



MONDAY, MARCH 24, 2025 - 11:45 a.m.

HOTEL INDIGO LAS COLINAS
JOHN CARPENTER/CAROLYN MEETING ROOMS
455 E. JOHN CARPENTER FWY, IRVING TX 75062

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

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

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

AGENDA

Irving Convention and Visitors Bureau Board of Directors

Monday, March 24, 2025 at 11:45 AM

Hotel Indigo Las Colinas

455 E. John Carpenter Fwy, John Carpenter/Carolyn Meeting Rooms

Irving, Texas 75062

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

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

Board Reports

6. Board Chair Report
 - a. ICVB Sales Manager Lora (Lori) Mansell Service Award – 10 years
 - b. Status on Planned Unit Development (PUD) 6 Amendments
7. Board Committee Reports
 - a. Board and Business Development – Michael Basoco
 - Recap of March 14 Committee Meeting
 - Next Meeting – June 13
 - b. Community Engagement – David Cole
 - High Spirited Citizens Luncheon – November 14
 - Next Meeting – April 15
 - c. Destination Development – Colvin Gibson
 - Next Meeting – May 13
8. 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

AGENDA - Continued

- Visitor Development Updates
 - Other City Updates
- 9. 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
- 10. Convention Center Management Report – Tom Meehan/Jeremy Pierce**
- 11. 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
- 12. 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

This meeting can be adjourned and reconvened, if necessary, the following regular business day.

Any item on this posted agenda could be discussed in executive session as long as it is within one of the permitted categories under sections 551.071 through 551.076 and section 551.087 of the Texas Government Code.

A member of the public may address the governing body regarding an item on the agenda either before or during the body's consideration of the item, upon being recognized by the presiding officer or the consent of the body.

This facility is physically accessible and parking spaces for the disabled are available. Accommodations for people with disabilities are available upon request. Requests for accommodations must be made 48 hours prior to the meeting. Contact the City Secretary's Office at 972-721-2493 or Relay Texas at 7-1-1 or 1-800-735-2988.



AGENDA ITEMS

IRVING
CONVENTION &
VISITORS BUREAU

MINUTES

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

Attendance: Richard G. Stewart, Jr. – Board Chair; Sam Reed – Board Vice Chair; Michael Basoco, Bob Bourgeois, Beth Bowman, Karen Cooperstein, Stephanie Fenley-Garcia, Herb Gears, Colvin Gibson, Todd Hawkins, City Manager Chris Hillman, Cambria Jones, Julia Kang, Kim Limon, Steve Love, John Tancabel, Chris Wallace, and J. Lee Whittington – Board Members; Assistant City Manager Philip Sanders, Chief Financial Officer Bret Starr, Mayor Rick Stopfer, and Senior Assistant City Attorney Christina Weber – City of Irving; General Manager Tom Meehan, Director of Sales Casey Villaseñor, Regional Director of Operations Tony Watson – ICC Staff; Carol Boyer, Maura Gast, Lori Fojtasek, Marianne Lauda, Brice Petty, Diana Pfaff, Susan Rose, Matt Tungett – ICVB.

Board Chair Richard G. Stewart, Jr. called the meeting to order at 11:46 a.m. and inquired if there were any citizen comments; there were none.

CONSENT AGENDA

- Approving ICVB Board Meeting Minutes for January 24, 2025
- Accepting the ICVB Financial Reports for January 2025
- Reviewing the Hotel Occupancy Tax Collections
- Accepting the Irving Convention Center Financial Reports for January 2025

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

INDIVIDUAL CONSIDERATION

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

A copy of the resolution recommended by the Destination Development Committee was distributed and included in the Board packet. Committee Chair Colvin Gibson entered a motion to approve the recommended Resolution as presented; with a second from Cooperstein, the motion passed unanimously.

BOARD CHAIR REPORT

- The new Board Member Orientation materials are in the Board portal and a link is also included in the Board packet. Stewart added the materials are useful information and a great resource for all Board members.
- Stewart referenced a Texas gambling legislative article in *The Dallas Morning News*. Considering the two meetings last week regarding the topic, he encouraged Board members to attend any related upcoming meetings.
- The next Board meeting is scheduled for March 24, 2025 at the Hotel Indigo Las Colinas.

COMMITTEE REPORTS

Board and Business Development

Committee Chair Michael Basoco reported:

- A Board Development topics survey was distributed. Board members were encouraged to complete the survey to provide feedback to the Committee.
- The next Committee meeting is scheduled for March 14.

Community Engagement Committee

Committee Vice Chair Cambria Jones reported:

- The next meeting is April 15.

Destination Development Committee

Committee Chair Colvin Gibson reported:

- The Committee met on February 18 with a special panel discussion on transformational development. The panel included representatives from three distinctly different destinations and each panel member was asked to discuss outcomes from challenges in their city. Dialogue was centered on strategic positioning through business and leisure travel while enhancing the visitor experience.
- The next meeting is May 13.

CITY REPORTS

Mayor Rick Stopfer reported:

- Thanked Executive Director Maura Gast, the ICVB team and Board for bringing together discussions on destination resorts. He heard great feedback from the meeting. Destination development is happening all around us. He added 70% of the tax base in Irving is from Commercial/Retail business and 100% of sales tax is Retail. Hotel Occupancy Tax covers almost 1/3 of the City's debt. He understands there are reservations and beliefs that should be respected, but as a City it is important to continue to grow and be invested.
- Since the first of the year, there has been a groundbreaking for the new Fox News studio and a data warehouse center. Today is the groundbreaking for the new indoor Senter Park swimming pool in South Irving.
- Election season leads to misinformation, and he encouraged everyone to look at what has happened over the last few years in Irving with the Toyota Music Factory, Irving Golf Club, hotels and 650 restaurants. Irving needs to be competitive to be successful. The City is in better shape today with more opportunities than ever before.

City Manager Chris Hillman reported:

- Thanked the ICVB, Greater Irving-Las Colinas Chamber of Commerce, and Board for hosting discussion meetings with panelists and the Sands Corporation.
- Senter Park pool groundbreaking today represents a \$25 million investment for the indoor pool. It is replacing a 70-year-old pool and will now be a year-round facility for South Irving.
- Let's Play Irving project includes plans for Lee and Senter Park pools, as well a multi-generational Mustang Park Recreation and Aquatic Center. Replacing a 17,000 square foot facility with a new 125,000 square foot senior facility and indoor aquatic center. Construction will begin this summer and will be completed in the summer of 2027.

- The budget process is beginning. Looking forward to good budget conversations with Council in May and August.

BUREAU MANAGEMENT AND STAFF REPORTS

Bureau Management:

- Gast thanked everyone who attended the meetings last week at the Convention Center. It was a busy start to 2025.
- Gast announced ICC General Manager Tom Meehan's promotion to Regional Vice President of the Convention Center Group for ASM. Meehan will still manage the ICC, as well as a large geographically spread region. The Board congratulated Meehan on his promotion.
- Gast asked Senior Assistant City Attorney Christina Weber for any update on the two Hotel Occupancy Tax delinquent hotels. Weber noted there has been no update. A judgment will be entered soon.

Assistant Executive Director Sales and Services Lori Fojtasek reported:

- The Sales and Services complete report is included in the packet.
- Upcoming larger groups include the returning Southern Baptists of Texas Convention, Texas Steel Guitar Association at the Marriott DFW returning for over 20 years, Tri Delta with rooms at the Westin and Marriott Las Colinas.
- In April at the ICC, first-time group WeebCon with rooms at three hotels will be held welcoming 2,000 attendees.

Assistant Executive Director Marketing and Communications Diana Pfaff reported:

- The Marketing and Communications report is included in the packet.
- Headshots will be taken at the April 28 Board meeting. Proofs from the most recent shoot will be available to Board members at the March meeting.
- Holding an internal kickoff meeting this week for Red Bull Flugtag event and Pfaff thanked the Las Colinas Association for hosting.
- January saw 125,330 total website sessions, 6,561 blog pageviews, and gained 2,080 new social media followers.

Assistant Executive Director Finance and Administration Susan Rose reported:

- Budget and Accounting Director Marianne Lauda gave an update on two budget service hotels that were discussed at the Executive Committee meeting.
 - The OYO Hotel/DFW Airport North has paid HOT through December and is now current. The LaQuinta Inn & Suites DFW North is delinquent for October, November, and December.
 - The Wingate Inn by Wyndham DFW Airport North is delinquent for October only and City Finance has contacted them, but it appears the payment was lost in the mail. November and December have been paid. Lauda will keep the Executive Committee updated on these properties.
- Rose noted the complete Hotel Performance and Short-Term Rental Report is included in the packet.
- STR Hotel Performance Data for December 2024:
 - Hotel Occupancy rate was 53.5%, a decrease of 0.7% from last year.

- Average Daily Rate was \$116.43, an increase of 2.3% from last year.
- RevPAR was \$62.34, an increase of 1.6% from last year.
- Hotel Occupancy for Texas was 52.4%, and the U.S. was 53.2%, an increase of 1.1% from last year.
- Short term rental data shows there were 602 available listings in Irving. Occupancy was 50.5%, down 5.6% from last year and ADR was \$221.97, an increase of 25.6% over last year.
- Comparable hotel subset, the Occupancy rate was 50.1%, a decrease of 1.3% from last year and the Average Daily Rate was \$65.01, an increase of 3.7% from last year.
- The Finance and Administration team:
 - Employee surveys for ICVB and ICC have been completed for the upcoming Fired Up! training. The session focuses on our work culture and continuing to move the organization forward.
 - IT is optimizing online security settings across all platforms.
 - ICVB and ICC participated in a School Supply Drive for Irving ISD in February.

Gast added the Boards and Commissions dinner will be held on March 6 at the Convention Center. RSVPs should be returned to the City Secretary's Office.

CONVENTION CENTER MANAGEMENT

General Manager Tom Meehan reported:

- Meehan will still be involved in the ICC operations. He added this is one of the most special Convention Centers he has ever been around, and it is very close to him.
- Introduced Director of Sales Casey Villasenör and Regional Director of Operations Tony Watson.

Villasenör reported:

- The full ICC Financial reports and General Manager's report for January 2025 is included in the packet.
- January had 12 events, and 7,263 visitors. YTD there were 47 events and 44,831 visitors.
- Future guest rooms booked were 1,506 for the month and 10,335 YTD.
- Customer Satisfaction Survey score for the month is 93.3%. and 94.4% YTD.
- Industry bookings in January include - CareFlite Annual Meeting for October 2025 and Rhapsody Health in June 2025.
- February and March at-a-glance: first time for Southern Association of Agricultural Scientists 2025, Southern Baptists of Texas Convention with a full in-house event. Omnilife USA is an annual event to launch new products; WeebCon is hosting events at the Westin ICC Hotel and Texican Court; and a K-Pop event.

Watson reported:

- ICC projects include roof repairs, but a start date has not been set. Roof will add 20 years to the current warranty.
- First round of delivery for new lobby furniture will be on March 5.

Gast reminded the Board the North Texas Teen Book Festival is returning to the ICC on Saturday with 10,000 teens and tweens. It is a free event with an excellent line up of authors. The City's Library staff produces the event and do a brilliant job of putting it together. There will be a lot of traffic with buses and cars.

INDUSTRY PARTNERS

The Pavilion at the Toyota Music Factory/Live Nation
No report.

Hotel Industry Updates

Board member Kim Limon:

Reporting for Hampton Inn Irving/Las Colinas for January:

- Occupancy reporting 60.4%, down 11.3% compared to last year.
- Average Daily Rate was \$113.46 flat to last year.
- RevPAR of \$68.48, down 11.6% from comp set.
- January was slow due to the storms. February looks better and rate is up.

Industry-at-Large

Board member Stephanie Fenley-Garcia reported no new update.

Restaurant Industry Updates

No report.

DCURD

No report.

PARTNER ORGANIZATION & STAKEHOLDER REPORTS

Greater Irving-Las Colinas Chamber of Commerce

Chamber Chair Steve Love reported:

- Economic Development Partnership Advisory Council met at the ICC with a first quarter update and insights from City Manager Hillman and ICVB Board Chair Stewart. The Senior Vice President of Government Relations from the Las Vegas Sands Corporate gave a presentation. Love thanked the ICVB for hosting.
- The Chamber's Legislative Advocacy Committee met with an update on the 89th Texas Legislative Session and are planning an Irving Day in Austin.
- Announcement of promotion for Irving Chamber of Commerce Lauren Campbell to Vice President of Investor Relations. Her expertise and passion to serve the Irving-Las Colinas community is unmatched.
- Love reminded the Board to vote in the Best of Irving by the end of February. Voting is available on the Chamber's website.

Irving Arts and Culture

Irving Arts Board Chair Chris Wallace reported:

- The Arts Board of Directors will meet later today at 5:15 p.m. at the Arts Center.
- Irving Arts Center Exhibitions:

- *Invisible Spaces: Watercolors & Drawings by Sudeep Kumar* is in the Focus Gallery in the Dupree Lobby. Also, there was a reception on February 8.
- *Rachel Black: Journeywork* opened February 8 in Carpenter Lobby Gallery.
- *Phases: Works by Toni Schuster & Richard Widener* are featured in the Courtyard Gallery.
- Black History Month Exhibition is featured in the Main Gallery. Collector Arthur Primas will speak at the Lunch and Learn scheduled for noon on Thursday, February 27.
- Last Saturday was a sold-out crowd for the Irving Symphony Orchestra's Best of Broadway concert.
- Upcoming Exhibitions:
 - *Into the Breeches* at Mainstage Irving opens on Friday, March 7.
- The performance of *Deathtrap* held the curtain due to a bus load from Denton, Texas who overwhelmed a restaurant in Irving and had trouble getting out on time. The show went on 15 minutes late while waiting for them, but that is hospitality.
- Irving Archives & Museum: Smithsonian National Traveling Exhibition "*Japanese War Brides: Across a Wide Divide*" continues through April 6.
- Three Arts Board members attended Arts Advocacy Day in Austin.
- Will honor a request for Jennifer Landry to present an overview to the Board on the four museums in Irving.
- Thanked Gast for her input on the North Texas Commission Foundation initiative for international tourism footprint for this region. Many refer to Gast as a legacy of the tourism industry.
- Gast noted she had also recently attended one of the Irving Heritage Society Strategic Planning sessions and IDAC staff did a fabulous job as volunteers guiding that process.

LAS COLINAS ASSOCIATION

Board member Julia Kang reported:

- Paws Colinas Dog Park: Mardi Paws on March 4 and March of the Irish on March 17. There will be pet treats, caricatures, and photo opportunities.
- Las Colinas Love Lights event April 16-7, May 7-8, and June 11-12 on the Mandalay Canal. This free event features live music, and a sound-activated synched light show. Gondola rides are 15 minutes for \$10.00.
- 2025 Las Colinas Home Tours on May 17 and 18 is a self-guided tour that offers a rare glimpse into some special Irving homes. Tickets are on sale this month.
- Annual meeting of members is on March 25 at 4:00 p.m. Voting is online or by mail.

University of Dallas

Board member J. Lee Whittington reported:

- University of Dallas Capstone Consulting experience gives students an opportunity to solve a strategic problem facing an organization. Students combine work experience and knowledge from their business education to develop solutions for client firms. Looking for live clients with projects to participate in the program with a supervised student group.

Stewart thanked everyone for attending last week's meetings and encouraged watching the Sands presentation to see what they have built internationally. He noted they were enthusiastic to tour the Convention Center and were amazed at this building.

Gears thanked the Mayor for mentioning the Irving Golf Club. Former Irving Councilman John Danish worked hard on that project and will remain a part of his legacy. He also mentioned former Councilman Bob Romano and his vision for Veterans Park and noted when you contribute to a community, it gets results. He thanked Stopfer for his consistent service to Irving over the years.

With no further discussion, Stewart adjourned the meeting at 12:42 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



ICVB FINANCIAL STATEMENTS

For Period Ending
February 2025

IRVING
CONVENTION &
VISITORS BUREAU



2201 - ICVB GENERAL
MONTHLY BALANCE SHEET
FEBRUARY 2025

Assets

Cash and equivalents	913,556.33
Investments	4,556,130.00

Total Assets

5,469,686.33

Liabilities

Accounts payables	41,443.00
Unearned revenue	153,694.75
Due to other funds	1,783.77

Total Liabilities

196,921.52

Fund Balance (Budgetary basis)

Reserve for encumbrances	865,180.83
Unreserved	4,407,583.98

Total Fund Balance

5,272,764.81

Total Liabilities and Fund Balance

5,469,686.33



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

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
L3 - HOTEL/MOTEL TAX							
	CURRENT YEAR	571,374.87	2,186,742.90	9,767,787.00	22.4%	0.00	7,581,044.10
	PENALTY AND INTEREST	551.27	5,147.01	0.00	100.0%	0.00	(5,147.01)
	PRIOR YEAR	71,544.44	116,220.23	0.00	100.0%	0.00	(116,220.23)
	SHORT-TERM RENTALS	17,385.41	58,941.08	0.00	100.0%	0.00	(58,941.08)
	TOTAL HOTEL/MOTEL TAX	660,855.99	2,367,051.22	9,767,787.00	24.2%	0.00	7,400,735.78
M1 - CHARGES FOR SERVICES							
	MAJOR EVENTS TRUST FUND RECEIPTS	0.00	62,597.00	10,000.00	626.0%	0.00	(52,597.00)
M4 - INVESTMENT INCOME							
		11,764.38	51,786.94	235,000.00	22.0%	0.00	183,213.06
M5 - MISCELLANEOUS							
		0.00	87.00	10,000.00	0.9%	0.00	9,913.00
TOTAL REVENUE		672,620.37	2,481,522.16	10,022,787.00	24.8%	0.00	7,541,264.84
EXPENDITURES							
N1 - SALARIES							
		242,864.95	1,113,038.84	3,313,639.00	33.6%	0.00	2,200,600.16
N2 - BENEFITS							
		49,876.42	229,311.30	653,408.00	35.1%	0.00	424,096.70
N4 - SUPPLIES							
		1,545.30	26,232.22	66,310.00	39.6%	0.00	40,077.78
O1 - UTILITIES (COMMUNICATIONS)							
		1,980.46	7,241.91	30,136.00	24.0%	0.00	22,894.09
O2 - COST ALLOCATION TO HEALTH SELF INSUR							
		0.00	3,550.00	3,550.00	100.0%	0.00	0.00
O3 - OUTSIDE SERVICES							
	CLOUD BASED SOFTWARE FEES	3,353.05	81,181.11	284,285.00	28.6%	0.00	203,103.89
	FREIGHT	7.99	368.27	3,250.00	11.3%	0.00	2,881.73
	MARKETING AND SALES RESOURCES	271.85	5,520.81	46,500.00	11.9%	0.00	40,979.19
	MEDIA ADVERTISING	25,842.15	75,051.16	440,848.46	17.0%	289,504.85	76,292.45
	POSTAGE EQUIPMENT RENTAL	0.00	662.16	2,650.00	25.0%	0.00	1,987.84
	PROFESSIONAL SERVICES	52,077.40	859,399.85	2,325,303.00	37.0%	445,877.98	1,020,025.17
	PROPERTY MANAGEMENT SERVICES	0.00	347,998.00	1,395,000.00	24.9%	0.00	1,047,002.00
	TOTAL OUTSIDE SERVICES	81,552.44	1,370,181.36	4,497,836.46	30.5%	735,382.83	2,392,272.27
O4 - TRAVEL - TRAINING - DUES							
	TRAVEL AND TRAINING	35,396.87	120,257.36	589,714.00	20.4%	41,050.00	428,406.64
	MILEAGE REIMBURSEMENT	44.72	567.00	3,900.00	14.5%	0.00	3,333.00
	MEMBERSHIP AND DUES	10,189.00	31,245.00	73,070.00	42.8%	0.00	41,825.00
	TOTAL TRAVEL - TRAINING - DUES	45,630.59	152,069.36	666,684.00	22.8%	41,050.00	473,564.64
O5 - CLAIMS AND INSURANCE							
		0.00	151,850.00	151,850.00	100.0%	0.00	0.00
O7 - MISCELLANEOUS EXPENSES							
	ADM COST REIMBURSEMENT	26,434.23	94,682.03	390,711.00	24.2%	0.00	296,028.97
	BUSINESS DEV INCENTIVE PROG	39,769.49	196,363.49	480,000.00	40.9%	0.00	283,636.51
	CONVENTION SERVICES MATERIALS	15,243.02	21,033.76	95,750.00	22.0%	64,798.00	9,918.24
	EVENT SPONSORSHIPS	24,100.00	82,335.00	257,500.00	32.0%	18,950.00	156,215.00
	LOCAL PROGRAMS-PROMOTIONS	18,521.04	85,867.22	381,250.00	22.5%	5,000.00	290,382.78
	TOTAL MISCELLANEOUS EXPENSES	124,067.78	480,281.50	1,605,211.00	29.9%	88,748.00	1,036,181.50
P5 - TRANSFERS OUT							
	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
	TOTAL TRANSFERS OUT	0.00	113,445.00	1,394,202.00	0.0%	0.00	1,280,757.00
TOTAL EXPENDITURES		547,517.94	3,647,201.49	12,382,826.46	29.5%	865,180.83	7,870,444.14

Beginning Fund Balance	6,438,444.14
Revenues	2,481,522.16
Expenditures	(3,647,201.49)
Ending Fund Balance	5,272,764.81



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

Assets

Cash and equivalents	51,488.39
Investments	5,053,000.00
Receivables	7,931,379.63

Total Assets	<u>13,035,868.02</u>
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Liabilities

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

Fund Balance (Budgetary basis)

Reserve for encumbrances	0.00
Unreserved	3,713,627.02

Total Fund Balance	<u>3,713,627.02</u>
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Total Liabilities and Fund Balance	<u>13,035,868.02</u>
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IRVING CONVENTION AND VISITORS BUREAU - ICC RESERVE / CIP FUND
MONTHLY FINANCIAL REPORT
FEBRUARY 2025

Code	Account	MTD Actual	YTD Actual	Revised Budget	YTD %	Encumbered	Available
REVENUE							
	M1 - CHARGES FOR SERVICES						
	LEASE REVENUE	0.00	0.00	147,621.00	0.0%	0.00	147,621.00
	M4 - INVESTMENT INCOME	19,029.82	79,811.52	85,000.00	93.9%	0.00	5,188.48
	M5 - MISCELLANEOUS	26,295.90	131,479.50	313,333.00	42.0%	0.00	181,853.50
	M6 - TRANSFER FROM ICVB GENERAL	0.00	0.00	1,280,757.00	0.0%	0.00	1,280,757.00
	TOTAL REVENUE	45,325.72	211,291.02	1,826,711.00	11.6%	0.00	1,615,419.98
EXPENDITURES							
	N7 - STRUCTURE MAINTENANCE	112,912.68	218,096.25	974,000.00	22.4%	0.00	755,903.75
	P1 - CAPITAL EXPENDITURES	0.00	77,210.56	1,000,000.00	7.7%	0.00	922,789.44
	TOTAL EXPENDITURES	112,912.68	295,306.81	1,974,000.00	15.0%	0.00	1,678,693.19

Beginning Fund Balance	3,797,642.81
Revenues	211,291.02
Expenditures	(295,306.81)
Ending Fund Balance	3,713,627.02



Irving Convention and Visitors Bureau

Check Register

February 2025

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80064499	2/4/2025	AMERICAN ASSOCIATION OF HIP & KNEE SURGEONS			4,905.00
		BUSINESS DEV INCENTIVE PROG	AAHKS OVERFLOW FROM GRAPEVINE/NOV 2024	4,905.00	
80064500	2/4/2025	ASHFORD TRS CORPORATION			2,506.00
		BUSINESS DEV INCENTIVE PROG	BLUE-GREY BOWL/JAN 2025	1,950.00	
		BUSINESS DEV INCENTIVE PROG	MAC TOOLS SALES MEETING/JAN 2025	556.00	
80064501	2/4/2025	BH DFW PROPERTY LP			5,645.00
		BUSINESS DEV INCENTIVE PROG	INTERNATIONAL YOUTH FELLOWSHIP/DEC 2024	3,720.00	
		BUSINESS DEV INCENTIVE PROG	DT MOB/JAN 2025	1,925.00	
80064502	2/4/2025	BOYER JAUDES, CAROL			75.00
		COMMUNICATIONS	DEC 2024 - CELL	75.00	
80064503	2/4/2025	FEDERAL EXPRESS CORPORATION			57.88
		FREIGHT	SHIPPING	21.40	
		FREIGHT	SHIPPING	14.06	
		FREIGHT	SHIPPING	22.42	
80064504	2/4/2025	FOJTASEK, LORI			152.41
		COMMUNICATIONS	DEC 2024 - CELL / MILEAGE	75.00	
		MILEAGE REIMBURSEMENT	DEC 2024 - CELL / MILEAGE	2.41	
		COMMUNICATIONS	NOV 2024 - CELL	75.00	
80064505	2/4/2025	FOSTER, WENDY			82.10
		COMMUNICATIONS	DEC 2024 - CELL / MILEAGE	75.00	
		MILEAGE REIMBURSEMENT	DEC 2024 - CELL / MILEAGE	7.10	
80064506	2/4/2025	GALLAGHER, BREANNA DAWN			75.00
		COMMUNICATIONS	DEC 2024 - CELL	75.00	
80064507	2/4/2025	GAST, MAURA			131.99
		MILEAGE REIMBURSEMENT	DEC 2024 - MILEAGE	31.49	
		MILEAGE REIMBURSEMENT	NOV 2024 - MILEAGE	100.50	
80064508	2/4/2025	GROVES, DONNA			381.40
		COMMUNICATIONS	DEC 2024 - CELL	65.00	
		TRAVEL AND TRAINING	DESTINATION SOUTHWEST 2024	316.40	
80064509	2/4/2025	HOPKINS, CHERYL			75.00
		COMMUNICATIONS	DEC 2024 - CELL	75.00	
80064510	2/4/2025	LEVINE, KATHY			130.88
		COMMUNICATIONS	NOV 2024 - CELL	65.44	
		COMMUNICATIONS	DEC 2024 - CELL	65.44	
80064511	2/4/2025	LOPEZ, BRENDA			75.00
		COMMUNICATIONS	DEC 2024 - CELL	75.00	
80064512	2/4/2025	MANSELL, LORI			46.60
		COMMUNICATIONS	DEC 2024 - CELL	46.60	
80064513	2/4/2025	MANSOUR, KAYLA			152.28
		COMMUNICATIONS	DEC 2024 - CELL	75.00	
		COMMUNICATIONS	NOV 2024 - CELL / MILEAGE	75.00	
		MILEAGE REIMBURSEMENT	NOV 2024 - CELL / MILEAGE	2.28	
80064514	2/4/2025	PETTY, BRICE			66.15
		COMMUNICATIONS	DEC 2024 - CELL	66.15	



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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80064515	2/4/2025	ROSE, SUSAN			85.45
		COMMUNICATIONS	NOV 2024 - CELL / MILEAGE	75.00	
		MILEAGE REIMBURSEMENT	NOV 2024 - CELL / MILEAGE	6.97	
		MILEAGE REIMBURSEMENT	DEC 2024 - MILEAGE	3.48	
80064516	2/4/2025	SIRMEN, LORI			25.01
		COMMUNICATIONS	DEC 2024 - CELL / MISC	75.00	
		LOCAL PROGRAMS-PROMOTIONS	DEC 2024 - CELL / MISC	(49.99)	
80064517	2/4/2025	TUNGETT, MATT			65.04
		COMMUNICATIONS	DEC 2024 - CELL	65.04	
80064518	2/4/2025	UNITED STATES JUDO INC			2,243.00
		BUSINESS DEV INCENTIVE PROG	USA JUDO PRESIDENT'S CUP/NOV 2024	1,790.00	
		BUSINESS DEV INCENTIVE PROG	USA JUDO PRESIDENT'S CUP OVERFLOW/NOV 2024	453.00	
80064519	2/11/2025	AMERICAN AIRLINES RECREATION COMMITTEE			550.00
		BUSINESS DEV INCENTIVE PROG	DFW RECREATIONAL COMM NEW YEARS EVE/JAN 2025	550.00	
80064520	2/11/2025	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC			92,281.28
		ACCOUNTS PAYABLE	JAN 2025 - RECEIPTS	92,281.28	
80064521	2/11/2025	ASHFORD TRS CORPORATION			1,080.00
		BUSINESS DEV INCENTIVE PROG	INARI MEDICAL ARTIX TRAINING/JAN 2025	840.00	
		BUSINESS DEV INCENTIVE PROG	TN FARM BUREAU FEDERATION ROOMS/JAN 2025	240.00	
80064522	2/11/2025	BATTLE UP PRODUCTIONS LLC			945.00
		BUSINESS DEV INCENTIVE PROG	BATTLE OF TEXAS/DEC 2024	945.00	
80064523	2/11/2025	CSC HOLDINGS, LLC			790.00
		BUSINESS DEV INCENTIVE PROG	ALIGN CDI MEETING/JAN 2025	790.00	
80064524	2/11/2025	CUTTS, SUSAN			918.00
		PROFESSIONAL SERVICES	DATA ENTRY SERVICES - JAN 20-31, 2025	918.00	
80064525	2/11/2025	HCD DALLAS CORPORATION			2,112.00
		BUSINESS DEV INCENTIVE PROG	ACS VOLUNTEER LEADERSHIP SUMMIT/JAN 2025	2,112.00	
80064526	2/11/2025	HELMSBRISCOE PERFORMANCE GROUP, INC			11,000.00
		TRAVEL AND TRAINING	25-26 VISIT IRVING/CVB PARTNERSHIP FEE	11,000.00	
80064527	2/11/2025	HILTI, INC.			12,572.00
		BUSINESS DEV INCENTIVE PROG	E & I MEETING/JAN 2025	2,828.00	
		BUSINESS DEV INCENTIVE PROG	ANNUAL SALES MEETING/JAN 2025	7,287.00	
		BUSINESS DEV INCENTIVE PROG	ANNUAL SALES MEETING OVERFLOW/JAN 2025	2,457.00	
80064528	2/11/2025	IRVING - LAS COLINAS ROTARY CLUB			40.00
		MEMBERSHIPS, CERTS, & LICENSES	JANUARY 2025	40.00	
80064529	2/11/2025	NATIONAL VETERINARY BUSINESS MANAGEMENT ASSOC.			1,210.00
		BUSINESS DEV INCENTIVE PROG	VBMA CONFERENCE/JAN 2025	1,210.00	
80064530	2/11/2025	NORTH AMERICA SIKH MEDICAL & DENTAL ASSOCIATION			780.00
		BUSINESS DEV INCENTIVE PROG	NASMDA MEETING/JAN 2025	780.00	
80064531	2/11/2025	PANADE II, LTD			225.00
		BUSINESS DEV INCENTIVE PROG	UNIVERSITY OF THE CUMBERLANDS/FEB 2025	225.00	
80064532	2/11/2025	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC			1,000.00
		POSTAGE	POSTAGE FOR METER-ADMIN	500.00	
		POSTAGE	POSTAGE FOR METER-MARKETING	500.00	



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Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80064533	2/11/2025	SMG			86,616.78
		BUILDINGS MAINT	JR BALL ROOM LIGHTING	86,616.78	
80064534	2/11/2025	SPORTS CLUB LC OWNER LLC			1,200.00
		MEMBERSHIPS, CERTS, & LICENSES	FEBRUARY 2025	1,200.00	
80064535	2/11/2025	STAPLES INC			183.27
		OFFICE SUPPLIES	OFFICE SUPPLIES	183.27	
80064536	2/11/2025	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			3,795.00
		BUSINESS DEV INCENTIVE PROG	DOMPE' NATIONAL COMPANY MTG/JAN 2025	3,795.00	
80064537	2/18/2025	AJR MEDIA GROUP			4,476.00
		MEDIA ADVERTISING	ADVERTISING	4,476.00	
80064538	2/18/2025	ASHFORD TRS CORPORATION			2,240.00
		BUSINESS DEV INCENTIVE PROG	TTEC DIGITAL SALES KICKOFF/JAN 2025	2,240.00	
80064539	2/18/2025	CORELOGIC, INC.			660.00
		BUSINESS DEV INCENTIVE PROG	CORELOGIC SKO/JAN 2025	660.00	
80064540	2/18/2025	DALLAS STARS ELITE HOCKEY CLUB			2,210.00
		BUSINESS DEV INCENTIVE PROG	DALLAS STARS ELITE/JAN 2025	2,210.00	
80064541	2/18/2025	EDUCATIONAL DEVELOPMENT CORPORATION			525.00
		BUSINESS DEV INCENTIVE PROG	PAPERPIE STORYMAKER SUMMIT EVENT/JAN 2025	525.00	
80064542	2/18/2025	IMAGO MEDIA, INC.			916.50
		MEDIA ADVERTISING	ADVERTISING	595.00	
		MEDIA ADVERTISING	ADVERTISING	321.50	
80064543	2/18/2025	JOSEPH AMATO			1,950.00
		MEDIA ADVERTISING	ADVERTISNG	1,950.00	
80064544	2/18/2025	KODIAK GAS SERVICES LLC			4,735.00
		BUSINESS DEV INCENTIVE PROG	HOLIDAY PARTY WEEKEND/DEC 2024	4,735.00	
80064545	2/18/2025	MALONEY STRATEGIC COMMUNICATION INC			25,680.40
		PROFESSIONAL SERVICES	2024 ICVB HOLIDAY CARD CAMPAIGN - FINAL PYMT	4,209.20	
		PROFESSIONAL SERVICES	2025 ICVB COTTON BOWL CLASSIC PROMO MATERIALS	5,937.50	
		PROFESSIONAL SERVICES	2025 ICVB SOUTHWEST SHOWCASE EXHIBIT	13,120.00	
		PROFESSIONAL SERVICES	2025 ICC TRADE SHOW MATERIALS	2,413.70	
80064546	2/18/2025	MANUSAMA, DEBORA CHRISTY			2,430.00
		PROFESSIONAL SERVICES	DIGITAL CONTENT SPECIALIST - JAN 2025	2,430.00	
80064547	2/18/2025	MEETING PROFESSIONALS INTERNATIONAL			3,200.00
		MEDIA ADVERTISING	ADVERTISNG	3,200.00	
80064548	2/18/2025	PANADE II, LTD			200.00
		BUSINESS DEV INCENTIVE PROG	UNIVERSITY OF THE CUMBERLANDS/FEB 2025	200.00	
80064549	2/18/2025	PROVIDENT RESOURCES GROUP, INC			925.00
		BUSINESS DEV INCENTIVE PROG	BOARD OF ADVISORS INC/DEC 2024	925.00	
80064550	2/18/2025	SMG			42,853.09
		PROFESSIONAL SERVICES	FIRED UP CULTURE - PYMT 4 OF 4	15,000.00	
		BUILDINGS MAINT	WESTIN GARAGE RENTAL - FEB 2025	26,295.90	
		LOCAL PROGRAMS-PROMOTIONS	CATERING	1,557.19	
80064551	2/18/2025	TEXAS DEPARTMENT OF TRANSPORTATION			4,964.65
		MEDIA ADVERTISING	ADVERTISING	4,964.65	
80064552	2/18/2025	THE RITZ-CARLTON HOTEL COMPANY, L.L.C.			1,435.00
		BUSINESS DEV INCENTIVE PROG	MARCUS EVANS HCMO/CNO SUMMIT/FEB 2025	1,435.00	



Irving Convention and Visitors Bureau

Check Register

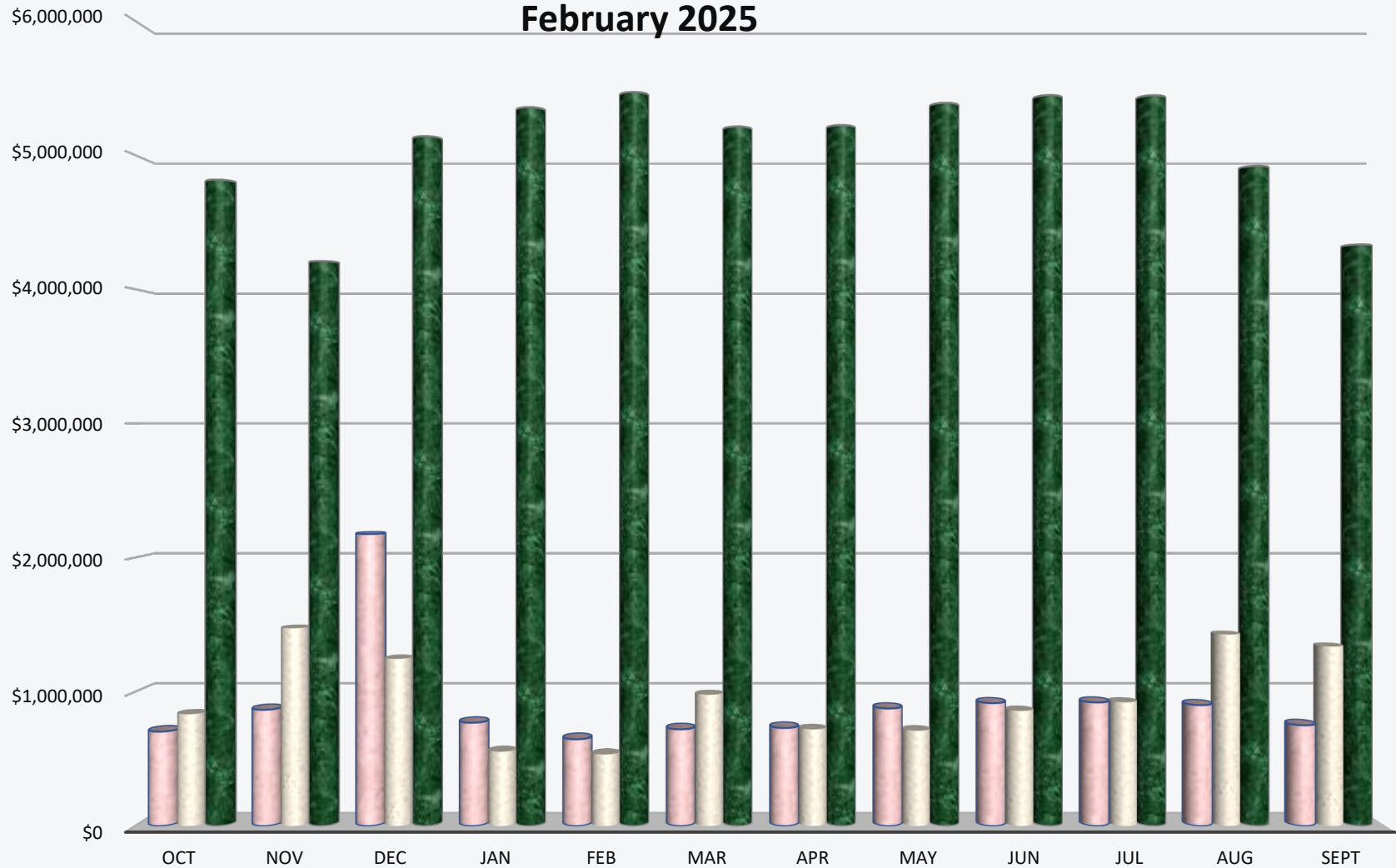
February 2025

Check #	Check Date	Vendor Name Object Description	Line Item Description	Invoice Amount	Check Amount
80064553	2/18/2025	TOURISM ECONOMICS LLC PROFESSIONAL SERVICES	CUSTOM LODGING FORECAST DATA - JAN 2025	6,000.00	6,000.00
80064554	2/18/2025	TRADE PRESS MEDIA GROUP, INC MEDIA ADVERTISING	ADVERTISING	3,300.00	3,300.00
80064555	2/18/2025	VOICE PUBLISHING COMPANY, INC. MEDIA ADVERTISING	ADVERTISING	2,785.00	2,785.00
80064556	2/25/2025	ASHFORD TRS CORPORATION BUSINESS DEV INCENTIVE PROG	AMERICAN RED CROSS/FEB 2025	1,004.00	1,004.00
80064557	2/25/2025	ESPINOZA, ANABEL COMMUNICATIONS	NOV 2024 - CELL / MILEAGE	75.00	172.39
		MILEAGE REIMBURSEMENT	NOV 2024 - CELL / MILEAGE	5.10	
		COMMUNICATIONS	DEC 2024 - CELL / MILEAGE	75.00	
		MILEAGE REIMBURSEMENT	DEC 2024 - CELL / MILEAGE	17.29	
80064558	2/25/2025	FISHER, BREAHN TRAVEL AND TRAINING	TRAVEL ALLIANCE SUMMIT 2024	(19.11)	170.88
		COMMUNICATIONS	NOV 2024 - CELL	75.00	
		COMMUNICATIONS	DEC 2024 - CELL / MISC	75.00	
		LOCAL PROGRAMS-PROMOTIONS	DEC 2024 - CELL / MISC	39.99	
80064559	2/25/2025	GALLAGHER, BREANNA DAWN COMMUNICATIONS	JAN 2025 - CELL	75.00	75.00
80064560	2/25/2025	HCD DALLAS CORPORATION BUSINESS DEV INCENTIVE PROG	NATIONAL WARBIRD OPERATORS CONF/FEB 2025	2,590.00	2,590.00
80064561	2/25/2025	LOPEZ, BRENDA COMMUNICATIONS	JAN 2025 - CELL	75.00	75.00
80064562	2/25/2025	MILITARY REUNION PLANNERS, LLC BUSINESS DEV INCENTIVE PROG	VIETNAM VETS/LEGACY VETS MC/FEB 2025	315.00	315.00
80064563	2/25/2025	PROVIDENT RESOURCES GROUP, INC BUSINESS DEV INCENTIVE PROG	TAMEST/FEB 2025	932.00	1,364.00
		BUSINESS DEV INCENTIVE PROG	WOMEN IN PUBLIC FINANCE-TX CHAPTER/FEB 2025	432.00	
80064564	2/25/2025	TUNGETT, MATT COMMUNICATIONS	JAN 2025 - CELL / MILEAGE	65.04	78.41
		MILEAGE REIMBURSEMENT	JAN 2025 - CELL / MILEAGE	6.37	
		TRAVEL AND TRAINING	TACVB WINTER CONFERENCE 2025	7.00	
80064565	2/25/2025	WHITE, MONTY COMMUNICATIONS	NOV 2024 - CELL	75.00	150.00
		COMMUNICATIONS	DEC 2024 - CELL	75.00	
Total Number of Invoices			103	351,754.84	
Total Number of Checks			67		351,754.84

Irving Convention and Visitors Bureau

FY25 Cash Flow

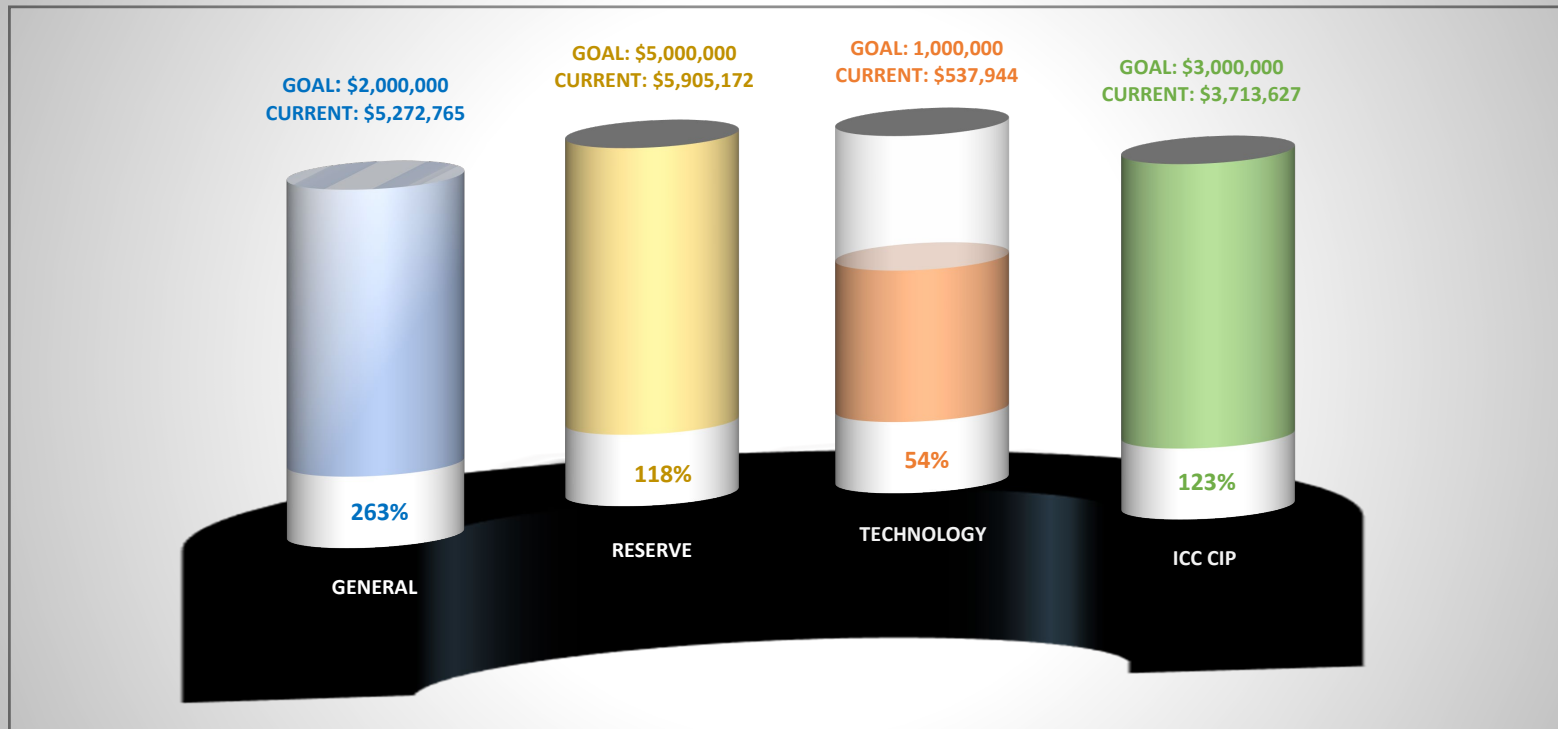
February 2025



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
REVENUE	\$702,747	\$865,656	\$2,174,788	\$769,019	\$646,186	\$720,000	\$730,000	\$875,000	\$915,000	\$920,000	\$900,000	\$750,000
EXPENSES	\$832,015	\$1,472,100	\$1,244,310	\$553,222	\$532,584	\$977,493	\$719,332	\$709,309	\$857,146	\$921,183	\$1,425,847	\$1,336,222
ENDING CASH	\$4,816,253	\$4,209,809	\$5,140,287	\$5,356,084	\$5,469,686	\$5,212,193	\$5,222,861	\$5,388,552	\$5,446,406	\$5,445,223	\$4,919,376	\$4,333,154



FUND BALANCES FEBRUARY 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 visible behind him. 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
December 2024

IRVING
CONVENTION &
VISITORS BUREAU

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

LUXURY & FULL SERVICE		OCT 2024	NOV 2024	DEC 2024
1	Atrium Hotel and Suites DFW Airport	18,684.36	17,411.32	18,784.15
2	Dallas Marriott Hotel Las Colinas	67,041.62	50,107.23	34,812.40
3	DFW Airport Marriott	60,122.08	46,349.46	39,823.27
4	<i>Doubletree by Hilton DFW Airport North</i>	0.00	0.00	0.00
5	Embassy Suites DFW Airport South	26,367.22	25,665.77	3,108.70
6	Embassy Suites by Hilton Dallas Las Colinas	23,085.10	19,051.34	12,935.07
7	Hilton Garden Inn DFW Airport South	14,787.26	11,433.59	8,740.70
8	Hilton Garden Inn Las Colinas	17,856.65	14,715.66	9,995.11
9	Holiday Inn Irving Las Colinas	10,980.57	7,975.00	5,984.41
10	Hotel Indigo Las Colinas	0.00	4,742.53	7,882.48
11	NYLO Las Colinas Tapestry Collection	20,646.62	15,089.43	12,083.67
12	Omni Las Colinas Hotel	49,583.99	39,614.36	35,241.58
13	<i>Sheraton DFW Airport Hotel</i>	0.00	0.00	0.00
14	Texican Court	23,998.80	16,452.16	11,847.34
15	The Ritz-Carlton Dallas, Las Colinas	101,325.14	86,785.49	64,123.35
16	Westin DFW Airport	58,254.21	43,090.72	35,138.09
17	Wyndham DFW Airport Hotel	11,209.02	8,192.23	5,544.61
TOTAL LUXURY & FULL SERVICE		503,942.64	406,676.29	306,044.93

16	Westin Irving Convention Center Las Colinas	67,703.68	49,164.88	40,142.22
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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	DEC 2024
1	Candlewood Suites DFW Airport North	6,910.37	5,605.16	5,193.10
2	Comfort Suites DFW Airport North	3,353.96	2,990.01	2,437.30
3	Country Inn & Suites by Carlson DFW Airport South	4,175.84	3,926.70	3,652.20
4	<i>Element Dallas Las Colinas</i>	19,107.67	14,604.33	0.00
5	Element DFW Airport North	10,780.82	9,517.08	7,920.41
6	Extended Stay America Dallas DFW Airport North	3,229.75	819.72	3,123.62
7	<i>Extended Stay America Dallas Las Colinas</i>	1,950.60	1,672.10	0.00
8	Extended Stay Deluxe Green Park	1,817.11	950.09	1,336.48
9	Extended Stay Deluxe Las Colinas	1,103.71	1,414.28	785.01
10	Hawthorne Suites Irving DFW Airport South	1,927.40	1,480.18	1,569.57
11	Holiday Inn Express Hotel & Suites DFW Airport North	13,759.40	12,516.82	12,367.82
12	Holiday Inn Express Hotel & Suites DFW Airport South	6,563.97	5,945.76	5,054.97
13	Holiday Inn Express Hotel & Suites Irving Las Colinas	10,810.35	7,549.29	4,960.05
14	Home Towne Studios Dallas Irving	1,301.77	1,467.61	1,257.16
15	Homewood Suites by Hilton DFW Airport North	6,926.60	5,995.03	6,344.55
16	Homewood Suites by Hilton Las Colinas	12,338.06	9,121.17	7,140.64
17	Hyatt House Dallas Las Colinas	10,007.81	7,923.65	7,046.97
18	Quality Suites Las Colinas	1,317.81	1,142.57	815.78
19	Residence Inn Dallas DFW Airport North Irving	6,775.91	5,940.81	4,435.40
20	Residence Inn Dallas Las Colinas	10,518.24	9,213.76	6,999.85
21	Soka Suites Dallas Las Colinas	8,701.08	6,859.41	8,032.59
22	Sonesta ES Suites Dallas Las Colinas	5,274.70	4,050.25	3,100.65
23	Sonesta Simply Suites Dallas Las Colinas	2,571.62	1,822.65	1,726.83
24	Springhill Suites Dallas DFW Airport East Las Colinas	10,171.65	7,882.38	6,362.32
25	Staybridge Suites DFW Airport North	6,297.25	5,960.15	4,917.76
26	TownePlace Suites Dallas DFW Airport North Irving	8,707.17	6,710.48	6,543.12
27	TownePlace Suites Dallas Las Colinas	6,954.97	7,266.33	4,389.41
28	Woodspring Suites Signature	2,018.27	2,126.18	1,696.57
TOTAL ALL SUITE / EXTENDED STAY		185,373.86	152,473.95	119,210.13

BUDGET SERVICE		OCT 2024	NOV 2024	DEC 2024
1	Arya Inn & Suites	599.74	733.21	527.24
2	Budget Inn & Suites	20.36	24.88	20.82
3	Budget Suites of America Las Colinas	1,129.41	293.70	1,529.36
4	Clarion Inn & Suites	2,121.00	2,108.79	1,916.80
5	Crossroads Hotel & Suites	1,089.97	1,155.30	1,196.29
6	Days Inn	5,506.92	4,859.73	4,285.22
7	Days Inn DFW Airport North	2,992.87	2,632.66	2,403.81
8	Delux Inn	870.58	765.73	557.02
9	Delux Suites Motel	133.58	76.58	83.37
10	Gateway Inn	427.27	378.57	338.55
11	Magnuson Extended Stay & Suites Airport Hotel	1,220.53	1,050.38	1,310.98
12	Motel 6 Dallas DFW South	1,879.61	1,907.12	1,611.12
13	Motel 6 Dallas Irving	2,860.74	2,947.25	2,587.74
14	Motel 6 DFW North	3,417.80	3,131.66	3,367.43
15	Motel 6/Budget Inn Irving Loop 12	1,135.65	859.84	1,044.54
16	OYO Hotel DFW Airport North	2,432.38	1,725.59	2,128.65
17	OYO Hotel DFW Airport South	2,488.34	2,278.19	2,345.31
18	Quality Inn & Suites DFW Airport South	3,506.70	2,906.52	3,009.01
19	Red Roof Inn & Suites Irving DFW South	2,627.69	2,407.70	0.00
20	Red Roof Inn Dallas DFW Airport North	3,964.82	3,463.33	2,912.33
21	Studio 6 / Motel 6 DFW Airport East	2,470.84	2,416.32	1,874.58
22	Super 8 Hotel DFW South	2,153.50	2,243.63	2,112.72
23	Super 8 Motel DFW North	2,536.71	2,033.32	1,712.65
TOTAL BUDGET SERVICE		47,587.01	42,400.00	38,875.54

LIMITED SERVICE		OCT 2024	NOV 2024	DEC 2024
1	aLoft Las Colinas	15,493.57	11,396.77	8,623.88
2	Best Western Plus DFW Airport Suites North	4,730.19	3,818.68	3,515.02
3	Comfort Inn & Suites Irving Las Colinas DFW	5,332.22	4,394.77	3,922.30
4	Courtyard Dallas DFW Airport North Irving	14,687.33	7,319.20	6,360.25
5	Courtyard Dallas DFW Airport South Irving	10,653.83	8,412.14	6,247.03
6	Courtyard Dallas Las Colinas	13,715.01	8,928.44	6,993.83
7	Fairfield Inn & Suites Dallas DFW Airport South Irving	9,205.51	7,843.92	7,056.35
8	Fairfield Inn & Suites Dallas Las Colinas	5,547.15	4,323.81	3,661.33
9	Fairfield Inn Dallas DFW Airport North Irving	9,537.17	6,930.55	6,863.79
10	Hampton Inn Dallas Irving Las Colinas	10,664.34	8,659.53	6,240.90
11	Home2 Suites by Hilton DFW Airport North	10,937.31	8,630.83	9,054.67
12	Home2 Suites by Hilton DFW Airport South Irving	8,631.90	7,076.40	5,856.62
13	Hyatt Place Dallas Las Colinas	9,877.14	8,031.52	5,796.16
14	<i>La Quinta Inn & Suites DFW Airport North</i>	0.00	0.00	0.00
15	La Quinta Inn & Suites DFW Airport South	7,757.26	7,545.20	6,613.03
16	La Quinta Inn Hotel & Suites Las Colinas	4,852.36	4,207.85	3,017.55
17	Quality Inn & Suites DFW Airport	6,357.07	5,588.35	5,041.51
18	Residence Inn Dallas DFW Airport South Irving	10,395.76	9,589.24	8,069.51
19	Wingate Inn by Wyndham DFW Airport North	0.00	4,435.37	4,310.51
TOTAL LIMITED SERVICE		158,375.12	127,132.57	107,244.24

TOTAL SHORT TERM RENTALS		22,617.09	18,938.58	17,385.41
Number of locations		34	30	26

SUMMARY	OCT 2024	NOV 2024	DEC 2024
ACTUAL GRAND TOTAL	917,895.72	747,621.39	588,760.25
BUDGET	838,299.00	716,373.00	581,334.00
DIFFERENCE	79,596.72 9.5%	31,248.39 4.4%	7,426.25 1.3%
CUMULATIVE YEAR TO DATE			
ACTUAL	917,895.72	1,665,517.11	2,254,277.36
BUDGET	838,299.00	1,554,672.00	2,136,006.00
DIFFERENCE	79,596.72 9.5%	110,845.11 7.1%	118,271.36 5.5%
COLLECTED PRIOR YEAR	880,089.60	680,363.11	576,978.62

HOTEL TAX UPDATE

March 19, 2025



FY 23-24 BUDGET

All hotels are current except Doubletree DFW Airport North and Sheraton Hotel.

CITY HOTEL TAX AUDIT

Received payments from 18 hotels; total ICVB share is \$65,622.23.

LA QUINTA INN & SUITES DFW AIRPORT NORTH

Delinquent Period: October - December 2024

Update: Payments were received in January 2025; hotel is now current.

WINGATE INN BY WYNDHAM DFW AIRPORT NORTH

Delinquent Period: October 2024

Update: Hotel claims they sent check but was lost in the mail. Finance requested a copy of the check and a replacement check. Check was received in January 2025.

ELEMENT LAS COLINAS

EXTENDED STAY AMERICA LAS COLINAS

RED ROOF INN & SUITES SOUTH

Delinquent Period: December 2024

Update: All hotels paid in January 2025.

The background image is a photograph of the Irving Convention Center at dusk. The building features a large, angular, metallic facade with a prominent triangular glass section at the base. In the foreground, a fountain with several water jets is visible. The sky is a mix of orange and blue, suggesting sunset or sunrise.

IRVING CONVENTION CENTER

FINANCIAL STATEMENTS

For Period Ending

February 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	238,908	292,274	209,000	225,250	112,750	94,625	155,000	99,500	1,957,950
Service Income	180,247	68,849	36,607	51,387	187,535	19,300	20,700	18,250	8,750	7,750	11,000	5,000	615,375
Service Expenses	(289,774)	(158,995)	(108,936)	(169,284)	(265,117)	(38,974)	(44,970)	(38,974)	(20,986)	(17,988)	(17,988)	(14,990)	(1,186,976)
Total Direct Event Income	71,608	29,062	(3,879)	43,953	161,326	272,600	184,730	204,526	100,514	84,387	148,012	89,510	1,386,349
Ancillary Income													
F & B Concessions	29,302	52,510	3,330	20,679	48,524	25,000	12,250	43,250	15,000	1,000	13,250	9,000	273,095
F & B Catering	908,673	249,629	114,488	396,722	420,891	411,920	397,510	770,640	250,040	221,920	217,030	212,800	4,572,263
Parking: Self Parking	69,906	75,752	24,975	7,061	112,685	24,190	25,338	48,075	9,840	2,870	33,415	11,890	445,996
Electrical Services	41,180	7,530	6,425	4,200	17,700	6,995	17,000	15,000	8,500	4,000	1,500	15,000	145,030
Audio Visual	(1,228)	(739)	-	-	(367)	-	-	-	-	-	-	-	(2,334)
Internet Services	11,696	4,992	3,312	3,729	5,939	1,100	1,500	10,100	2,000	1,350	2,000	1,000	48,717
Total Ancillary Income	1,059,528	389,674	152,530	432,391	605,372	469,205	453,598	887,065	285,380	231,140	267,195	249,690	5,482,767
Total Event Income	1,131,136	418,736	148,651	476,344	766,698	741,805	638,328	1,091,591	385,894	315,527	415,207	339,200	6,869,117
Other Operating Income	242,197	128,149	45,952	69,949	83,681	138,917	138,917	138,917	138,917	138,917	138,917	139,525	1,542,954
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	850,379	1,230,722	777,245	1,230,508	873,561	454,444	554,124	826,975	9,807,073
Operating Expenses													
Employee Salaries and Wages	297,938	302,167	306,000	316,848	277,360	320,734	320,734	320,734	320,734	320,734	320,734	340,098	3,764,814
Benefits	68,812	58,381	73,955	83,330	69,655	83,318	83,318	83,318	83,318	83,318	83,318	84,355	938,396
Less: Event Labor Allocations	(76,453)	(58,879)	(37,201)	(61,812)	(72,957)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(58,333)	(40,276)	(697,576)
Net Employee Wages and Benefits	290,297	301,671	342,754	338,366	274,058	345,719	345,719	345,719	345,719	345,719	345,719	384,177	4,005,635
Contracted Services	93,211	86,608	87,265	88,415	84,963	90,420	90,420	90,420	90,420	90,420	90,420	91,702	1,074,685
General and Administrative	65,460	62,543	67,288	90,720	126,588	59,290	61,582	61,582	61,582	61,582	61,582	179,534	959,333
Operations	51,268	30,766	27,585	43,944	41,779	49,649	49,649	49,649	54,149	49,649	54,149	62,418	560,155
Repair & Maintenance	91,317	73,695	85,022	76,537	114,345	82,459	82,459	82,459	82,459	82,459	82,459	101,173	1,036,843
Supplies	14,679	7,301	17,451	13,981	16,397	29,500	29,708	29,708	29,908	29,708	29,708	81,599	329,648
Insurance	19,511	19,511	(16,593)	19,511	24,567	29,167	29,642	29,167	29,167	31,764	29,167	113,547	358,128
Utilities	59,946	52,425	50,171	57,880	53,573	57,042	57,042	57,042	57,042	57,042	57,042	68,253	684,500
Other	883	2,005	1,220	1,796	1,323	1,125	1,125	1,125	1,125	1,125	1,125	3,016	16,992
SMG Management Fees	93,491	51,749	37,151	62,733	65,709	57,579	56,245	91,334	44,489	40,795	41,632	40,851	683,759
Total Operating Expenses	780,063	688,274	699,316	793,883	803,302	801,950	803,591	838,205	791,560	794,763	788,503	1,126,270	9,709,678
Net Income (Loss) From Operations	593,270	(141,389)	(156,713)	(247,590)	47,077	428,772	(26,346)	392,303	82,001	(340,319)	(234,379)	(299,295)	97,393

ASM - Irving Convention Center
Financial Statement Monthly & YTD Highlights
For the Month Ending February 28, 2025

	Current Month	PY Current Month	YTD Actual	Prior YTD Actual
Attendance	25,592	31,945	86,006	96,029
Events	17	19	75	67
Event Days	41	41	167	159
Direct Event Income	161,326	115,845	302,076	251,604
Ancillary Income	605,372	736,080	2,639,495	2,683,949
	<hr/>	<hr/>	<hr/>	<hr/>
Total Event Income	766,698	851,925	2,941,571	2,935,553
Other Operating Income	83,681	135,803	569,928	648,696
	<hr/>	<hr/>	<hr/>	<hr/>
Adjusted Gross Income	850,379	987,728	3,511,499	3,584,249
Indirect Expenses	(803,302)	(622,419)	(3,764,846)	(3,351,489)
	<hr/>	<hr/>	<hr/>	<hr/>
Net Income (Loss) From Operations	47,077	365,309	(253,347)	232,760
	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>	<hr/> <hr/>

ASM - Irving Convention Center
Balance Sheet
February 28, 2025

ASSETS

Current Assets

Cash	\$ 1,623,875
Accounts Receivable	1,470,889
Prepaid Assets	285,731
Inventory	83,961
	<hr/>

Total Current Assets	3,464,456
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Total Assets	\$ 3,464,456
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$ 1,139,217
Accrued Expenses	101,024
Deferred Income	0
Advance Ticket Sales/Deposits	2,129,564
Other Current Liabilities	0
	<hr/>

Total Current Liabilities	3,369,805
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Long-Term Liabilities

Long Term Liabilites	0
	<hr/>

Total Long-Term Liabilities	0
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Total Liabilities	3,369,805
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Equity

Net Funds Received	16,785,873
Retained Earnings	(16,437,874)
Net Income (Loss)	(253,348)
	<hr/>

Total Equity	94,651
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Total Liabilities & Equity	\$ 3,464,456
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ASM - Irving Convention Center
Income Statement
For the Five Months Ending February 28, 2025

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Rental Income	238,908	262,250	(23,342)	769,551	806,735	(37,184)	660,368
Service Revenue	187,535	26,000	161,535	524,626	78,750	445,876	586,991
Service Expenses	(265,117)	(35,976)	(229,141)	(992,101)	(179,880)	(812,221)	(995,755)
Total Direct Event In	161,326	252,274	(90,948)	302,076	705,605	(403,529)	251,604
F & B Concessions	48,524	16,250	32,274	154,344	71,000	83,344	101,637
F & B Catering	420,891	419,520	1,371	2,090,402	2,051,400	39,002	2,208,365
Parking	112,685	26,650	86,035	290,382	92,824	197,558	252,037
Electrical Services	17,700	17,000	700	77,035	45,100	31,935	98,700
Audio Visual	(367)	0	(367)	(2,335)	0	(2,335)	1
Internet Services	5,939	16,000	(10,061)	29,667	72,000	(42,333)	23,209
Total Ancillary Inco	605,372	495,420	109,952	2,639,495	2,332,324	307,171	2,683,949
Total Event Income	766,698	747,694	19,004	2,941,571	3,037,929	(96,358)	2,935,553
OTHER OPERATING INCOME							
Other Income	83,681	139,117	(55,436)	569,928	695,585	(125,657)	648,696
Total Other Operatin	83,681	139,117	(55,436)	569,928	695,585	(125,657)	648,696
Adjusted Gross Inco	850,379	886,811	(36,432)	3,511,499	3,733,514	(222,015)	3,584,249
INDIRECT EXPENSES							
Salaries & Wages	277,360	302,875	25,515	1,500,311	1,514,375	14,064	1,345,102
Payroll Taxes & Ben	69,655	116,364	46,709	354,128	581,820	227,692	334,729
Labor Allocations to	(72,957)	(58,333)	14,624	(307,302)	(291,665)	15,637	(243,934)
Net Salaries and Ben	274,058	360,906	86,848	1,547,137	1,804,530	257,393	1,435,897
Contracted Services	84,963	90,320	5,357	440,464	451,600	11,136	348,264
General and Adminis	126,588	62,332	(64,256)	412,619	311,657	(100,962)	281,672
Operating	41,779	49,649	7,870	195,341	248,245	52,904	235,876
Repairs & Maintenan	114,345	82,459	(31,886)	440,917	412,295	(28,622)	253,792
Operational Supplies	16,397	29,708	13,311	69,808	148,540	78,732	62,504
Insurance	24,567	29,167	4,600	66,507	146,574	80,067	142,631
Utilities	53,573	57,042	3,469	273,995	285,210	11,215	260,580
Other	1,323	1,125	(198)	7,226	5,625	(1,601)	2,103
ASM Management F	65,709	58,595	(7,114)	310,832	288,195	(22,637)	328,170
Total Indirect Expens	803,302	821,303	18,001	3,764,846	4,102,471	337,625	3,351,489
Net Income (Loss)	47,077	65,508	(18,431)	(253,347)	(368,957)	115,610	232,760

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						Bravo Spirit Events De finite
SAAS 2025 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
23	24	25	26	27	28	1
Southern Baptists of Texas Evangelism Conference De finite				North Texas Teen Book Festival De finite		



BOARD REPORTS

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

IRVINGCITYSpectrum

MARCH 2025 / VOL 32 / NO 03



CityofIrving.org

Coming Soon... 

BIG Things Happening

Enhancing Communication
One Puzzle Piece at a Time



New Irving Website Features & App

Get ready, Irving — something BIG is on the horizon! The pieces are coming together for a fresh new online experience that will be unveiled soon. 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.

Report a Concern + App

Reporting issues to the city will be easier than ever! A new online reporting portal will allow you to add photos, drop a pin where service is needed and you will be able to download an app for convenience on the go.

Choose Your Adventure

Enjoy YOUR city and Choose YOUR Adventure! Right from the city homepage, explore hundreds of fun activities, amenities and adventures in your own backyard.

Mobile Friendly

Stay connected with the city on the go! Find what you're looking for anywhere, anytime with a new city website designed for easy access from your mobile device.

New Website + Mobile App

In addition to the new website, the city is excited to launch a new mobile app that will give residents easy access to the most visited services.

Accessibility + Chat Tools

Save time and get answers quickly over a simple chat session. An accessibility tool gives users the ability to adjust website settings for your needs – larger font, text-to-speech, higher contrast colors and more!

SCAN for ICTN VIDEO

FUSION

Celebrating Irving's Diversity

Saturday, April 5
2 to 6 p.m.

Heritage Park • 217 S. Main St.

Celebrate the Many Cultures of Irving with Music, Dance & Food

7 p.m. • Music on Main Series Kickoff
Y2K – Turn of the Century Party Band
2000s Pop Cover Band



IrvingEvents.org



EMERGENCY PREPAREDNESS Checklist

Make & Practice a Family Emergency Plan

Every family is unique. As you make your plan, be sure to consider everyone's needs. Sit down together and decide how you will get in contact with each other, where you will go and what you will do in an emergency.

❑ Make sure everyone knows important phone numbers and that children know their parents' full names.

❑ Keep a list of contacts by the phone and in your emergency kit. Be sure to have a charger for your mobile phone.

❑ Make sure you identify a safe room in your home to ride out a storm.


❑ Determine the best escape routes from your home and find two ways out of each room.

❑ Decide on a meeting place outside of your home, and one just outside of your neighborhood, in case you cannot return to your home.

❑ Pick a friend or family member both inside the city and one who lives out of the Irving area for your family to contact in case you become separated.

❑ Make a plan about what you will do if you need to evacuate with your pets.

❑ Keep a copy of your family emergency plan in your supply kit or another safe, waterproof place where you can access it in the event of a disaster.



CityofIrving.org/Emergency-Management | Ready.gov | KnowWhat2Do.com

DAYLIGHT SAVING TIME:
CHANGE YOUR CLOCK,
CHANGE YOUR BATTERY

It is that time of the year again: advance clocks one hour and change your smoke alarm batteries. Daylight saving time begins at 2 a.m. on Sunday, March 9, and clocks should be advanced one hour.

The Irving Fire Department also encourages residents to replace smoke detector batteries. This practice ensures smoke detector batteries are operating effectively in the event of a fire, where every second counts. ■



Parks and Recreation Activities

Spring Break Camps
Week 1 | March 10-14 | Lee and Georgia Farrow Park
Week 2 | March 17-21 | Mustang and Cimarron
7 a.m. to 6 p.m. | K-5th grades | \$100 per week
Enjoy games and crafts, and make new friends. Bring a sack lunch; afternoon snack is provided. Register online at CityofIrving.org/IrvingRec. Spaces are limited.

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

- **March 21 | Canvas & Cakes**
6:30 to 8:30 p.m. | Ages 18 and older | \$10
Enjoy an evening of creativity, complete with delicious desserts, while painting a masterpiece.
- **March 29 | Spring Garage Sale**
10 a.m. to 1 p.m. | Ages 18 and older | \$20 per booth
Enjoy the spring weather and discover some amazing deals.

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

- **March 17 | St. Patrick's Day Party**
4 to 6 p.m. | All ages | IPAR card
A party filled with games, crafts and a dash of luck.

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

- **March 17 | St. Patrick's Day Party**
10 to 11:15 a.m. | Ages 50 and older | \$2
Celebrate St. Patrick's Day with festive décor, Irish music and themed treats. Register by March 14.

Lee Park Recreation Center
3000 Pamela Drive, (972) 721-2508

- **March 8 | Candy Lane Live**
10 a.m. to 2 p.m. | Ages 6 years and older | \$5
Step into a live version of the classic board game. Register by March 3.
- **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

- **March 11 | Spring Break Field Trip: Movie and Pizza**
11 a.m. to 2 p.m. | Ages 12-18 | \$5
- **March 13 | Spring Break Field Trip: Urban Air**
3:30 to 7:30 p.m. | Ages 12-18 | \$5

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

- **March 3 & 24 | Archery**
10:30 a.m. to noon | Ages 8-15 | \$10
Learn the techniques and foundations of archery.
- **March 10-14 | "Scream" Break SFX Camp**
noon to 2 p.m. | Ages 8-15 | \$20
Learn the basics of how special effects are designed for the stage and the screen.
- **March 11 & 18 | Lego Masters**
4 to 5 p.m. | Ages 8-12 | \$10
Playing with Lego blocks is just the beginning; the real fun is in building with them!

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

- **March 14 | March into Art Pottery Painting**
5:30 to 8:30 p.m. | All Ages | \$5+ per piece
Spend the evening painting something new. A parent must accompany children under 8.

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.

March 9-15 | HAC Extended Spring Break Hours

- Monday-Friday | 7 to 11 a.m. & 1 to 7 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 more information, visit CityofIrving.org/Aquatics.



March 7 | St. Patrick's Swim
6 to 9 p.m. | All Ages | \$2/\$3 | HAC
Come to the pool for an underwater treasure hunt. Swimsuit is required.

April 4 | Underwater Egg Hunt
6 to 9 p.m. | All Ages | \$2/\$3 | HAC
Splash around and collect plastic eggs in the water. Swimsuit and basket are 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 for more classes, to register and additional information.

HIRING

LIFEGUARDS!

\$16.15/HOUR

THIS COULD BE YOU!

15-YEARS AND OLDER

RED CROSS CERTIFIED

PART AND FULL-TIME

TRAINING AVAILABLE

Lifeguard Hiring Event

March 22 | noon to 3 p.m.
Ages 15 years and older

North Lake Natatorium | 5001 N. MacArthur Blvd.

It's time for seasonal hiring! Come and knock out several components of the hiring process including lifeguard prerequisites, application and interview. Upon successful completion of the lifeguard prerequisites, schedule a lifeguard certification course. A hiring date will be set based on obtaining lifeguard certification.

Visit CityofIrving.org/Lifeguards for more information and other trainings.



Library Activities and Programs

Maximize Spring 2025
This year, Irving Public Library levels up Spring Break action and adventure! From March 10-20, each location offers a variety of programs for all ages, including bubbling foam parties, creative projects, interactive storytimes, a visit from wildlife and more.

Check out the children's schedule below and visit CityofIrving.org/Library for full details, including activities for teens and adults.

South Irving Library, 601 Schulze Dr.

- **March 11 | Afternoon Movie** | 2:30 p.m.
- **March 12 | Build It! with LEGOs** | 2:30 p.m.
- **March 13 | Bubble VibeZ Foam Party** | 2:30 p.m.

Valley Ranch Library, 401 Cimarron Trail

- **March 12 | Toddler Storytime: We Love Books** | 10:30 a.m.
- **March 13 | Preschool Storytime: We Love Books** | 10:30 a.m.
- **March 17 | Bubble VibeZ Foam Party** | 2:30 p.m.
- **March 18 | Book It: Bluey** | 2:30 p.m.
- **March 19 | Window to the Wild Presents ... Birds** | 2:30 p.m.
- **March 20 | Craft with the Meadows Museum** | 2:30 p.m.

West Irving Library, 4444 W. Rochelle Road

- **March 10 | Holi Fest** | 2:30 p.m.
- **March 11 | MiY Kids: Birdhouse Craft** | 2:30 p.m. | Space is limited.
- **March 12 | Trolls Karaoke and Movie** | 2:30 p.m.
- **March 13 | Mathnasium: Art with Geometric Shapes** | 2:30 p.m.
- **March 14 | Creature Teacher and Friends** | 2:30 p.m.
- **March 15 | St. Patrick's Day Crafts** | 2:30 p.m.

LIBRARY PROGRAMS
For events, schedules, online services, updates and more, visit CityofIrving.org/Library and follow on social media at [@IrvingPublicLibrary](https://twitter.com/IrvingPublicLibrary).

New Monthly Storytime
Sensory Sensitive Storytime (SNAP)
This series, beginning April 7, is designed for neurodivergent children, including those with sensory processing challenges, autism spectrum disorder and shorter attention spans. Activities are flexible, interactive and engaging to the senses, and are for children ages 3-5 and their caregivers.

The storytime sessions are 10:30 a.m. on the first Monday of each month at South Irving Library. Registration is required. Call (972) 721-2606 for more information.

FRIDAY NIGHT LIBRARY: CELEBRATE A NOVEL DECADE

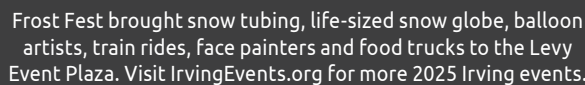
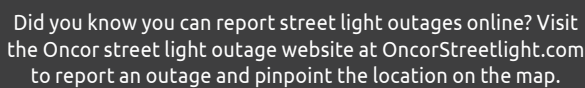
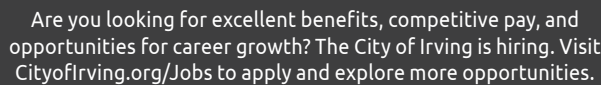
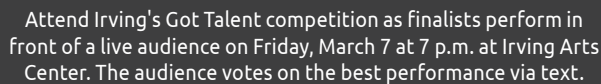
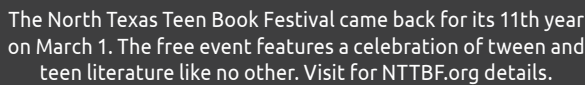
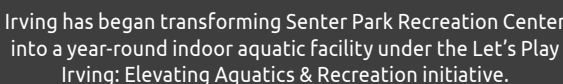
The South Irving Library is approaching its 10th anniversary, and all ages are invited to mark this milestone. Join an after-hours party featuring a festive balloon drop, crafts and more.

March 21 | 7 p.m.
South Irving Library
601 Schulze Dr.

Visit CityofIrving.org/Library for more information. ■



From entertainment and history to outdoor activities and educational programs — Irving's got it all! Take a peek at community engagement throughout the city at [Facebook.com/TheCityofIrving](https://www.facebook.com/TheCityofIrving) or [Instagram/TheCityofIrving](https://www.instagram.com/TheCityofIrving). ■



Irving
Investing
in our
Future

The Rochelle Road bridge, located between Fairbrook and Stonebrook Streets, is expected to reopen in early April, weather permitting. The bridge was reconstructed over the past 13 months as part of the Embassy Channel Drainage project.

Work on the Rochelle Road bridge includes the full demolition and reconstruction of the 63-year-old bridge, installation of a 10-by-7-foot concrete drainage structure under the roadway, and repaving the roadway from Stonebrook Street to N. MacArthur Boulevard.

Additional construction on the \$15.2 million Embassy Channel Drainage project, which spans

100-year floods do not necessarily occur once every 100 years. Rather, a “100-year flood” refers to a flooding event that has a 1% chance (1 in 100) of occurring in a given year. This is why, though it is statistically unlikely, it is possible for a 100-year flood to occur more than once every 100 years.


While the City of Irving has not yet recorded a 100-year flood, it has experienced two 50-year flood events – one in 1990 and again in 2015.

Remaining work on the Embassy Channel Drainage project includes sodding and fencing replacement along the channel.

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



Irving
Water



Delivering
Clean,
Safe
Water

IRVING

Outdoor Watering

- Water early in the morning or late in the evening to reduce evaporation.
- Follow twice-per-week and time-of-day watering instructions to limit water waste.
- Use native or drought-tolerant plants that need less water.
- Turn off sprinklers when rain is in the forecast.
- Remember: Time-of-day watering restrictions begin April 1 and go through Oct. 31. Watering is prohibited between 10 a.m. and 6 p.m. and is limited to twice per week per the chart below.

Sunday	Tuesday	Wednesday	Saturday
Odd Address	Even Address	Odd Address	Even Address

Even small drips add up! Check faucets, toilets and sprinkler systems regularly to stop water waste and reduce your water bill.

Installing low-flow showerheads and faucets and high-efficiency appliances can save thousands of gallons annually.



- Turn off the tap while brushing your teeth.
- Only run dishwashers and washing machines with full loads.
- Take shorter showers — even cutting back by a minute makes a difference!

Learn how to use your sprinkler system efficiently and save water. Join us this March or April for a free Irrigation 101 class led by an Irving Water Conservation expert.

- How residential sprinkler systems work
- Different irrigation methods that save water
- Easy repairs and troubleshooting tips
- Hands-on experience with demo displays and controllers



Register online at [CityofIrving.org/Activities/Activity/Detail/Irrigation-101-80](https://www.cityofirving.org/Activities/Activity/Detail/Irrigation-101-80) or scan the QR code. ■



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





BUREAU MANAGEMENT AND STAFF REPORTS

ICVB Memorandum



Date: March 14, 2025
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Vice President, Sales & Services
RE: Sales & Services Department February 2025 Board Report

Convention Sales Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	124	686
Irving Convention Center Leads	27	171

February

Room Nights Generated	Monthly Goal	February 2025 Actuals	February 2024 Actuals	FY 2024-25 Annual Goal	FY 2024-25 YTD Actuals	FY 2023-24 YTD Actuals	February Convention Center	Convention Center YTD
Definite Room Nights	11855	13981	18178	142260	61089	56509	2505	12840
Lost Room Nights		35182	84170		204919	256334	10988	100151

Travel & Activity

February	Organization	Event	Location
10-12	Texas Society of Association Executives	Women's Summit	Allen, TX
19-22	Informa Connect	Connect NYC	New York, NY

Customer Services Activity February Servicing & Inventory

Groups Served	
February	21 Groups
YTD	61 Groups

	February	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flag Presentation
Name Badge/Lanyard Services	8	1935 Badges/ 2049 Lanyards
Pens/Notepads	17	5269 Pens/ 980 Notepads
Bags	7	1955
Promotional Materials	10	200 Restaurant Maps/ 2030 TMF Maps/ 800 Water Street Maps/ 200Traveler's Guides/ 1800 QR Sheets
Staffing Services	8	158 Event Hours

Event Location: **Hotels: 14** **Irving Convention Center: 7** **Other: 0**

Proclamations/Welcomes/Flags

Past

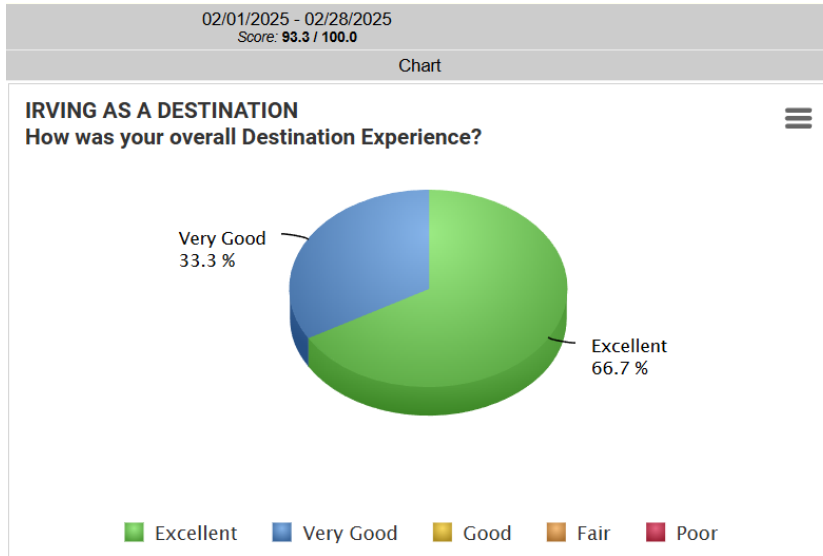
- Mayor/Proclamation - Natl. Assn. of Latino Healthcare Exec, Sept. 12, 2024, Mayor Stopfer
- Ribbon Cutting Only, by client - No City Official, SSCC, September 25, 2024
- Mayor Welcome Letter for National Warbird Operators Conference, February 2025

Upcoming

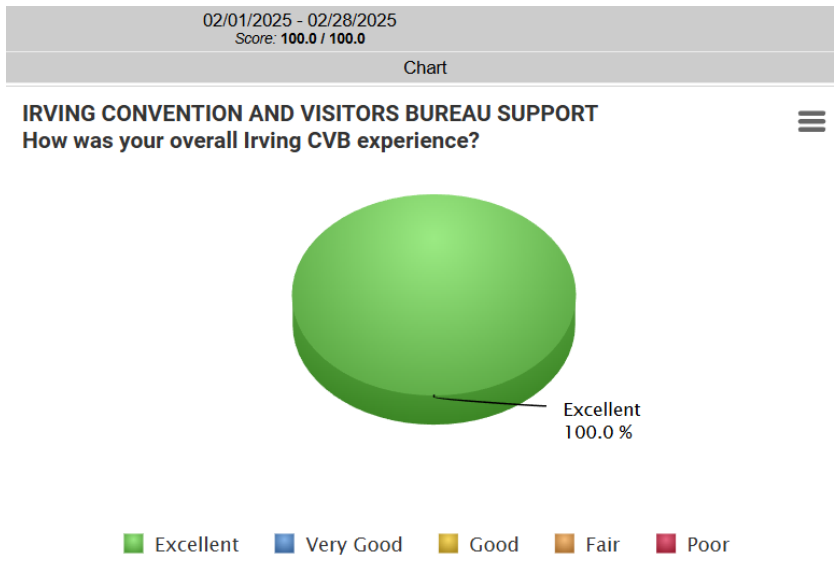
- Welcome/Ribbon Cutting for Great American Franchise Expo, March 15, 2025, Mayor Stopfer
- Welcome Back/Ribbon Cutting: North Texas Business Alliance, April 30, 2025, John Block, Mary Pro Tem District 1
- Mayor Welcome Letter-Council of Ewe Associations of North America, August 2025
- Mayor Welcome-Council of Ewe Associations of NA, August 30, 2025. - Mayor Stopfer

Customer Service Satisfaction Survey Results

1. How was your overall destination experience?



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



Definite Bookings

March 2025 – August 2025

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Consero	Consero General Counsel Forum	3/1/2025	3/4/2025	200	335
FHI 360	Community Blueprint Meeting	3/3/2025	3/4/2025	20	30
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 Society of Professional Engineers	2025 State MATHCOUNTS Competition	3/5/2025	3/8/2025	400	173
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
HealthMark	HealthMark- Group Meeting March 2025	3/19/2025	3/20/2025	20	40
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

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
ALMFirst Financial Advisors, LLC	2025ALMConference	3/22/2025	3/26/2025	200	630
Vizient, Inc.	Vizient, Inc. 2025 HPA Spring Leadership Meeting	3/24/2025	3/27/2025	80	240
Real Estate Guys	Real Estate Guys Secrets of Successful Syndication 2025	3/26/2025	3/30/2025	150	145
Dallas and Fort Worth Chapters of TX Association of Addiction Professionals	DFW Behavioral Health Symposium 2025	3/26/2025	3/28/2025	400	149
Tri Delta	Tri Delta Annual Conference	3/27/2025	3/30/2025	950	1050
University of the Cumberlands	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
Brinker International	Brinker PWP Group	4/1/2025	4/3/2025	30	60
Dental Laboratory Association of Texas	DLAT Southwest Conference 2025	4/3/2025	4/5/2025	250	449
SongWorks Educators Association	SongWorks 2025 Annual Conference	4/3/2025	4/5/2025	70	115
PESTOLA–Pediatric Endocrine Society of Texas, Oklahoma, Louisiana & Arkansas	PESTOLA2025 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 Cumberlands	University of the Cumberlands	4/3/2025	4/5/2025	18	39

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Therapeutics, Inc.	Veradermics 2025 Investigator Meeting Apr2025.	4/3/2025	4/6/2025	100	180
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. (DBACru)	CCCI - Cru Summit 2025	4/6/2025	4/16/2025	260	420
National Tactical Officers Association	National Tactical Officers Association April 2025 Conference	4/6/2025	4/9/2025	150	400
Hitachi Vantara	Hitachi Vantara Sales Kick Off	4/14/2025	4/15/2025	360	720
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
Vizient, Inc.	Vizient, Inc. 2025 McDown Team Connect	4/22/2025	4/24/2025	125	150
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
Marcus Evans	CPO/Supply Chain Logistics	4/26/2025	4/29/2025	160	230
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Mission Aligned Instruction)	4/27/2025	4/28/2025	60	120
ECO: A Covenant Order of Evangelical Presbyterians	ECO Presbytery Leader Gathering 2025 (rooms only)	4/27/2025	5/1/2025	60	144
Siemens	S00498 - PMO Program Management Conference	4/28/2025	5/1/2025	50	90

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Nashville CVB	Nashville Soundcheck	4/29/2025	4/30/2025	25	13
The Honor Foundation	2025 The Honor Foundation Dallas Benefit	4/30/2025	5/1/2025	150	20
New Life Ministries	Restore Intensive	5/1/2025	5/3/2025	40	66
Lifestyles Unlimited, INC.	Lifestyles Unlimited Conference 2025	5/4/2025	5/11/2025	2000	1065
Oilfield Water Connection	Oilfield Water Connection Room Block 2025	5/5/2025	5/7/2025	125	250
American Academy of Ozonotherapy	2025 AAO Annual Meeting	5/6/2025	5/11/2025	200	632
Texas Center for the Judiciary	2025 Regional B Conference	5/11/2025	5/12/2025	290	640
Military Reunion Planners	NAMPOW Reunion	5/15/2025	5/18/2025	150	340
McKesson Corporation	#16620-Board & Committee Meeting May 2025	5/17/2025	5/21/2025	20	85
Informa	Informa Tech - 2025- Network Next	5/17/2025	5/23/2025	3270	348
AMPED Association Management	2025 USWAG Meeting	5/19/2025	5/22/2025	100	240
Texas Frightmare Weekend LLC	Texas Frightmare 2025	5/20/2025	5/28/2025	8000	2425
The Petroleum Alliance of Oklahoma	The Petroleum Alliance of Oklahoma 2025 Annual Meeting	6/1/2025	6/5/2025	300	847
North Texas RPG-Con	North Texas RPG-Con July 2025	6/3/2025	6/9/2025	350	679
Garver	IGNITE 2025	6/3/2025	6/5/2025	140	215
WestRock Fulfillment Company	Smurfit Westrock Negotiations Skills - 256601	6/9/2025	6/10/2025	25	60
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - SF)	6/15/2025	6/16/2025	80	160
PAMMExpo, LLC	Model & Talent June 2025	6/17/2025	6/22/2025	400	1002
Steubenville	Steubenville Lone Star 2025 Contracted Blocks	6/18/2025	6/25/2025	4000	960

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Glaucoma Research Foundation	2025 Glaucoma Patient Summit	6/19/2025	6/21/2025	64	138
National Association of Division Order Analysts	NADOA2025 Planning Meeting	6/19/2025	6/20/2025	20	40
Texas Ambulatory Surgery Center Society	TASCS Annual Conference 2025	6/22/2025	6/25/2025	150	222
American Black Chiropractic Association	ABCA2025 Convention - Dallas	6/25/2025	6/29/2025	200	240
Cotswold Collectibles LLC	DFW GI Joe & Action Figure Show	6/26/2025	6/29/2025	400	240
Assemblies of God/Marriage	Marriage Encounters	6/27/2025	6/28/2025	80	80
Hillcrest Alumni Association	Hillcrest Alumni Association	7/2/2025	7/7/2025	120	100
Dallas Zouk and Lambda Festival	Dallas Zouk and Lambda Festival	7/3/2025	7/6/2025	500	210
American College of Emergency Physicians	ACEP 2025 Corporate Council Meeting	7/7/2025	7/9/2025	100	130
Tri Delta	Tri Delta VLC	7/10/2025	7/12/2025	425	595
National Contract Management Association	REVISED - NCMA2025 Overflow Guest Rooms	7/11/2025	7/17/2025	2500	1772
National Association of Hispanic Nurses	NAHN 2025 Annual Conference	7/13/2025	7/19/2025	300	643
Combined Agents of America	Jul-25	7/14/2025	7/18/2025	250	605
Applique Getaway	Applique Getaway July 2025	7/15/2025	7/20/2025	300	222
Texas Hunters Convention	Texas Hunters Convention 2025	7/23/2025	7/28/2025	1000	280
Big 12 Conference	Big 12 Football Officiating Alliance	7/23/2025	7/26/2025	200	472
McKesson Corporation	#16621-Board, Committee & Shareholders Meeting July 2025	7/26/2025	7/30/2025	20	85
Reputation	Global Field Kick-Off'26 by Reputation	7/31/2025	8/8/2025	250	751

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Surface Mount Technology Association	SMTA High Reliability Cleaning & Conformal Coating August 2025	8/11/2025	8/14/2025	125	140
Dallas Fort Worth YSA	Young Adult Conference	8/14/2025	8/16/2025	2000	1450
TEXSOM Foundation dba TEXSOM Conference	2025 TEXSOM Conference - Texican Court Room Block	8/18/2025	8/27/2025	400	363
TEXSOM Foundation dba TEXSOM Conference	2025 TEXSOM Conference - Vendor Block Aug 2025	8/19/2025	8/26/2025	400	298
Cocaine Anonymous World Services Office, Inc.	Cocaine Anonymous World Service Conference 2025	8/22/2025	8/30/2025	200	432
Herzog Foundation	Herzog Foundation - Training 2025 (Fort Worth - Donor Development)	8/24/2025	8/26/2025	150	456
Council of Ewe Associations of North America	EWE Association of Dallas Convention	8/27/2025	9/2/2025	400	890

**Highlighted items above are Target Industries for Irving

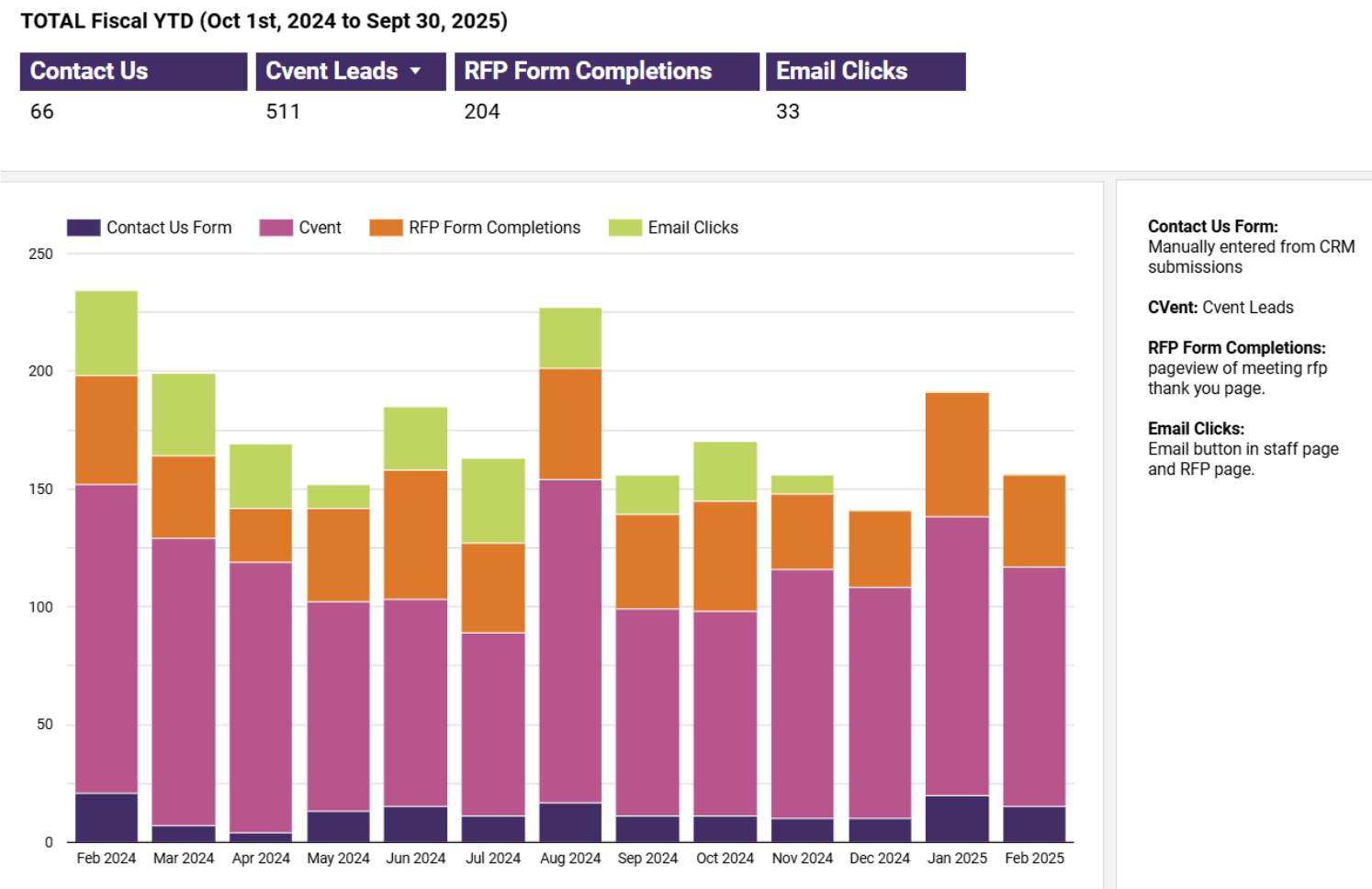


Marketing Communications

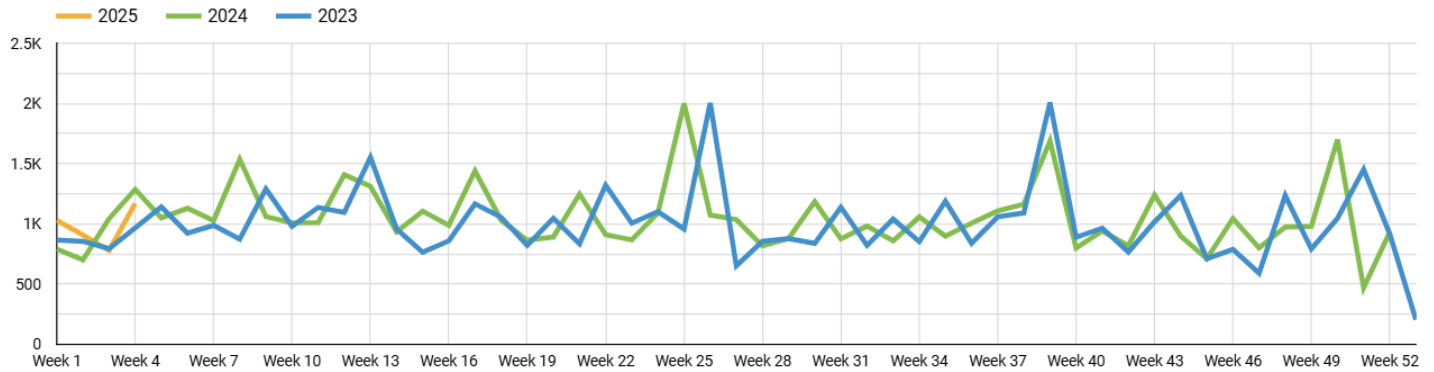
To: Maura Gast, Executive Director
From: Diana Pfaff, VP Marketing Communications | Monty White, Senior Director of Marketing
Date: March 18, 2025
Re: February 2025 Board Report

Marketing Prospects

In February, there were **156 marketing prospects**. Of those, 102 came from Cvent and 54 came from the website.



Aggregated Weekly Definite Volume of 200+ DMOs

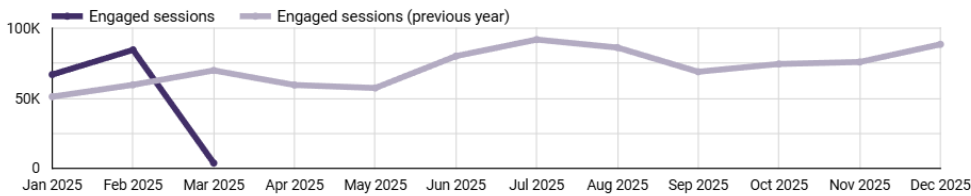


Website Traffic and Engagement

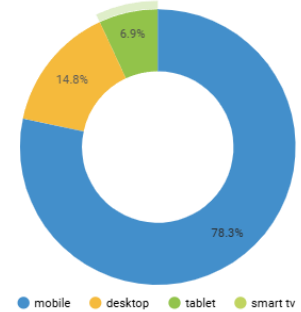
Website traffic in February saw **153,681 total sessions**. This included **85,007 engaged sessions** from **116,800 active users**.

Active Users	Sessions	Engaged Sessions	Engagement Rate	Avg. Engagement Time	Conversions
116,800	153,681	85,007	55.31%	00:00:23	46,013
↑ 36.0%	↑ 48.0%	↑ 41.9%	↓ -4.1%	↓ -33.1%	↑ 46.2%

Engaged Sessions Over Time



Device Category (Users)



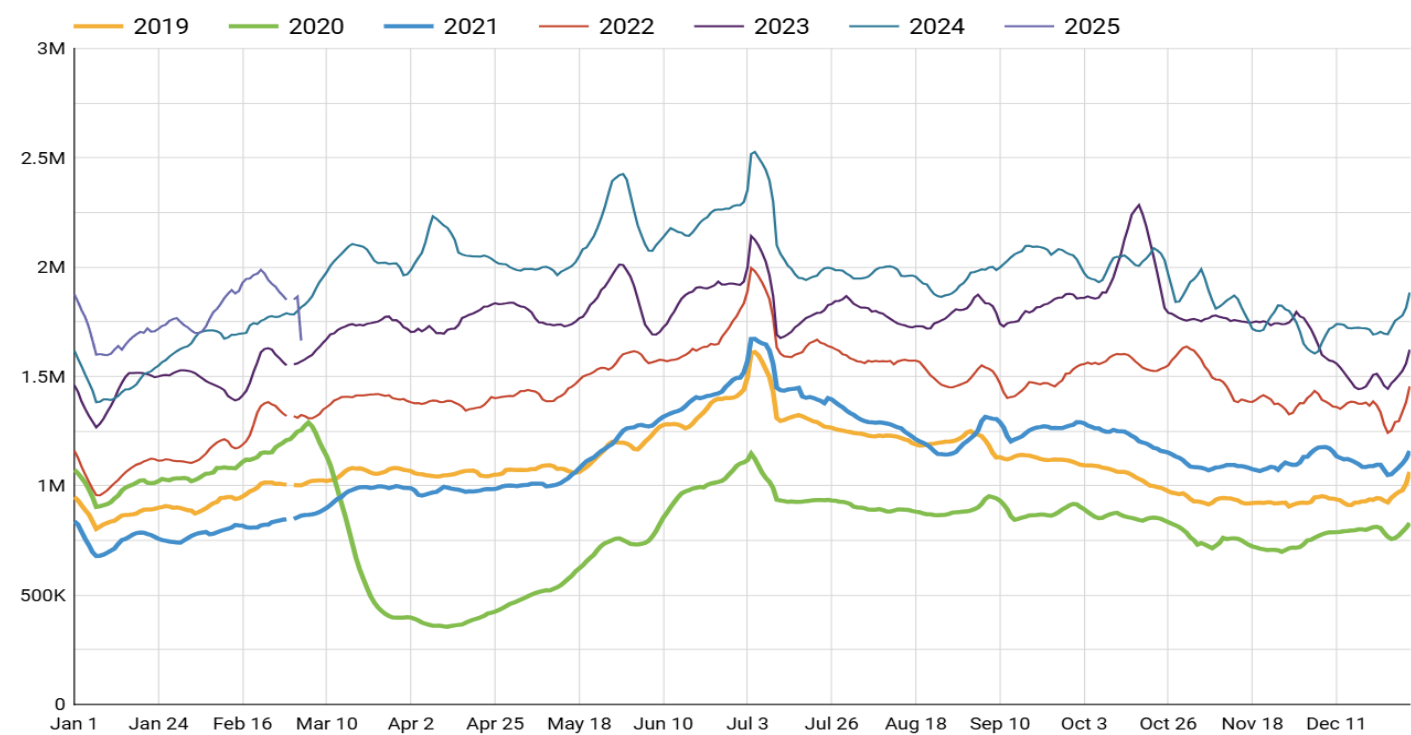
By Channel

Channel	Active users	Engaged sessions	Avg. Engagement Time
Cross-network	40,623	34,796	00:00:10
Paid Social	37,239	18,888	00:00:09
Organic Search	15,575	14,106	00:01:02
Direct	10,450	6,578	00:00:30
Paid Search	7,530	6,439	00:01:01
Referral	3,157	1,964	00:00:36
Organic Social	1,420	1,118	00:00:25
Unassigned	869	33	00:01:03
Email	684	207	00:00:26
Organic Shopping	290	112	00:00:00

By Campaign

Campaign	Active users	Engaged sessions	Avg. Engagement Time
The Most Romantic City in Texas	18,143	12,013	00:00:15
DFW Entertainment Hub - Performance Max	17,700	16,603	00:00:03
(organic)	16,238	14,521	00:01:01
Pmax - The Most Romantic City in Texas - 2025	12,598	10,162	00:00:14
Staycation - Performance Max	11,138	8,487	00:00:15
(direct)	10,450	6,578	00:00:30
Staycation	5,508	2,601	00:00:17

Aggregated Website Sessions of 200+ DMOs

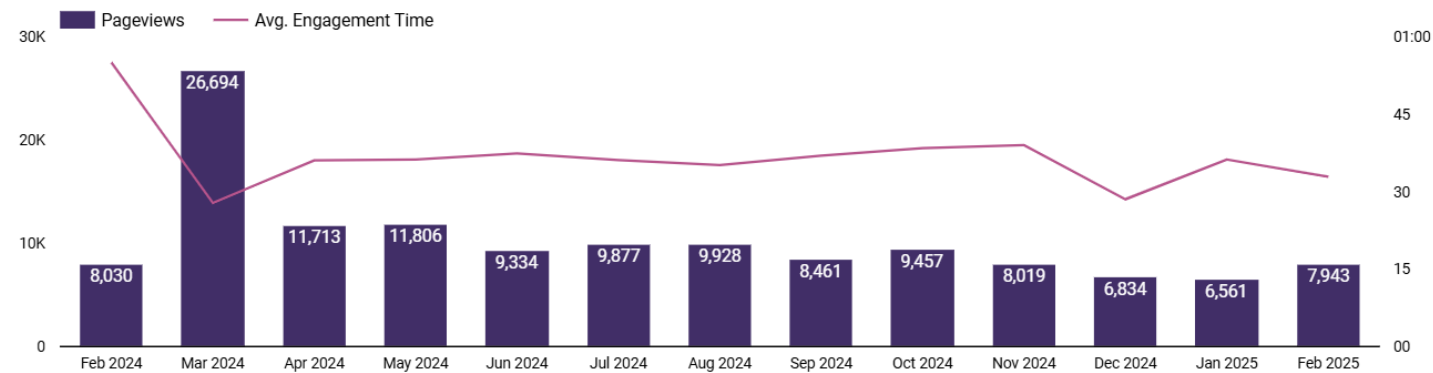


Blog Traffic

In February, there were **7,943 blog pageviews**. The top five posts were:

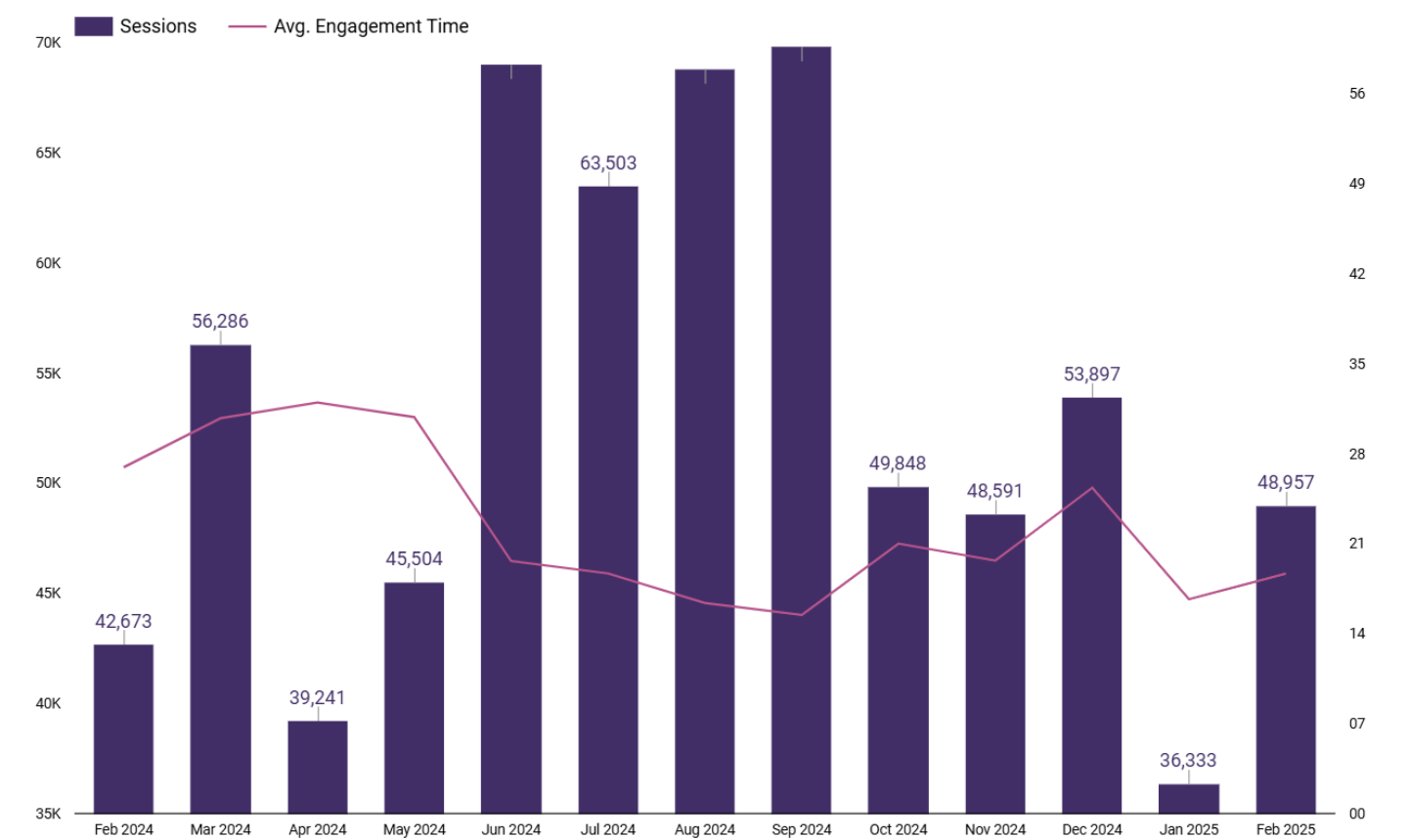
- 1. Sweets Sweethearts – 1,277 pageviews
- 2. Discover Romance on the Water Gondola Adventures in Irving, Texas – 1,225 pageviews
- 3. Fall in Love All Over Again at Irving’s Love Lock Bridge – 1,017 pageviews
- 4. Romantic Restaurants and Valentine's Day Meals to Go – 502 pageviews
- 5. Five Ways to Have Fun at Lake Carolyn – 413 pageviews

Blog Pageviews



Paid Search (SEM)

Paid search had **48,957 sessions** in February.



Leisure Campaigns

Impressions

4,419,694

↑ 49.9%

Clicks

170,761

↑ 178.8%

CTR

3.9%

↑ 86.0%

CPC

\$0.18

↓ -48.3%

Key Events

46,013

↑ 46%

CPA

\$0.68

↓ -1%

Channel Breakdown

Source	Spend	Impressions	Clicks	CTR	CPC	Active users	Sessions	Key Events	CVR
Google	\$17,521.08	1,504,965	126,180	8.38%	\$0.14	62,569	91,100	35,224	49.74%
Meta Ads	\$11,782.5	2,857,101	42,707	1.49%	\$0.28	37,854	40,713	2,983	394.99%
Microsoft Ads	\$1,992.97	57,628	1,874	3.25%	\$1.06	2,672	2,990	1,532	130.09%

Staycations Campaign:

The Staycations Campaign generated 27,562 clicks and **8,007 hotel referrals**.

DFW Entertainment Hub Campaign:

The DFW Entertainment Hub campaign, which promotes Irving as a launchpad for travelers to explore DFW, generated **76,625 clicks** in January.

Event-Based Micro-Campaigns and Evergreen Campaigns:

The Micro-Campaigns, which leverage existing demand from local events, generated **61,163 clicks** in February. The Evergreen Campaigns, which are similar to the Micro-Campaigns but are continuously running, generated **2,969 clicks**.

OTA Campaign:

In 2025, the OTA Campaign, in partnership with Expedia, produced **18,914 room nights** and **\$2,456,520** in direct hotel revenue.

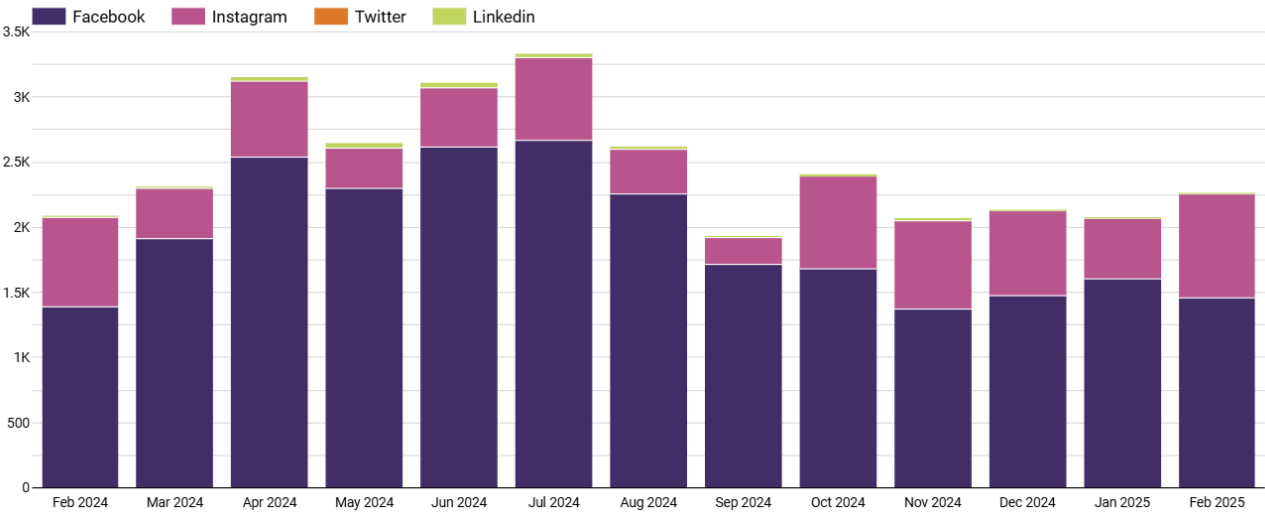
Campaign Breakdown

Campaign	Source	Spend	Impressions	Clicks	CTR	CPC	Active users	Sessions	Key Events	CVR
Entertainment Hub of DFW	Google	\$4,954.09	653,740	65,550	10.03%	\$0.08	17,700	32,006	7,141	69.38%
Micro_Romantic	Google	\$3,042.98	440,815	35,371	8.02%	\$0.09	12,598	20,023	4,220	72.11%
Staycation	Google	\$5,015.88	373,983	19,873	5.31%	\$0.25	11,138	13,429	10,225	49.06%
Micro_Romantic	Meta Ads	\$2,998.64	885,451	19,846	2.24%	\$0.15	18,143	18,916	1,927	155.61%
Entertainment Hub of DFW	Meta Ads	\$4,907.81	1,115,419	11,075	0.99%	\$0.44	9,208	10,251	70	7011.16%
Staycation	Meta Ads	\$1,997.79	371,730	5,815	1.56%	\$0.34	3,931	4,387	292	684.17%
Micro_Events	Meta Ads	\$896.34	238,940	3,529	1.48%	\$0.25	551	620	26	3447.46%
Evergreen	Google	\$2,994.35	23,795	2,969	12.48%	\$1.01	2,533	3,013	2,327	128.68%
Apps	Meta Ads	\$981.92	245,561	2,438	0.99%	\$0.4	1,752	1,878	164	598.73%
Micro_Events	Google	\$1,513.79	12,632	2,417	19.13%	\$0.63	2,083	2,446	1,023	147.98%

Social Media

February saw the addition of **2,267 new social media followers**, which brought the total influence to 192,383 followers.







Social Media Net Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	Linkedin Followers	Total Followers
CVB	128,872	24,029	5,692	1,222	159,815
CC	26,011	3,514	2,388	655	32,568
Grand Total	154,883	27,543	8,080	1,877	192,383

Attachments:

-  “Old and New, Dallas Fort Worth Venues That Set the Stage for Group Success,” by Jeff Heilman, *Meetings Today*, Feb 14, 2025
-  “The Best US and Global Business Travel Cities of the Year,” *businesstravelerusa.com*, Feb 24, 2025
-  February Social Media Overview
-  February Blog Performance Overview
-  February Visit Irving Social Stats
-  February Irving Convention Center Social Stats

Old and New Dallas-Fort Worth Metroplex Venues That Set the Stage for Group Success

m meetingstoday.com/articles/145062/old-new-dallas-fort-worth-metroplex-venues-group-success

Texas

February 14, 2025

Jeff Heilman



State Fair of Texas at Fair Park. Credit: Visit Dallas

Once, the entire North Texas region was tall-grass prairie land inhabited by Native American tribes. The last remnant from that era is preserved as Blackland Prairie Park in Arlington. From settlement in the 1840s to the arrival of the railroads starting in the 1870s, a dramatic transformation was on.

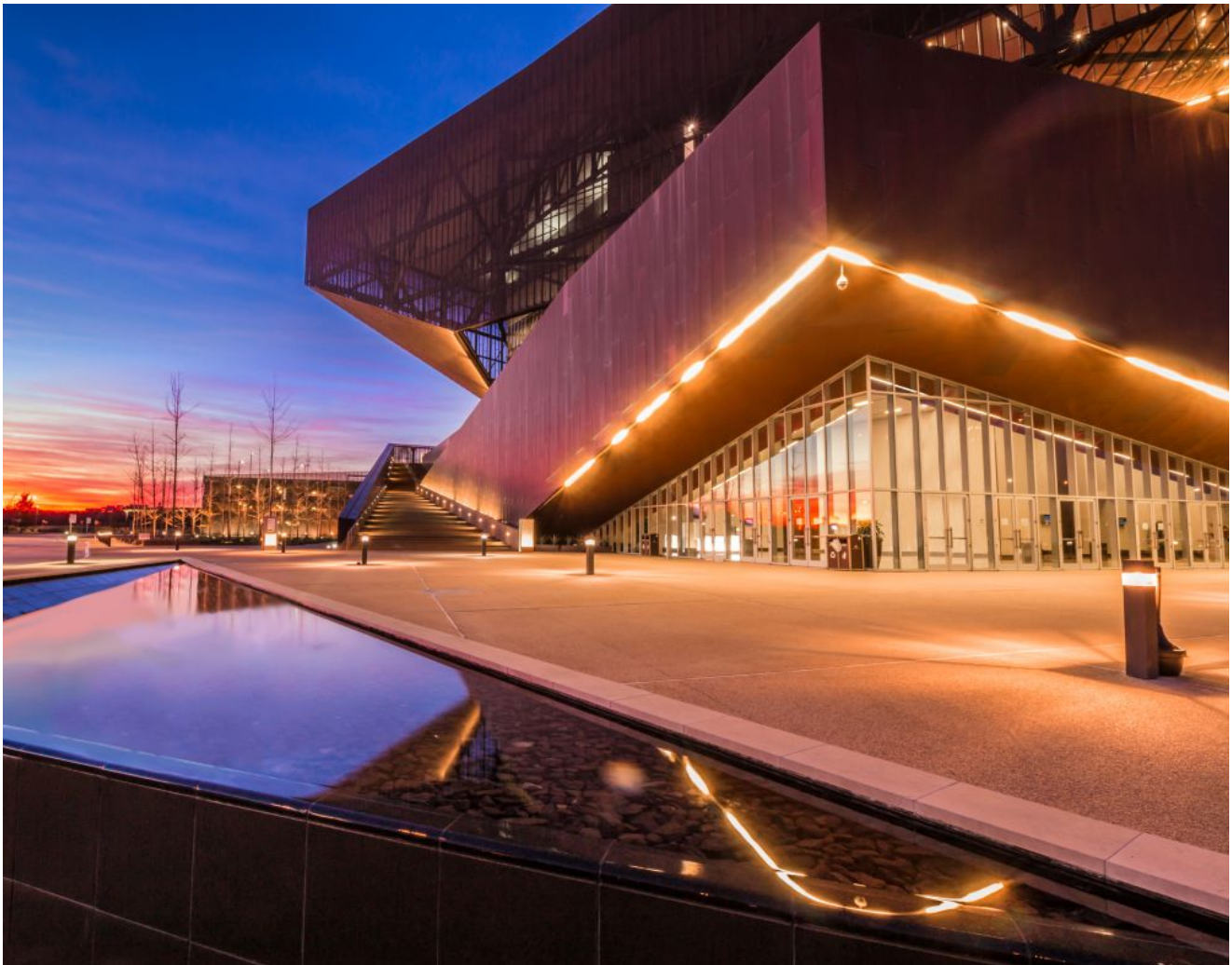
In 1971, local civic leaders formed the North Texas Commission “to maximize the visibility of the area as an excellent place to live and do business” and in 1972 copyrighted “Southwest Metroplex” to identify the area’s loose alliance of communities.

Expansion of the Metroplex has been meteoric ever since as billions of dollars continue to pour into new and expanded hotels, convention centers, sports venues and other group infrastructure, alongside commercial, community and Fortune 500-driven corporate growth.

Amid modernization's relentless advance, old guard landmarks stand their ground. Mixing the old with the new, here are some of the many group connections with the Metroplex's past, present and future.

[Related: [Apply to Attend Meetings Today Live! National in Irving, Texas](#)]

Irving



Irving Convention Center. Credit: Visit Irving

In 1972, millionaire rancher Ben Carpenter began transforming his El Ranchito de Las Colinas ("the Little Ranch of the Hills") in Irving into one of America's first master-planned communities. Centrally located between Dallas and Fort Worth and close to DFW International Airport and Love Field, his 12,000-acre development, named Las Colinas, attracted 130-plus corporate firms in its first seven years.

Today, Las Colinas is the “Headquarters of Headquarters” of North Texas with more than 27 million square feet of office space and more corporate headquarters per capita than any other city, including a host of Fortune 500 and Fortune 1000 companies.

Irving has also been a magnet for hotel growth, offering nearly 13,000 rooms in 85-plus properties. Crown jewels include the former Four Seasons Club and Resort Dallas at Las Colinas.

Last year, the legendary luxury resort was relaunched as The Ritz-Carlton Dallas, Las Colinas following a \$55 million refresh. Integrating a 427-room hotel, 84,000 square feet of renovated meeting space, new lobby bar and other fetching elements, the property will play host to our three-day **Meetings Today LIVE! National event this April.**

The 2011 debut of the striking Irving Convention Center at Las Colinas, championed by Visit Irving Executive Director Maura Gast, laid the foundation for development of an integrated visitor district that today includes the 350-room Westin Convention Center Hotel and \$173 million Toyota Music Factory entertainment complex, anchored by an 8,000-seat indoor/outdoor amphitheater operated by Live Nation.

Irving’s original soundtrack was the sound of steel wheels. In 1902, Otis Brown and J.O. Schulze of the Chicago, Rock Island & Gulf Railway founded Irving as a link between Dallas and Fort Worth. Brown’s wife Netta loved legendary writer Washington Irving, Schulze belonged to the Washington Irving Literary Society, and thus Irving got its name.

The Irving Heritage District features a charming Main Street and Heritage Park attractions include the 1887 Caster Cabin and replica of the 1903 Rock Island Depot.

Other draws include the Mustangs of Las Colinas--the world’s largest equestrian sculpture features nine bronze wild mustangs galloping across a lake--and Las Colinas Flower Clock, a working 20-foot-diameter clock made up of 10,000-plus flowers.

]

Connections

[Arlington CVB](#)

[Visit Dallas](#)

[Visit Fort Worth](#)

[Visit Irving](#)

Read more meeting and event news in [Texas](#).

About the author

Jeff Heilman | Senior Contributor

Brooklyn, N.Y.-based independent journalist Jeff Heilman has been a *Meetings Today* contributor since 2004, including writing our annual Texas and Las Vegas supplements since inception. Jeff is also an accomplished ghostwriter specializing in legal, business and Diversity & Inclusion content.



The Best U.S. and Global Business Travel Cities of the Year

BT businesstravelerusa.com/news/the-business-travel-cities

February 24, 2025

The resurgence of business travel in a post-pandemic world is undeniable. Despite the rise of virtual meetings, face-to-face interactions remain irreplaceable, with professionals expecting a 25 percent revenue boost from in-person meetings compared to virtual ones, according to *Accor*.

With more than \$1 trillion spent annually on business travel, selecting the right destination can significantly impact efficiency, cost, and networking opportunities.

To help business travelers navigate their options, Booking.com for Business has analyzed key factors such as accommodation costs, coworking spaces, safety, and connectivity. Their findings [reveal the top business travel hotspots](#) in the U.S. and around the world, offering valuable insights for professionals on the move.

1. Las Vegas, Nevada: The Premier Business Hub

Las Vegas ranks as the top U.S. business hotspot, scoring 6.86 out of 10. While famous for its entertainment and casinos, the city is also a leading destination for conferences, including the Las Vegas Small Business Expo and the [Consumer Electronics Show](#), which attracts over 100,000 attendees.

Photo: Courtesy of Delta Air Lines

The city boasts a strong networking culture, affordable accommodations, and ample coworking spaces, making it a prime location for business travelers.

2. Irving, Texas: Affordability and Safety

Coming in second with a business travel score of 6.82, Irving offers one of the safest environments for business travelers, with a safety score of 62.91. The city is home to ten Fortune 500 companies, including Caterpillar and Vistra Energy.

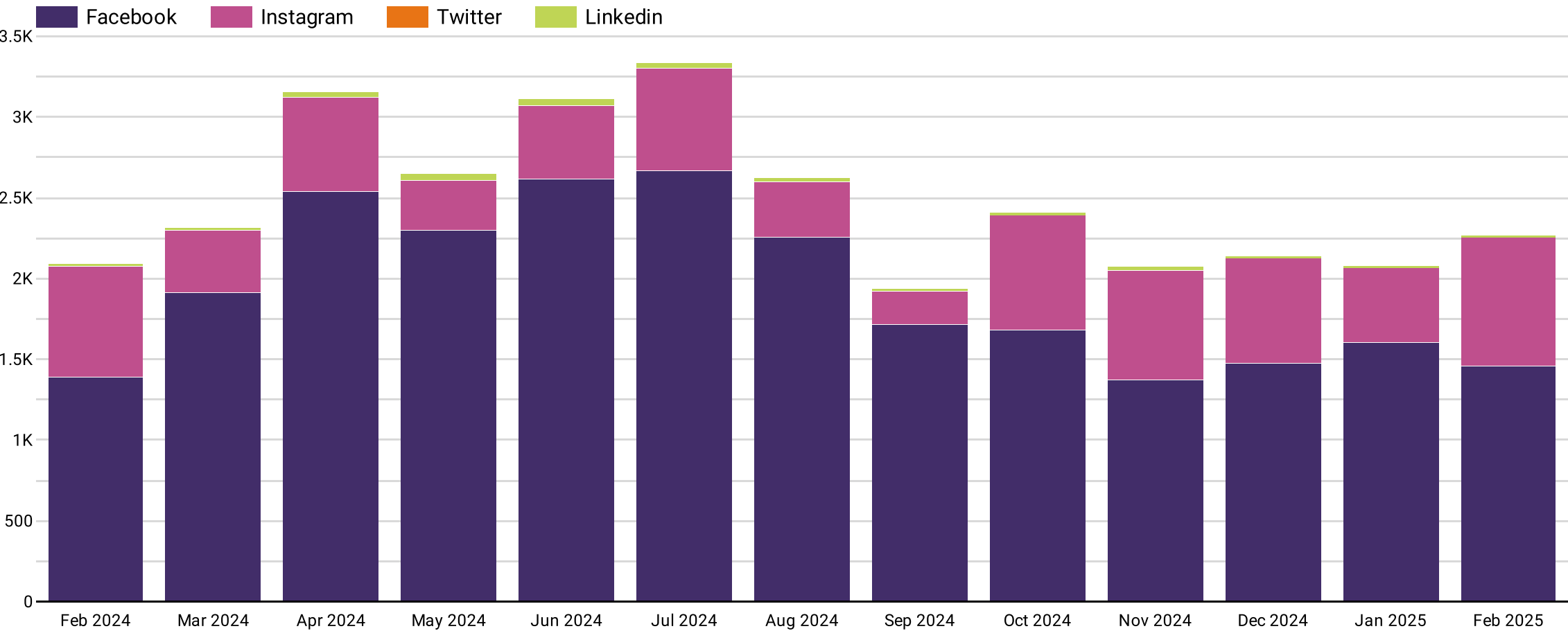
With hotel rates averaging \$121 per night, meal costs around \$70, and taxi fares as low as \$2 per mile, Irving stands out for its affordability.

3. Columbus, Ohio: A Thriving Business Environment

Columbus secures the third spot with a score of 6.69, thanks to its strong economy and diverse industries. The city benefits from low corporate income and personal property taxes, making it attractive for businesses.

Additionally, Columbus ranks well for affordable meals and transportation, with an increasing number of coworking spaces and networking events.

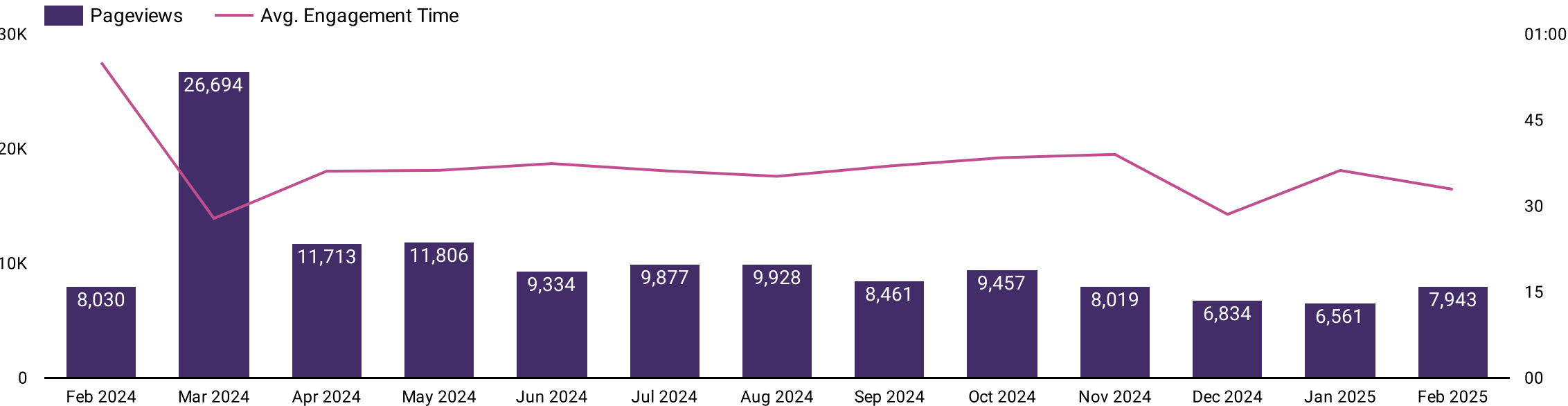
Social Media Net Followers



Social Media Breakdown

Organization	Facebook Followers	Instagram Followers	Twitter Followers	Linkedin Followers	Total Followers
CVB	128,850	24,029	5,692	1,222	159,793
CC	26,009	3,514	2,388	655	32,566
Grand Total	154,859	27,543	8,080	1,877	192,359

Blog Pageviews



Blog List

	Page path	Pageviews
1.	/blog/stories/post/sweets-sweethearts/	1,277
2.	/blog/stories/post/discover-romance-on-the-water-gondola-adventures-in-irving-texas/	1,225
3.	/blog/stories/post/fall-in-love-all-over-again-at-irvings-love-lock-bridge/	1,017
4.	/blog/stories/post/romantic-restaurants-and-valentines-day-meals-to-go/	502
5.	/blog/	422
6.	/blog/stories/post/five-ways-to-have-fun-at-lake-carolyn/	413
7.	/blog/stories/post/six-sexy-spots-for-date-night/	261
8.	/blog/stories/post/top-places-to-lock-lips-in-irving/	209
9.	/blog/stories/post/date-night-out-in-the-lc/	178
10.	/blog/stories/post/celebrate-national-margarita-day-in-irving/	172

Social Media Overview

Organization: CVB (1)

Feb 1, 2025 - Feb 28, 2025

Total All Platforms

Total Followers

159,793

Facebook Instagram Twitter LinkedIn



Total Impressions

3,372,629

57,759 from previous year

Facebook Instagram Twitter LinkedIn



Total Engagements

244,878

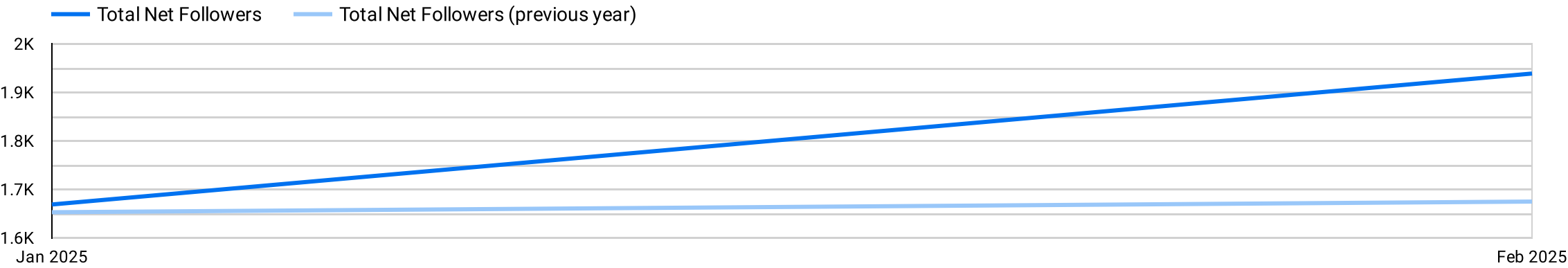
-10,430 from previous year

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	128,850		24,029		5,692		1,222	-
Impressions	2,706,757	185,671 ↑	664,749	-127,233 ↓	318	-206 ↓	805	-473 ↓
Engagements	85,007	-17,629 ↓	159,771	7,230 ↑	13	-7 ↓	87	-24 ↓
Net Followers	1,189	184 ↑	746	88 ↑	0	-	4	-8 ↓

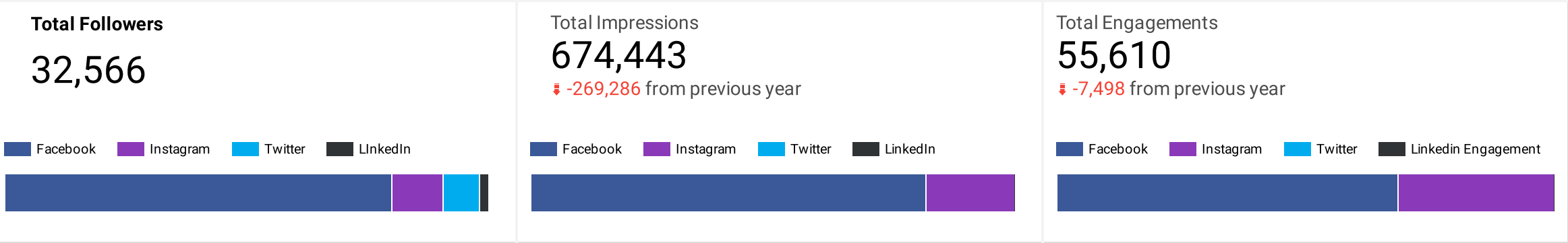


Social Media Overview

Organization: CC (1) ▾

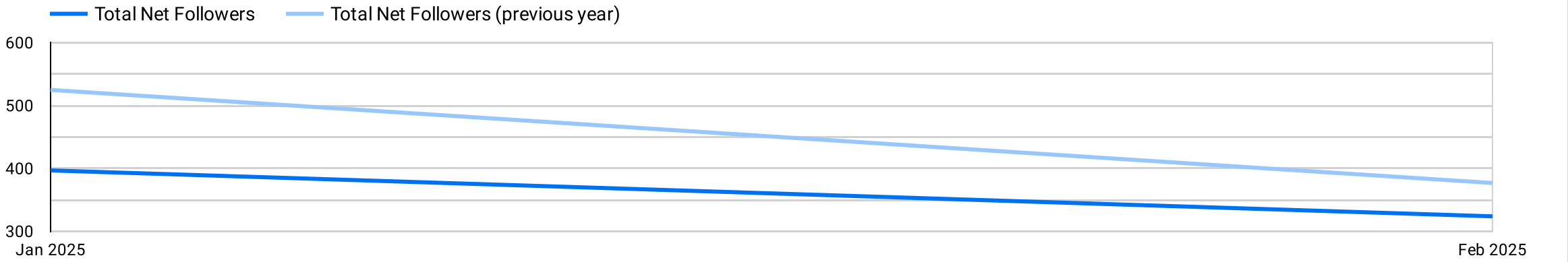
Feb 1, 2025 - Feb 28, 2025 ▾

Total All Platforms



By Platform compared to year over year change

	Facebook	YoY Δ	Instagram	YoY Δ	Twitter	YoY Δ	Linkedin	YoY Δ
Followers	26,009		3,514		2,388		655	-
Impressions	550,439	-268,546 ↓	123,192	446 ↑	75	-95 ↓	737	-1,091 ↓
Engagements	38,187	-10,973 ↓	17,354	3,744 ↑	2	0	67	-269 ↓
Net Followers	268	-76 ↓	53	25 ↑	-4	-	7	2 ↑





DATE: February 26, 2025
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: Hotel Performance and Short Term Rental Data – January Data

Hotel Performance

Irving's hotel occupancy rate for January was 58.9%, a decrease of 1.8% from last year. The Average Daily Rate (ADR) was \$128.35 an increase of 2.7% from last year and Revenue Per Available Room (RevPAR) was \$75.57 an increase of 0.9% from last year.

The hotel occupancy for Texas was 53.0%, a decrease of 3.4% from the previous year and the hotel occupancy for the US was 52.5%, which was an increase of 1.0% from the previous year.

Short Term Rental

For the month of January, there were 563 available listings in Irving. The occupancy rate was 39.8%, down 7.9% from last year and the ADR was \$209.08, an increase of 13.8% over last year.

For the hotel comparable subset, the occupancy rate was 41.1%, a decrease of 15.3% from last year and the ADR was \$66.73, a decrease of 4.6% from last year.

Hotel Performance Summary

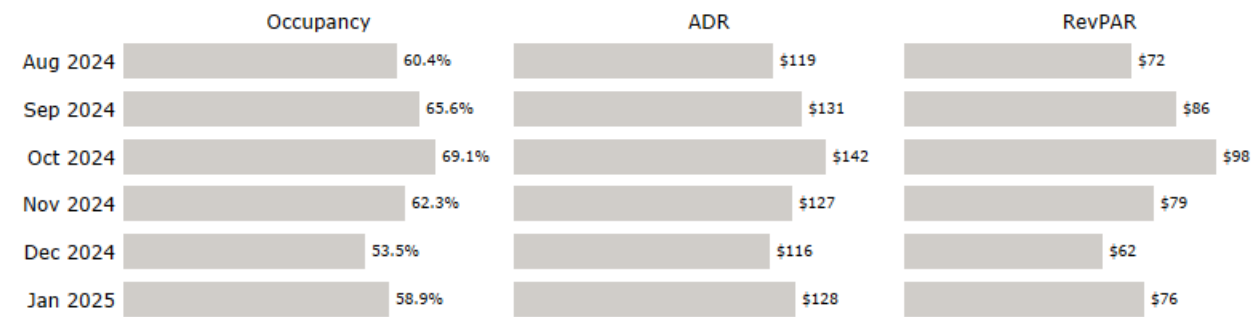
Irving, TX | January 2025



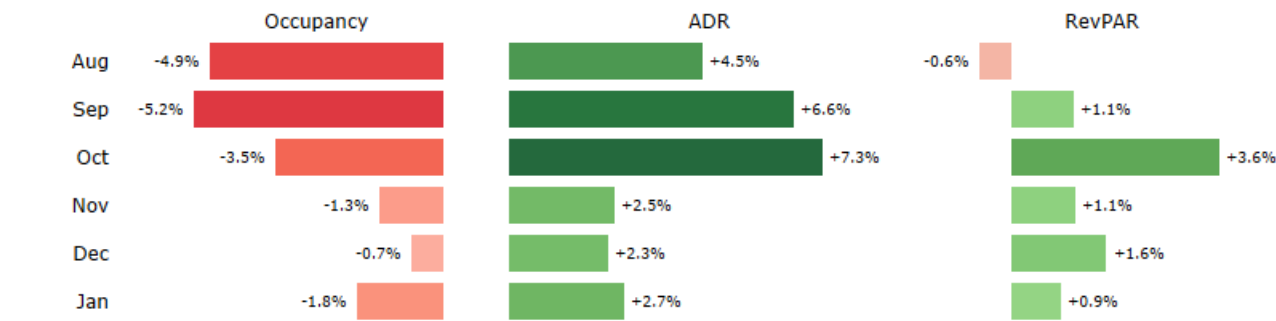
Month: January 2025
Location: Irving, TX
Compare to: Previous Year
Based On: Calendar Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	58.9%	\$128.35	\$75.57	401.9K	236.6K	\$30.4M
Change vs. Previous Year	▼ -1.8%	▲ 2.7%	▲ 0.9%	▲ 0.0%	▼ -1.8%	▲ 0.8%
YTD Calendar Year	58.9%	\$128.35	\$75.57	401.9K	236.6K	\$30.4M
YTD Change vs. Previous Year	▼ -1.8%	▲ 2.7%	▲ 0.9%	▲ 0.0%	▼ -1.8%	▲ 0.8%

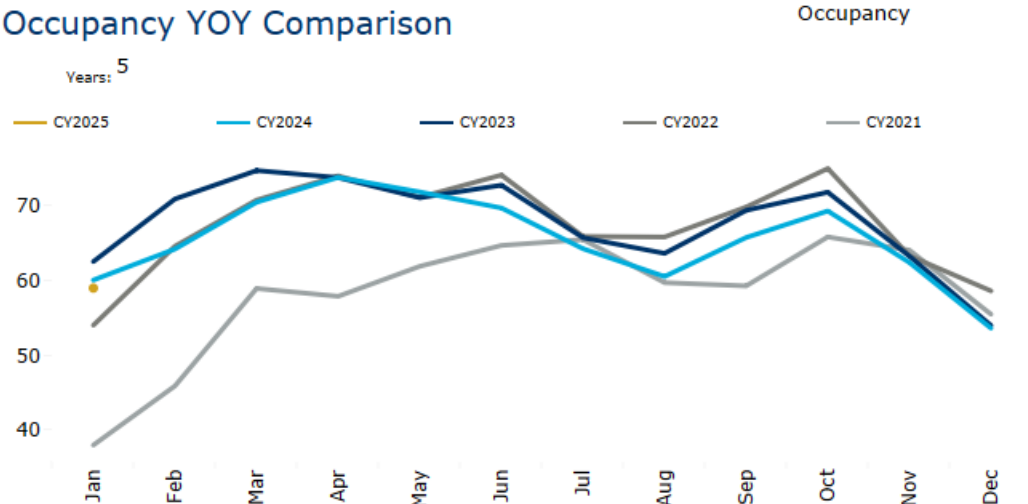
Last Six Months Performance



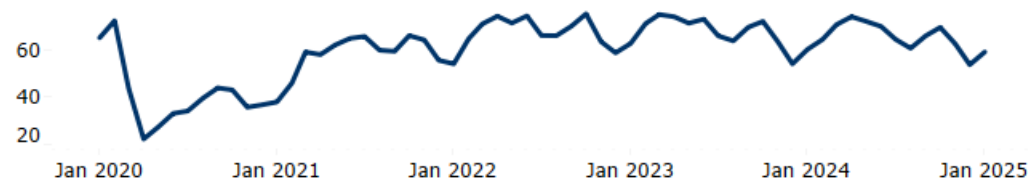
Last Six Months Performance vs. Previous Year



Occupancy YOY Comparison



Occupancy Long Term Trend

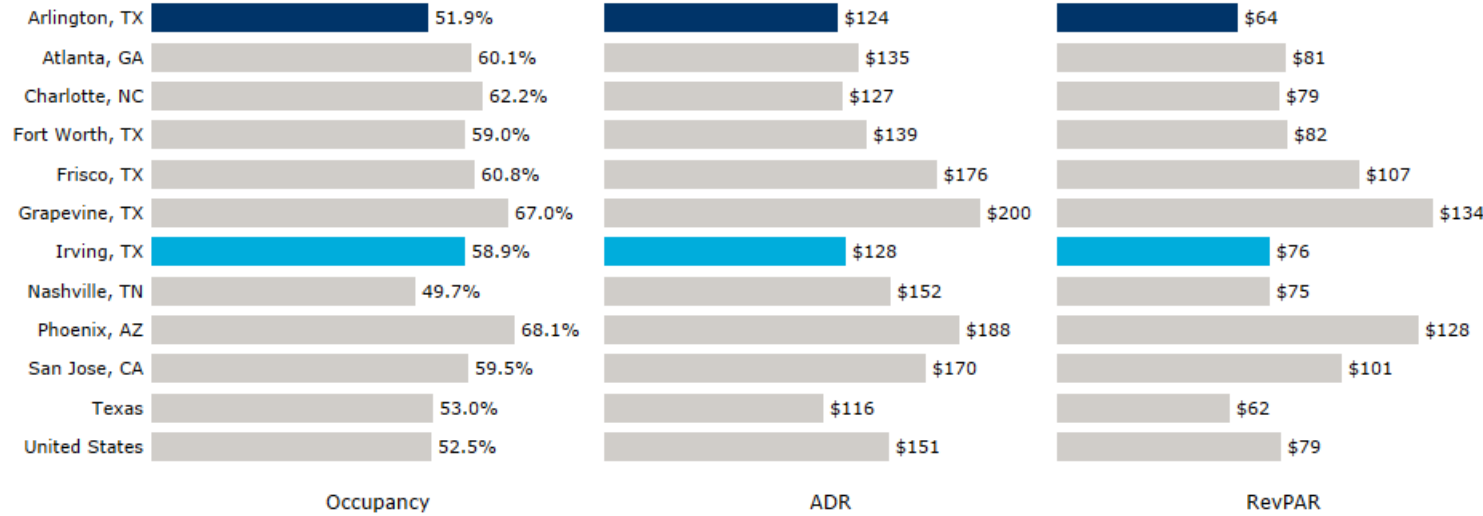


Competitive Markets Hotel Performance

Irving, TX vs. Comp. Markets

Month: January 2025
Report Month: January 2025
Compare to: Previous Year
Markets: All
Supply Total: \$64
Measures Summary: \$79

January 2025, Comp. Markets Hotel KPIs

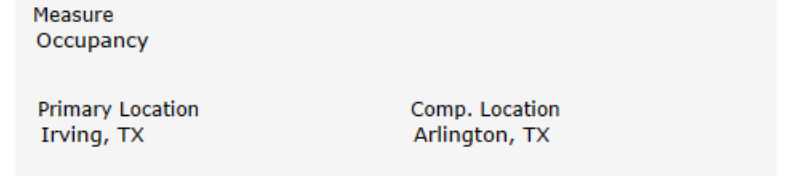


January 2025, Comp. Markets Hotel Performance vs. Previous Year

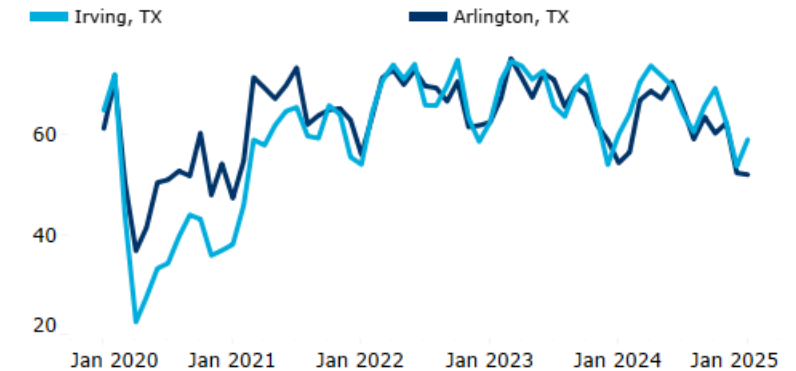
	Occ	YOY	ADR	YOY	RevPAR	YOY	Total Supply	YOY	Demand	YOY	Revenue	YOY
Arlington, TX	51.9%	▼ -4.3%	\$124	▲ 19.0%	\$64	▲ 13.8%	257.8K	▲ 13.7%	133.8K	▲ 8.8%	\$16.6M	▲ 29.5%
Atlanta, GA	60.1%	▲ 4.0%	\$135	▲ 9.6%	\$81	▲ 13.9%	3.6M	▲ 1.3%	2.1M	▲ 5.3%	\$289.0M	▲ 15.4%
Charlotte, NC	62.2%	▲ 8.3%	\$127	▲ 8.5%	\$79	▲ 17.5%	1.3M	▲ 0.0%	825.7K	▲ 8.3%	\$104.6M	▲ 17.5%
Fort Worth, TX	59.0%	▼ -3.8%	\$139	▲ 1.4%	\$82	▼ -2.4%	540.1K	▲ 1.8%	318.6K	▼ -2.1%	\$44.2M	▼ -0.7%
Frisco, TX	60.8%	▼ -4.2%	\$176	▲ 1.0%	\$107	▼ -3.2%	144.7K	▲ 8.9%	88.0K	▲ 4.4%	\$15.5M	▲ 5.4%
Grapevine, TX	67.0%	▼ -7.1%	\$200	▲ 5.8%	\$134	▼ -1.8%	148.5K	▲ 0.0%	99.4K	▼ -7.1%	\$19.8M	▼ -1.8%
Irving, TX	58.9%	▼ -1.8%	\$128	▲ 2.7%	\$76	▲ 0.9%	401.9K	▲ 0.0%	236.6K	▼ -1.8%	\$30.4M	▲ 0.8%
Nashville, TN	49.7%	▼ -5.5%	\$152	▲ 3.5%	\$75	▼ -2.2%	1.9M	▲ 3.6%	923.6K	▼ -2.1%	\$140.0M	▲ 1.3%
Phoenix, AZ	68.1%	▼ -1.3%	\$188	▲ 2.3%	\$128	▲ 1.0%	2.2M	▲ 1.8%	1.5M	▲ 0.5%	\$285.0M	▲ 2.9%
San Jose, CA	59.5%	▼ -5.8%	\$170	▲ 3.1%	\$101	▼ -2.8%	313.3K	▼ -0.4%	186.5K	▼ -6.2%	\$31.8M	▼ -3.2%
Texas	53.0%	▼ -3.4%	\$116	▲ 0.7%	\$62	▼ -2.7%	16.5M	▲ 1.0%	8.8M	▼ -2.4%	\$1.0B	▼ -1.7%
United States	52.5%	▲ 1.0%	\$151	▲ 3.4%	\$79	▲ 4.5%	174.0M	▲ 0.6%	91.4M	▲ 1.7%	\$13.8B	▲ 5.2%

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

Source: STR

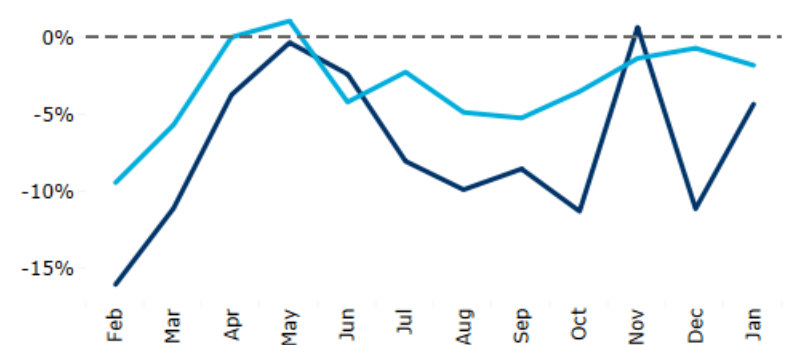


Occupancy Comparison



Occupancy vs. Same Month in Previous Year

Last 12 Months



Short Term Rental Summary

Irving, January 2025



Month: January 2025 | Location: Irving | Property Type: Entire Place | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	39.8%	\$209.08	\$83.28	8.1K	3.2K	\$677.4K
YOY Change	▼ -7.9%	▲ +13.8%	▲ +4.8%	▼ -6.5%	▼ -13.9%	▼ -2.1%
Calendar Year-to-Date	39.8%	\$209.08	\$83.28	8.1K	3.2K	\$677.4K
YOY Change YTD	▼ -7.9%	▲ +13.8%	▲ +4.8%	▼ -6.5%	▼ -13.9%	▼ -2.1%

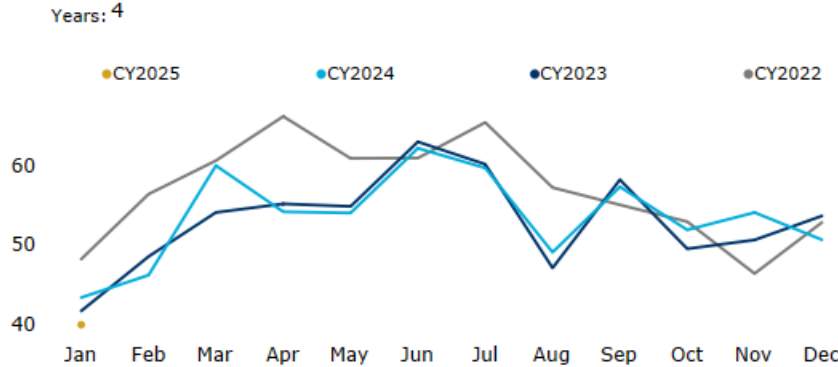
Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
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%
Jan 25	39.8%	-7.9%	\$209	13.8%	\$83	4.8%	8.1K	-6.5%	3.2K	-13.9%	\$677.4K	-2.1%

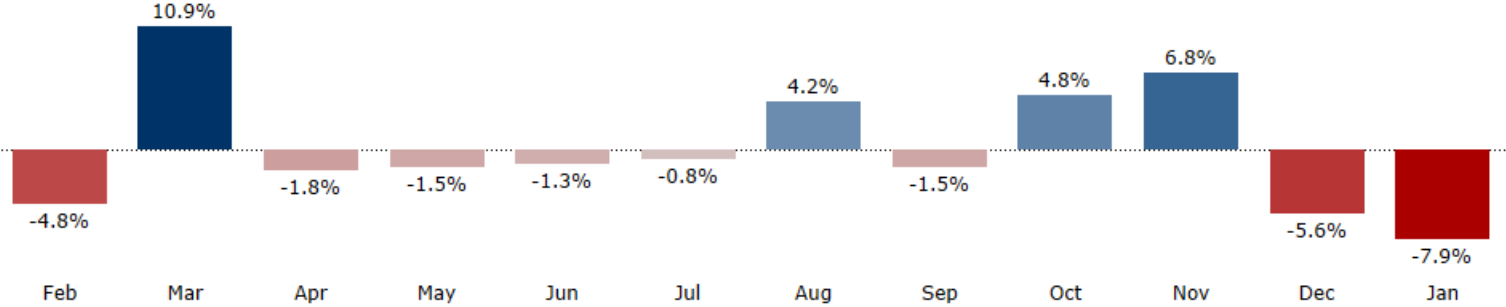
Occupancy YOY Comparison

Irving



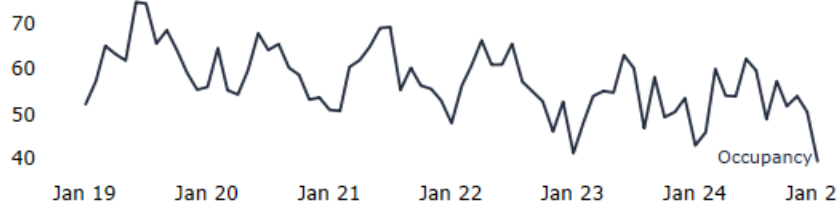
Occupancy vs. Previous Year

Irving



Occupancy

Irving



Short Term Rental Summary

Irving, January 2025



Month: January 2025 | Location: Irving | Property Type: Hotel Comparable | Compare to: Previous Year | Year Type: Calendar Year

	Occupancy	ADR	Revpar	Supply	Demand	Revenue
	41.1%	\$66.73	\$27.45	7.0K	2.9K	\$192.5K
YOY Change	▼ -15.3%	▼ -4.6%	▼ -19.1%	▼ -8.2%	▼ -22.2%	▼ -25.7%
Calendar Year-to-Date	41.1%	\$66.73	\$27.45	7.0K	2.9K	\$192.5K
YOY Change YTD	▼ -15.3%	▼ -4.6%	▼ -19.1%	▼ -8.2%	▼ -22.2%	▼ -25.7%

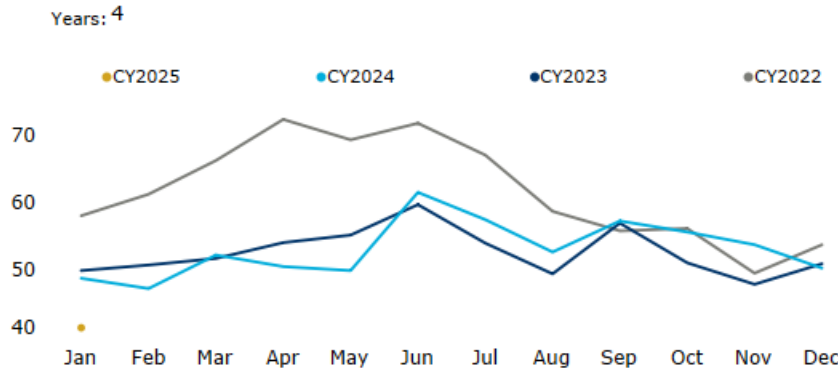
Last Six Months

Irving

	Occ	YOY	ADR	YOY	RevPAR	YOY	Supply	YOY	Demand	YOY	Revenue	YOY
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%
Jan 25	41.1%	-15.3%	\$67	-4.6%	\$27	-19.1%	7.0K	-8.2%	2.9K	-22.2%	\$192.5K	-25.7%

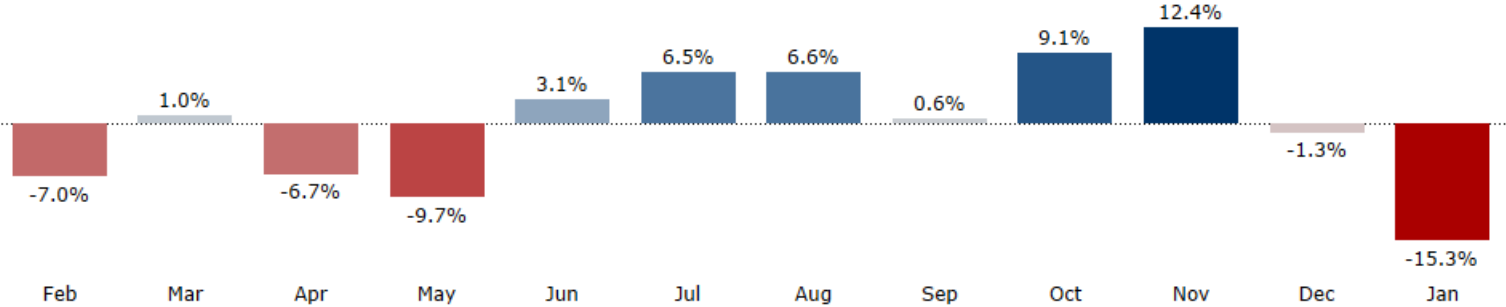
Occupancy YOY Comparison

Irving



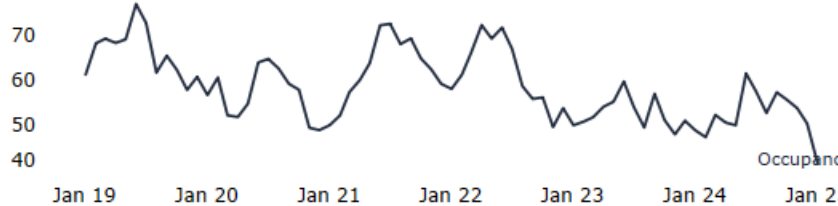
Occupancy vs. Previous Year

Irving



Occupancy

Irving





CONVENTION CENTER MANAGEMENT REPORTS

IRVING
CONVENTION &
VISITORS BUREAU



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

February 17, 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 – February 2025**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	161,326	252,274	115,845	302,076	705,605	251,604
Ancillary Income	605,372	495,420	736,080	2,639,495	2,332,324	2,683,949
Total Event Income	766,698	747,694	851,925	2,941,571	3,037,929	2,935,553
Other Income	83,681	139,117	135,803	569,928	695,585	648,696
Adjusted Gross Income	850,379	886,811	987,728	3,511,499	3,733,514	3,584,249
Indirect Expenses	(803,302)	(821,303)	(622,419)	(3,764,846)	(4,102,471)	(3,351,489)
Net Income (Loss)	47,077	65,508	365,309	(253,347)	(368,957)	232,760

- We had seventeen revenue-producing events for the month.
- Total event income surpassed budget by \$19,004.
- Other operating income includes February's Westin garage rent, Enterprise's rent, transient parking revenue, and various other commissions.
- Indirect expenses were under budget by \$18,001.
- Despite surpassing budget in event income and staying under budget in our indirect expenses, overall, the ICC did not meet budget by \$18,431. This was due to the lack of concert parking anticipated for February.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	787,776	684,480	1,024,326	3,687,066	3,347,026	4,097,335
Net Income/(Loss)	420,891	419,520	582,199	2,090,402	2,051,400	2,208,365
Net Income/(Loss) %	53.43%	61.29%	56.84%	56.70%	61.29%	53.90%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
17	75	25,592	86,006
Current Year	Current Year	Current Year	Current Year
19	67	31,945	96,029
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
2,505	12,840	1	100%
Current Year	Current Year	This Month	Current Month
1,922	11,613	19	94.7%
Prior Year	Prior Year	Year to Date	Year to Date

EXECUTED AGREEMENTS	
This month	To date
21	62
Current Year	Current Year
14	58
Prior Year	Prior Year

Target Industry Bookings

Lenovo – October 2025

International Association of Fire Chiefs – December 2025

March and April at a Glance

- 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
- March 31-April 5 Texas Society of Health Systems Annual Seminar
- April 5-6 Lindsey Wilson College Residence Class
- April 6-8 Texas Center for Judiciary
- April 7-10 Design 2 Part Tradeshow
- April 9-10 Apexus
- April 11 ASUG
- April 11-13 Legacy Dance
- April 12 Rock Island Spanish Congregation
- April 14-16 Greystar Kickoff Meeting
- April 14-16 National Dental EDI Council
- April 17-20 WeebCon
- April 21-22 Breakfast with the Stars
- April 22 7x24 Exchange
- April 23 Women's Business Council Southwest
- April 23-25 Linehaul Summit
- April 28-30 North Texas Business Alliance Co-Op

cc: Tom Meehan, General Manager, ASM Global

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... De finite	
9	10	11	12	13	14	15
Delta Sigma Theta Lu... De finite	Meeting De finite				Great American Franchise Expo De finite	
	Connected America 2025 De finite				Irving Town Hall De finite	Sneaker Exit De finite
16	17	18	19	20	21	22
Great American Franch... De finite			GDRA Luncheon 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... De finite

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... De finite
6	7	8	9	10	11	12
Lindsey Wilson College... De finite					Legacy Dance 2025 De finite	
2025 Regional A De finite					ASUG De finite	Rock Island Spanish C... De finite
	Design 2 Part Tradeshow De finite				HCA LDI Annual Event Pros pe ct	
			Apexus - University Stand Alone Event De finite			
			PCMA Gulf States Cha... Tentative 1			
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					
			Future Leaders of Irvin... 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			

April 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
	NTBA De finite					
	ICVB Board of Directo... De finite		Dallas Regional Chamber De finite			
				Hall of Fame Dance Competition 2025 Definite		
					CHS Band Banquet Tentative 1	Women's Business Exp... Prospe ct
						Arling ton Prom Prospe ct

May 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
	NTBA Definite					
	ICVB Board of Directo... Definite	Dallas Regional Chamber Definite				
				Hall of Fame Dance Competition 2025 Definite		
					CHS Band Banquet Tentative 1	Women's Business Exp... Prospect
						Arlington Prom Prospect
4	5	6	7	8	9	10
Hall of Fame Dance Co... Definite	Lifestyles Unlimited Definite					
	The 5th Annual Oilfield Water Markets Conference Definite					
			HCA Medical City Hirin... Tentative 6			
11	12	13	14	15	16	17
2025 Regional B Definite				IISD - Salute to Service Definite		Exterior Financial Group Definite
		DFW Minority Supplier Showcase Definite				Sam Houston Prom Tentative 1
			DynaTen Meeting Definite			
18	19	20	21	22	23	24
Exterior Financial Group Definite						
	Network X Americas Definite					
				Texas Frightmare Weekend Definite		

May 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26 Memorial Day	27	28	29	30	31
Texas Frightmare Wee... De finite	Building Professional Institute De finite					
				Tattoo Fest De finite		
				Texas Health 2025 Leadership Meeting De finite		Lindsey Wilson College... Tentative 12
						Civil Service Exam Prospect

June 2025						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>1</div> <div>Tattoo Fest</div> <div>Definite</div> <div>Lindsey Wilson College...</div> <div>Tentative 12</div>	<div>2</div> <div>Rhapsody Connect User Group 2025</div> <div>Definite</div>	<div>3</div> <div>Elevate IT</div> <div>Definite</div>	<div>4</div>	<div>5</div> <div>U.S. Pet Pro Classic 2025</div> <div>Definite</div>	<div>6</div>	<div>7</div> <div>World Wide</div> <div>Definite</div>
	<div>Automotive Research Event</div> <div>Tentative 12</div>					
<div>8</div> <div>U.S. Pet Pro Classic 2025</div> <div>Definite</div> <div>Automotive Research ...</div> <div>Tentative 12</div>	<div>9</div> <div>ASM Global Operations & Security Conference</div> <div>Tentative 12</div>	<div>10</div>	<div>11</div> <div>Wells Fargo Employee ...</div> <div>Tentative 1</div>	<div>12</div>	<div>13</div> <div>Frito Lay</div> <div>Tentative 1</div>	<div>14</div>
<div>15</div>	<div>16</div> <div>Learning Forward Texas 2025</div> <div>Tentative 12</div>	<div>17</div>	<div>18</div> <div>Steubenville Lone Star 2025</div> <div>Definite</div>	<div>19 June te nth</div>	<div>20</div>	<div>21</div>
<div>22</div> <div>Steubenville Lone Star...</div> <div>Definite</div>	<div>23</div> <div>ICVB Board of Directo...</div> <div>Definite</div>	<div>24</div>	<div>25</div> <div>North Texas District Summit</div> <div>Definite</div>	<div>26</div>	<div>27</div>	<div>28</div>
<div>29</div>	<div>30</div>	<div>1</div>	<div>2</div>	<div>3</div>	<div>4 Inde pe nde nce Day</div>	<div>5</div>