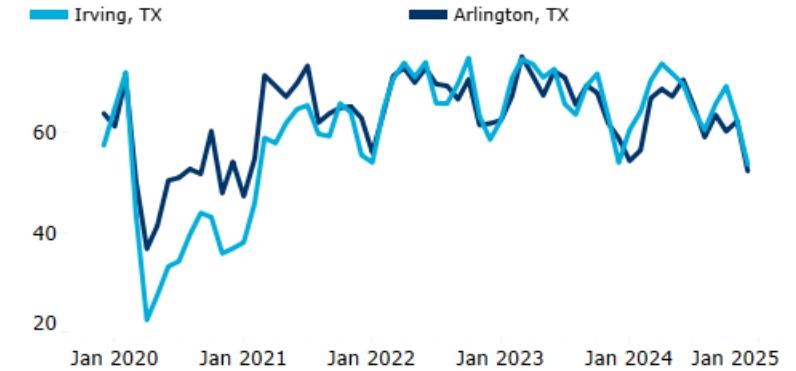
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	52.2%	▼ -11.1%	\$119	▼ -8.7%	\$62	▼ -18.9%	257.7K	▲ 13.7%	134.7K	▲ 1.1%	\$16.0M	▼ -7.8%
Atlanta, GA	54.1%	▼ -2.5%	\$112	▲ 0.7%	\$61	▼ -1.9%	3.5M	▲ 1.1%	1.9M	▼ -1.4%	\$214.1M	▼ -0.8%
Charlotte, NC	60.5%	▲ 7.9%	\$121	▲ 6.0%	\$73	▲ 14.4%	1.3M	▼ -0.6%	801.0K	▲ 7.3%	\$97.1M	▲ 13.7%
Fort Worth, TX	55.0%	▼ -5.3%	\$127	▲ 1.4%	\$70	▼ -3.9%	540.1K	▲ 1.8%	296.9K	▼ -3.5%	\$37.8M	▼ -2.2%
Frisco, TX	55.1%	▼ -7.8%	\$148	▼ -1.6%	\$81	▼ -9.2%	144.4K	▲ 8.7%	79.6K	▲ 0.2%	\$11.7M	▼ -1.3%
Grapevine, TX	69.2%	▼ -9.8%	\$225	▼ -5.8%	\$156	▼ -15.0%	148.4K	▲ 0.0%	102.8K	▼ -9.8%	\$23.1M	▼ -15.0%
Irving, TX	53.5%	▼ -0.7%	\$116	▲ 2.3%	\$62	▲ 1.6%	401.9K	▲ 0.0%	215.2K	▼ -0.7%	\$25.1M	▲ 1.6%
Nashville, TN	51.3%	▼ -8.2%	\$151	▼ -2.6%	\$77	▼ -10.5%	1.9M	▲ 3.6%	954.3K	▼ -4.8%	\$144.0M	▼ -7.3%
Phoenix, AZ	59.8%	▼ -2.4%	\$155	▲ 2.8%	\$93	▲ 0.3%	2.2M	▲ 1.5%	1.3M	▼ -1.0%	\$205.1M	▲ 1.8%
San Jose, CA	57.6%	▲ 6.3%	\$160	▲ 9.4%	\$92	▲ 16.3%	313.7K	▼ -0.3%	180.7K	▲ 6.0%	\$28.9M	▲ 16.0%
Texas	52.4%	▼ -2.0%	\$112	▲ 2.2%	\$59	▲ 0.2%	16.5M	▲ 1.3%	8.7M	▼ -0.7%	\$969.0M	▲ 1.5%
United States	53.2%	▲ 1.1%	\$157	▲ 3.3%	\$83	▲ 4.4%	174.1M	▲ 0.6%	92.6M	▲ 1.7%	\$14.5B	▲ 5.0%

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

Source: STR

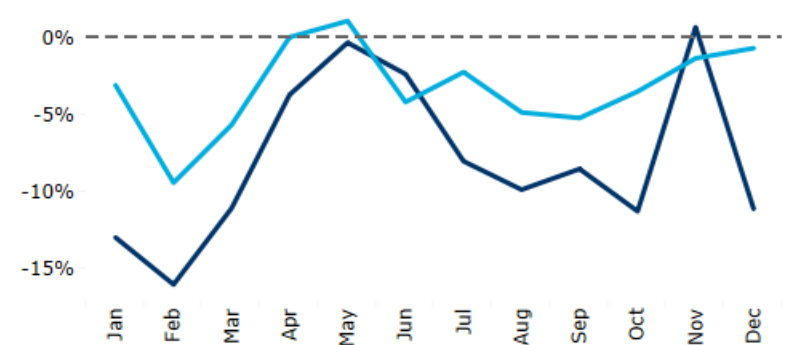


## Occupancy Comparison



## Occupancy vs. Same Month in Previous Year

Last 12 Months



# Short Term Rental Summary

Irving, December 2024



Month: December 2024 | Location: Irving | Property Type: Entire Place | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	50.5%	\$221.97	\$112.18	8.9K	4.5K	\$1000.0K
YOY Change	▼ -5.6%	▲ +25.6%	▲ +18.6%	▼ -18.0%	▼ -22.6%	▼ -2.8%
Calendar Year-to-Date	53.4%	\$214.71	\$114.76	105.1K	56.2K	\$12.1M
YOY Change YTD	▲ +1.1%	▲ +7.8%	▲ +9.0%	▲ +8.1%	▲ +9.4%	▲ +17.9%

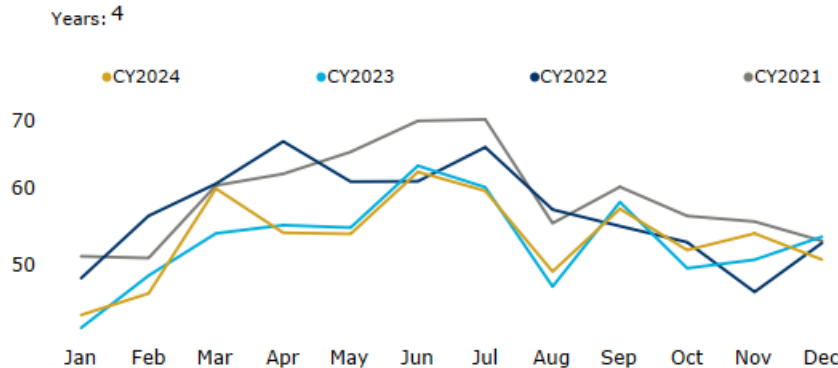
## Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Jul 24	59.6%	-0.8%	\$232	6.5%	\$138	5.7%	9.3K	32.6%	5.6K	31.5%	\$1.3M	40.1%
Aug 24	49.0%	4.2%	\$221	4.8%	\$108	9.2%	9.1K	25.3%	4.5K	30.5%	\$992.0K	36.8%
Sep 24	57.2%	-1.5%	\$212	3.3%	\$121	1.7%	8.5K	7.0%	4.9K	5.3%	\$1.0M	8.8%
Oct 24	51.8%	4.8%	\$221	9.7%	\$114	15.0%	9.7K	0.1%	5.0K	4.9%	\$1.1M	15.1%
Nov 24	54.0%	6.8%	\$232	13.7%	\$125	21.5%	8.8K	1.3%	4.7K	8.2%	\$1.1M	23.1%
Dec 24	50.5%	-5.6%	\$222	25.6%	\$112	18.6%	8.9K	-18.0%	4.5K	-22.6%	\$1000.0K	-2.8%

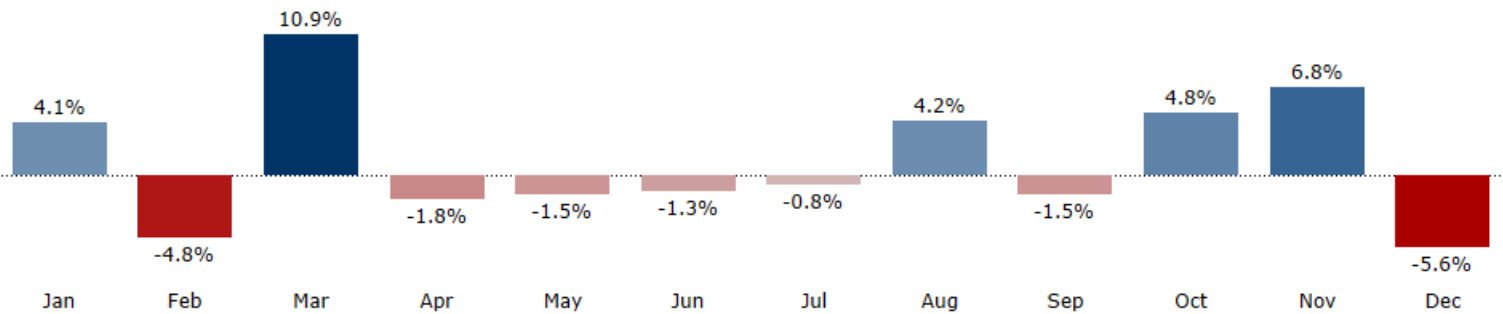
## Occupancy YOY Comparison

Irving



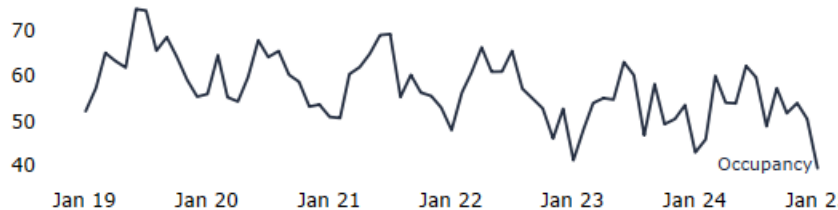
## Occupancy vs. Previous Year

Irving



## Occupancy

Irving



Short Term Rental Summary

Irving, December 2024



Month  
December 2024

Location  
Irving

Property Type  
Hotel Comparable

Compare to  
Previous Year

Year Type  
Calendar Year

	Occupancy 50.1%	ADR \$65.01	Revpar \$32.55	Supply 7.4K	Demand 3.7K	Revenue \$240.5K
YOY Change	▼ -1.3%	▲ +3.7%	▲ +2.3%	▼ -14.0%	▼ -15.1%	▼ -12.0%
Calendar Year-to-Date	52.9%	\$70.22	\$37.17	91.7K	48.5K	\$3.4M
YOY Change YTD	▲ +1.0%	▲ +4.5%	▲ +5.6%	▲ +6.9%	▲ +8.0%	▲ +12.8%

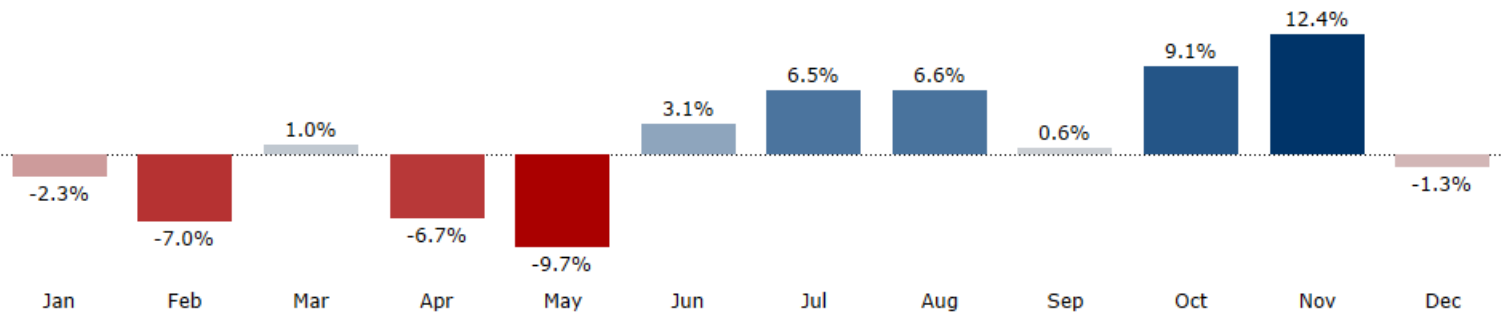
Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
Jul 24	57.3%	6.5%	\$76	12.4%	\$44	19.7%	7.7K	13.9%	4.4K	21.4%	\$337.2K	36.4%
Aug 24	52.5%	6.6%	\$68	1.0%	\$36	7.7%	7.7K	18.8%	4.1K	26.7%	\$275.1K	27.9%
Sep 24	57.1%	0.6%	\$69	-1.7%	\$39	-1.1%	7.4K	4.8%	4.3K	5.4%	\$292.4K	3.6%
Oct 24	55.5%	9.1%	\$71	0.1%	\$39	9.1%	8.1K	-1.6%	4.5K	7.3%	\$317.3K	7.4%
Nov 24	53.6%	12.4%	\$70	14.4%	\$38	28.7%	7.6K	9.7%	4.1K	23.4%	\$283.9K	41.2%
Dec 24	50.1%	-1.3%	\$65	3.7%	\$33	2.3%	7.4K	-14.0%	3.7K	-15.1%	\$240.5K	-12.0%

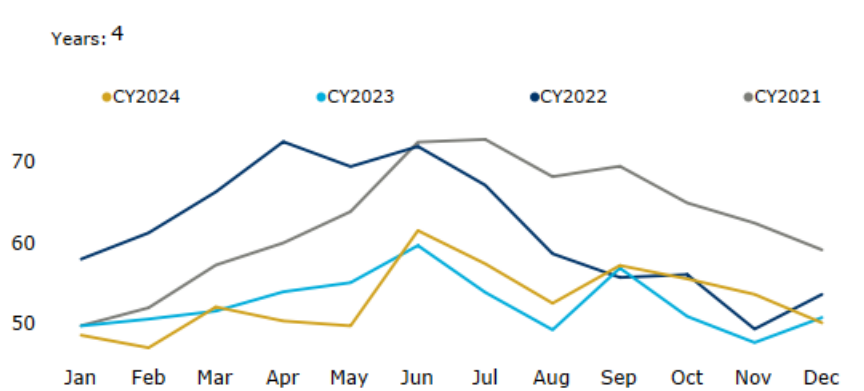
Occupancy vs. Previous Year

Irving



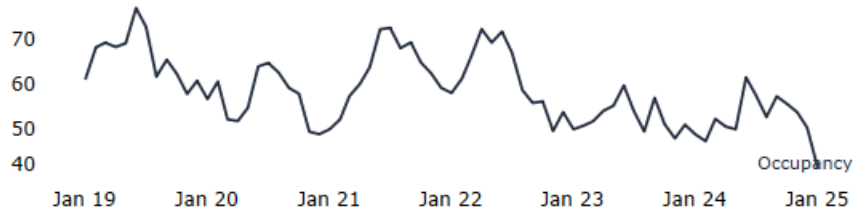
Occupancy YOY Comparison

Irving



Occupancy

Irving





# CONVENTION CENTER MANAGEMENT REPORTS

**IRVING**  
CONVENTION &  
VISITORS BUREAU



**IRVING  
CONVENTION CENTER  
AT LAS COLINAS**  
AN ASM GLOBAL MANAGED FACILITY

February 14, 2025

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>43,953</b>	<b>122,564</b>	<b>73,556</b>	<b>140,746</b>	<b>453,331</b>	<b>135,761</b>
Ancillary Income	<b>432,391</b>	<b>491,162</b>	<b>523,447</b>	<b>2,034,123</b>	<b>1,836,904</b>	<b>1,947,866</b>
Total Event Income	<b>476,344</b>	<b>613,726</b>	<b>597,003</b>	<b>2,174,869</b>	<b>2,290,235</b>	<b>2,083,627</b>
Other Income	<b>69,949</b>	<b>139,117</b>	<b>73,920</b>	<b>486,249</b>	<b>556,468</b>	<b>512,893</b>
Adjusted Gross Income	<b>546,293</b>	<b>752,843</b>	<b>670,923</b>	<b>2,661,118</b>	<b>2,846,703</b>	<b>2,596,520</b>
Indirect Expenses	<b>(793,883)</b>	<b>(823,045)</b>	<b>(713,436)</b>	<b>(2,961,541)</b>	<b>(3,281,168)</b>	<b>(2,729,070)</b>
Net Income (Loss)	<b>(247,590)</b>	<b>(70,202)</b>	<b>(42,513)</b>	<b>(300,423)</b>	<b>(434,465)</b>	<b>(132,550)</b>

- We had eleven revenue-producing events for the month.
- Total event income missed budget by \$137,382. This was due to less attendance in one our largest revenue producing event for the month of January, Hilti, affecting our F&B catering income and internet sales, not to mention higher service expenses for the same event, DECA and Vogel.
- Other operating income includes January's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were under budget by \$29,162.
- Despite staying under budget in our indirect expenses, the ICC did not meet budget by \$177,388 because of the reasons mentioned above and additional expenses incurred for the transition of our new booking system.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>748,182</b>	<b>707,066</b>	<b>867,643</b>	<b>2,899,291</b>	<b>2,662,546</b>	<b>3,073,008</b>
Net Income/(Loss)	<b>396,722</b>	<b>433,362</b>	<b>470,176</b>	<b>1,669,511</b>	<b>1,631,880</b>	<b>1,626,162</b>
Net Income/(Loss) %	<b>53.02%</b>	<b>61.29%</b>	<b>54.19%</b>	<b>57.58%</b>	<b>61.29%</b>	<b>52.92%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
12	47	7,263	44,831
Current Year	Current Year	Current Year	Current Year
6	37	13,960	48,085
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
1,506	10,335	3	93.3%
Current Year	Current Year	This Month	Current Month
1,922	11,613	18	94.4%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
15	41
Current Year	Current Year
13	44
Prior Year	Prior Year

### **Target Industry Bookings**

TechCon – November 2026

Mr. Cooper – January 2025

HCA Medical – February 2025

CareFlite – October 2025

Rhapsody Health – June 2025

### **February and March at a Glance**

- January 27-Feb. 1 Family First Life
- January 31-Feb. 4 Southern Association of Agricultural Scientists 2025
- February 2 Quinceanera Expo
- February 3-6 Storm Consultants 2025 Meeting
- February 7-9 Bravo Spirit Events
- February 10-12 Lead4ward
- February 13 Financial Planning Association Meeting
- February 13 HCA Medical City Hiring Event
- February 13-16 Talent on Parade
- February 15-18 TEXSOM Awards
- February 19-22 Texas Education Diagnosticians Association Annual Conf.
- February 21-22 World Oddities Expo
- February 23-26 Southern Baptists of Texas Convention
- February 27-March 1 North TX Teen Book Festival
- March 3-4 IISD State of the District
- March 3-8 Cahaba Media Group
- March 7 Irving PD
- March 9 Delta Sigma Theta Luncheon
- March 10-12 Terrapinn Total Telecom
- March 14-16 Great America Franchise Expo
- March 15 Sneaker Exit
- March 19-22 Scrapbook Expo
- March 20-23 Omnilife USA
- March 24-27 Direct Selling News
- March 27-30 Tri Delta Collegiate Leadership Conference

cc: Tom Meehan, General Manager, ASM Global

February 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
Lindsey Wilson College Residence Class De finite						
	Family First Life De finite					
	ICVB Board of Directo... De finite				SAAS 2025 De finite	
2	3	4	5	6	7	8
Quinceanera Expo De finite						
SAAS 2025 De finite						Bravo Spirit Events De finite
	SRC 2025 Meeting De finite					
9	10	11	12	13	14	15
Bravo Spirit Events De finite	Lead4ward De finite				Financial Planning Ass... De finite	
				Talent On Parade De finite		
				HCA Medical City Hirin... De finite		TEXSOM Awards De finite
16	17 Presidents' Day	18	19	20	21	22
TEXSOM Awards De finite				TEDA Annual State Conference De finite		
Talent On Parade De finite		ICVB Destination Deve... De finite	Irving Economic Devel... De finite		World Oddities Expo De finite	
			Miles Per Gallon Com... De finite			Epic Center Meeting De finite
			Future Leaders of Irvin... De finite			
Southern Baptists of Texas Evangelism Conference De finite				North Texas Teen Book Festival De finite		
23	24	25	26	27	28	1

March 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
23	24	25	26	27	28	1
Southern Baptists of Texas Evangelism Conference De finite			North Texas Teen Book Festival De finite			
2	3	4	5	6	7	8
	GPX 2025 De finite					
	IISD - State of the District De finite			City of Irving Boards &... De finite	Irving Police Departm... Tentative 1	
9	10	11	12	13	14	15
Delta Sigma Theta Lu... De finite	Connected America 2025 De finite				Great American Franchise Expo De finite	
		Highway Marketing Tradeshow Tentative 7				Sneaker Exit De finite
16	17	18	19	20	21	22
Great American Franch... De finite			Scrapbook Expo 2025 De finite			
				Extravaganas USA 2025 De finite		
23	24	25	26	27	28	29
Extravaganas USA 2025 De finite	Direct Selling News De finite					
				Tri Delta Collegiate Leadership Conference De finite		
30	31	1	2	3	4	5
Tri Delta Collegiate Le... De finite	Texas Society of Health System Pharmacists (TSHP) Annual Seminar De finite					
						Lindsey Wilson College... Tentative 12

April 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
Tri Delta Collegiate Le... De finite	Texas Society of Health System Pharmacists (TSHP) Annual Seminar De finite					Lindsey Wilson College... Tentative 12
6	7	8	9	10	11	12
2025 Regional A De finite					Legacy Dance 2025 De finite	
Lindsey Wilson College... Tentative 12	Design 2 Part Tradeshow De finite				ASUG De finite	Rock Island Spanish C... De finite
			Apexus - University Stand Alone Event De finite		HCA LDI Annual Event Pros pe ct	
13	14	15	16	17	18	19
Legacy Dance 2025 De finite	Greystar Kickoff Meeting De finite			WeebCon De finite		
	NDEDIC 2025 SUMMIT De finite					
20	21	22	23	24	25	26
WeebCon De finite	Breakfast with the Stars De finite		Linehaul Summit, LLC De finite			
		7x24 Exchange Lone S... De finite	Women's Business Cou... De finite			
27	28	29	30	1	2	3
	NTBA De finite					
	ICVB Board of Directo... De finite	Dallas Regional Chamber De finite				
FreightWaves Tentative 1				Hall of Fame Dance Competition 2025 De finite		
					CHS Band Banquet Tentative 1	Women's Business Exp... Pros pe ct
						Arlington Prom Pros pe ct