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## **IRVING CONVENTION AND VISITORS BUREAU**

### **Board of Directors Meeting**

**Monday, April 22, 2019 @ 11:45 a.m.**

**Irving Convention Center**

**500 W. Las Colinas Blvd.  
Junior Ballroom C-D  
Irving, Texas 75039**

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(Lunch Served 11:15 a.m.)

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
REGULAR/SPECIAL MEETINGS  
OCTOBER 2018 - SEPTEMBER 2019**

NAME	OCT 19	NOV 26	DEC 17	JAN 28	FEB 25	MAR 25	APR 22	MAY 20	JUN 24	JULY 22	AUG 26	SEPT 23
CLEM LEAR	X	X	X	X	X	X						
RON MATHAI	X	X	X	X	X	X						
BOB BETTIS	X	X	X	X	X	X						
BOB BOURGEOIS	X	X	X	X	X	X						
BETH BOWMAN	X	X	X	+	X	X						
JO-ANN BRESOWAR	X	X	+	X	X	X						
DIRK BURGHARTZ	+	+	+	+	+	+						
DAVID COLE	X	X	X	X	X	X						
KAREN COOPERSTEIN	X	X	X	X	X	X						
DEBBI HAACKE	X	X	X	X	X	X						
TODD HAWKINS	+	X	+	X	X	X						
CHRIS HILLMAN	+	X	X	X	X	X						
JULIA KANG	X	X	X	X	+	X						
JACKY KNOX	+	X	+	X	X	X						
KIM LIMON	+	X	X	X	X	X						
RICK LINDSEY	X	X	X	X	X	X						
GREG MALCOLM	X	X	X	X	X	X						
JOE MARSHALL	X	X	X	X	X	X						
HAMMOND PEROT	+	X	X	X	X	X						
JOE PHILIPP	X	X	X	X	X	X						
JUDY PIERSON	+	X	X	X	X	X						
MICHAEL RANDALL	=	=	=	=	=	X						
KAREN RILLEY	+	#	X	X	+	+						
MICHAEL RILLEY	+	#	X	X	+	+						
LARS ROSENE	=	+	+	X	+	+						
HOLLY TURNER	X	X	+	+	X	+						
‡ JOHN DANISH	+	X	+	X	X	X						
JOHN HAIGLER	X	X	#	X	X	=						

X - PRESENT  
 \* - ABSENT-BUREAU/CITY/COUNTY BUSINESS  
 + - ABSENT-COMPANY BUSINESS  
 # - ABSENT-OTHER

= - Not Member At Time  
 ‡ - Council Liaisons  
 † - Represented  
 ∞ - Budget Retreat

**AGENDA**  
**Irving Convention & Visitors Bureau Board of Directors**  
**Monday, April 22, 2019 at 11:45 a.m.**  
**Irving Convention Center**  
**Third Floor Junior Ballroom C-D**  
**500 W. Las Colinas Blvd.**  
**Irving, Texas 75039**

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

**Consent Agenda**

1. Approving ICVB Board Minutes for March 25, 2019
2. Accepting Irving Convention Center Financial Reports for March 2019
3. Accepting ICVB Financial Reports for March 2019
4. Approving High Spirited Citizen Nomination – Chuck Kirk

**Presentation**

5. Irving Convention Center Environmental Initiatives
6. South by Southwest Recap

**Reports**

5. Board Chair Report
6. Board Committee Reports
  - Board & Business Development – Debbi Haacke
    - Tourism Public Improvement District Legislation Update
    - Next Meeting – June 7
  - Community Engagement – Rick Lindsey
    - Recap of April 2 Committee Meeting
    - National Travel & Tourism Week Proclamation – May 2, 7 pm
    - Next Meeting – July 9
  - Destination Development – Greg Malcolm
    - Next Meeting – May 7, 2019 - Competitive Site Visit to Frisco/Plano
7. City Reports
  - a. Council Liaison – Mayor Pro Tem John Danish
  - b. Mayor & Other Council Members
  - c. City Manager – Chris Hillman
    - Visitor Development Updates
    - Headquarter Hotel
    - Toyota Music Factory
    - Other City Updates

## **AGENDA - Continued**

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- 8. Bureau Monthly Management Reports**
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Finance and Administration – Maura Gast
    - o Smith Travel Research and AirDNA Monthly Reports
- 9. Convention Center Management Report – Tom Meehan**
- 10. Industry Partner Reports**
  - a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
  - b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon, Holly Turner
  - c. Restaurant Industry Update – David Cole
- 11. Partner Organization & Stakeholder Reports**
  - a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - b. DCURD – Jacky Knox
  - c. Chamber of Commerce – Lars Rosene/Beth Bowman
  - d. Irving Arts and Culture – Todd Hawkins/Judy Pierson
  - e. TIF – Michael Randall
  - f. The Las Colinas Association – Hammond Perot
  - g. University of Dallas – Karin Riley

### **CERTIFICATION**

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

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

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

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

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

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.



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 22, 2019**

## **AGENDA ITEMS**



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
TEXICAN COURT HOTEL, LITTLE CHAPEL A-B  
MARCH 25, 2019**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Jo-Ann Bresowar, David Cole, Karen Cooperstein, Debbi Haacke, Todd Hawkins, City Manager Chris Hillman, Julia Kang, Jacky Knox, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, Judy Pierson, and Michael Randall – Members of the Board; Senior City Attorney Karen Brophy, Mayor Pro Tem John Danish, Economic Development Project Manager Bryan Haywood, Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, Deputy Mayor Pro Tem Oscar Ward, and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan, and Director of Sales Matt Tungett – SMG/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, and Monty White – ICVB Staff; Guests: John Thomas, General Manager – Texican Court.

Board Chair Clem Lear called the meeting to order at 11:47 a.m.

**CONSENT AGENDA:**

1. APPROVING MINUTES – FEBRUARY 25, 2019
2. ACCEPTING ICC FINANCIAL REPORTS: FEBRUARY 2019
3. ACCEPTING ICVB FINANCIAL REPORTS: FEBRUARY 2019
4. REVIEW OF THE 2018-19 FIRST QUARTER HOTEL OCCUPANCY TAX COLLECTIONS REPORTS

Lear asked for a motion to accept the Consent Agenda as presented. Board member Rick Lindsey made a motion to approve and accept; second by Board member Jo-Ann Bresowar. With no opposition and no further discussion, the Consent Agenda was unanimously approved.

**INDIVIDUAL CONSIDERATION**

Lear noted the six-month performance update recommendation for the Irving CVB Executive Director from the Executive Committee includes results through February 2019. The recommendation will include five months of results, and future performance updates will include results for six months. Lear asked for a motion to accept the recommendation as presented. Board member Joe Phillip made a motion to accept; second by Lindsey. With no opposition and no further discussion, the recommendation was unanimously approved.

**BOARD CHAIR REPORT**

Lear introduced Texican Court General Manager John Thomas and thanked him for hosting the meeting. She commended the Irving Convention Center and staff for the recent City of Irving Boards and Commissions dinner, and commented she only heard great reviews. Lear deferred to Board and Business Development Committee Chair Debbi Haacke for an update on the 86<sup>th</sup> legislative session.

## BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke gave a brief recap of the March 15 Committee meeting. Special Guest Jay Barksdale, a lobbyist from Davis Advocates, gave a dynamic report to the Committee on the 86<sup>th</sup> legislative session and items of interest to the ICVB and City of Irving. He reported the Tourism Public Improvement District (TPID) bill that includes Irving was sponsored and carried by Senator Nathan Johnson in the Senate and passed. State Representative Raphael Anchia will be carrying the bill on to the House with a hearing tomorrow in Austin, and Executive Director Maura Gast will attend. The Omnibus Bill put forth by House Representative Four Price was favorably voted out of the Urban Affairs Committee to the full House for approval. Senator Jane Nelson, sponsoring Frisco and Denton local bills, will carry on the Senate side. These are two parallel tracks and we do not anticipate any difficulty. The Committee also heard updates on property tax, public open records requests, alcohol beverage delivery, oyster farming and transportation. She reported Councilman Al Zapanta gave feedback and input, and the meeting was very informative. The TPID potential roll-out schedule was discussed. Haacke informed Board members talking points will be distributed regarding the TPID to assist in answering basic questions the community may have. She further reported the Board appointment process will be an item on the June 7 Committee meeting agenda. Lear added the earliest implementation for TPID in Irving would be 2020. Board members were reminded Committee meetings are open to all.

## COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Rick Lindsey reported on Thursday, April 18, the Mayor will present a High Spirited Citizen award to Lyle and Sybil Novinsky at the City Council meeting. He encouraged all Board members to come out and support the High Spirited Citizen initiative. He stated the Committee and the ICVB Marketing team are developing a bus tour, like the Irving Chamber's economic tour, as an opportunity to tour the City for Board members and residents. More information on the tour will be distributed as the project develops. He encouraged everyone to attend the April 2 Committee meeting.

## DESTINATION DEVELOPMENT

Committee Chair Greg Malcolm reported the next Committee meeting will be held on May 7 and will be a site trip to The Star in Frisco and Legacy Hall in North Plano. All Board members are invited to attend.

## CITY REPORTS

Mayor Pro Tem John Danish and Deputy Mayor Pro Tem Oscar Ward added their gratitude to the Texican Court for their hospitality. Danish encouraged everyone to attend the Town Hall Meeting on March 28 to hear what is happening in South Irving.

Mayor Rick Stopfer reported Operation Finally Home helped welcome a retired U.S. Army officer and his family to a home built in Irving. The City donated the land; the Dallas Builders Association, along with Winston Home, NEC, Copart and several others supported the custom-built, mortgage-free home in Irving. He further commented it shows what Irving is all about – a small city with a big heart. Stopfer would like to encourage the business community and challenge other Fortune 500 companies to sponsor a home, with a goal to build one home per year for a deserving veteran and family. Other topics of discussion in Irving include Great Days of Service, Town Hall meeting on March 28, and the Museum.

Stopfer gave a brief update on DART and reported DART is on track with the Cotton Belt line and \$120 million has been added to include double tracking. The cars used on the track will be serviced at the warehouse in South Irving. He commented it gives Irving an opportunity to connect north and south. A new GoPass app is in service that allows riders to buy tickets, track trains in real time, book an Uber ride, and plan a whole trip in one purchase.

City Manager Chris Hillman introduced Economic Development Project Manager Bryan Haywood, Assistant City Manager Philip Sanders, Chief Financial Officer Jeff Litchfield, and Senior City Attorney Karen Brophy. He asked Litchfield to give a brief report on the core IT system update. Litchfield reported the current operating computer system was installed in the 1990's and it is incredible what staff has done to make it work over the years. The City has embarked on a process to replace both the core financial system and the utility billing system. The utility billing system will go live early August and will take time to rollout, and the financial system will go live October 1. Accounting Director Marianne Lauda has been heavily involved in the project and he thanked her for the support and hard work. Hillman commented this is a "behind the scenes" project and a great undertaking with major investment.

Hillman reported the Westin Irving Convention Center at Las Colinas is scheduled to open at the end of the month. The Certificate of Occupancy has been issued, and everyone is looking forward to the opening. Flowserve announced it is expanding its headquarters in Irving. He congratulated Fluor on the announcement of the \$4.9 billion Los Angeles International Airport. Fluor is one of Irving's largest corporations and a valuable partner. North Texas ranked fifth worldwide in total data center demand, with more than 3.6 million square feet of data center buildings completed last year in the DFW area. Texas' lower cost of power, land available for construction and airport accessibility are cited for the growth. At the Toyota Music Factory, the Green Gator Cajun restaurant has opened, Bar Louie is expanding its space by 3,000 square feet and Gloria's is expanding its patio. The Reservoir restaurant is scheduled to open soon, and concerts by well-known artists are scheduled for the Texas Lottery Plaza every Thursday during the months of April and May, in addition to the bookings at The Pavilion by Live Nation. The Dallas Observer recently recognized Hugo's Invitados at Water Street as one of five North Texas restaurants that offer healthy dining options. Texican Court Chef Patrick Hildebrandt was named a North Texas' top 10 Rising Star Chef of the Year.

Hillman further reported Irving has made several "best of" lists recently: third in hardest working city by WalletHub; ranked 21 on the list of most affordable city for recent graduates and young professionals by BusinessStudent.com; and one of the happiest cities in the country by WalletHub. Over 14,000 teens and tweens attended the highly popular North Texas Teen Book Festival at the Irving Convention Center. With more than 70 top authors attending, this event has become the largest library-run book festival in the country.

Other projects include: \$700,000 improvements at Cimarron Family Aquatic Center, Senter Park Recreation Center renovations, new playground at A.S. Johnston Elementary School, and work continues on roads, water and wastewater facilities. The citywide Egg Hunt will be April 6 at Heritage Park, Taste of Irving is scheduled for April 13 at Cimarron Park.

## BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast reported the ribbon cutting ceremony date for the Irving Westin Convention Center Hotel is pending for March 30, and a grand opening event is scheduled for April 25. A handout was distributed for a volunteer opportunity at Thomas Haley Elementary School to help with the beautification project of their building. Anyone wishing to volunteer will assist from 8:30 – 10:30 a.m. The Volunteer Visitor Information Center roll out is anticipated to begin June 1 with staffing on Saturday and Sundays from 10:00 a.m. – 6:00 p.m. in four hour shifts for two volunteers. Recruiting will begin with Board members, former Board members, and High Spirited Citizens. Gast acknowledged Lauda for her extra hours and hard work in the implementation process of the City's new accounting software and the budget process. Top-line budget overviews will be shared at the May Executive Committee meeting and full details of the budget will be presented at the June Board meeting.

VP of Sales and Services Lori Fojtasek reported February was a short month and normally experiences a dip in numbers. Leads for the month fell slightly short; however, more groups were served by the ICVB and 1,500 more rooms were booked than January. The team is at 113% of their YTD goal.

Assistant Executive Director/Marketing and Communications Diana Pfaff noted that RFPs in February decreased to 80, while the number of room nights increased well above average to 49,850. A blog report on the 2018 HSMAI Adrian Award winners is included in the meeting packet, and ICVB took home a Gold award in the digital marketing category for website design. Also included in the packet is an article from MPI showcasing an interview with Gast. The Texican Court also received coverage from a blog influencer and Pfaff noted there has been fabulous coverage on the Texican Court over the last few months. The Marketing Communications team traveled to South by Southwest in Austin and it was the first time for Irving to exhibit. The team attended a four-day tradeshow with great booth location and a dynamic set up. There was exceptional traffic from national and international attendees. A brief overview of the event will be shared at an upcoming Board meeting. The goal was to bring brand awareness and promote Irving to a primarily music audience. Gast added Pfaff and staff did a tremendous job and they are looking forward to showcasing it to the Board.

## CONVENTION CENTER MANAGEMENT REPORT

SMG General Manager Tom Meehan reported the Convention Center is extremely busy. The North Texas Teen Book Festival hosted approximately 14,000 teens over the weekend. It was an outstanding February for food and beverage, with a net of \$450,000. He stated the ICC will have another great year as things continue over the next few months. The NBM Show is in the building this week and will test the building for power needs. The show markets graphic professionals, screen and digital printing, embroidery, apparel decorating, engraving, etc. It is the first time since the ICC opened that a show will use compressed air on the Exhibit Hall floor. The ICC looks great with updates on the outside lighting, LEDs and hidden lights are spectacular at night, along with the water feature colors and jets. The building will be a great feature from the Westin Convention Center hotel rooms. Sales are doing great and May is another very full month. Director of Sales Matt Tungett reported there were 26 events for the month and 105 for the year. Future guest rooms booked are 3,027 for the month, and 18,577 for the year. This is 15,000 ahead of pace for this year. Several good shows are returning in April: Fiber Fest, Kameha Con, Grocer's Supply, Innotech Dallas and the DFW Restaurant Resource Show. Gast pointed out The NBM Show was displaced

from the Arlington Convention Center after their renovations took out the ballroom for an eSports complex. She is excited to have them and hope they return in the future.

## INDUSTRY PARTNER REPORTS

### HOTEL REPORTS

Malcom reported from the February 2019 STR report February was a soft month in hotel Occupancy and below Average Daily Rate at \$114.81, up 2.3%. RevPAR was \$80.87, down 3%. March is flat compared to last year and hopefully will turn around.

Board member Kim Limon reported the Hampton Inn Las Colinas ended February 10% down in Occupancy over last year for the current month. ADR held high, up 1.6% over the competitive set and strong.

General Manager John Thomas from the Texican Court reported he is happy with the way things are turning out at this property. February was better than expected, March is a little slow from spring break. It is a new hotel and has done fantastic for opening recently and he is looking forward to a great summer.

### RESTAURANT REPORT

Board member David Cole reported the National Restaurant Association 2019 Public Affairs Conference will be held on March 27 in Washington D.C. with several legislative Bills to support.

### DCURD

Board member Jacky Knox reported on several projects in the Urban Center. Irving Ambucs will have their second annual fishing tournament on April 13 at Lake Carolyn. This is a rare opportunity for sanctioned fishing on Lake Carolyn for a charity benefit. There are activities for all ages as part of the day's events. Dragon boat racing is a fast-growing team sport. DCURD has approved a proposal to make this a more year-round activity on Lake Carolyn. Texas 22, the home team of DFW dragon boat racing, will train all year, subject to weather conditions, here. Other teams that will be competing in the annual race will have an opportunity to train and local coaches will be available. Two 22-men dragon boats will be moored at the south end of the lake. DCURD has a license agreement with Gondola Adventures, Inc. for these types of activities and will assist in coordinating the club, community and corporate activities. Venetian Terrace on Mandalay Canal has a new operator and is renovating both the indoor and outdoor venues. The Italian theme is being modernized with new menus infusing multi-cultural tastes for lunch, dinner and special event celebrations. They are moving forward with the required processes as quickly as possible to establish a date for full service operations.

### IRVING-LAS COLINAS CHAMBER OF COMMERCE

Irving-Las Colinas Chamber of Commerce President Beth Bowman reported 2019 is a fabulous year for economic development with 10 project wins, retentions and expansions (which include Frito Lay and Flowserve), representing 3,800 jobs, and \$300 million in capital expenditures. The Chamber team is committed to existing businesses, while open to those that want to come home to Irving, generating 42 active projects and 4.4 million in commercial space since October 1. Unemployment in January was 3.7%

and 3.5% in February for Irving. The State reported 3.8% and national statistics are 4.0%. The Chamber is busy supporting bills to keep Texas business-friendly during the 86<sup>th</sup> legislative session. The Chamber has reached out the Irving Hispanic Chamber of Commerce to partner a discussion on driving our legislative candidate conversations around diversity and economic development. An event will be held on April 11 at The Study USA in Irving with panel discussions. The event is open to the public and complimentary, but registration is requested. A Chamber Mixer is scheduled for March 26 at 4:30 p.m. at VentureX in Las Colinas. Microsoft is holding a Blockchain & Cryptocurrency Symposium in partnership with the Irving Chamber and the Technology Leadership Council on April 2. The Chamber has partnered with the Richardson Chamber of Commerce for the 2019 State of Dallas County which is scheduled for May 30 at the Renaissance Dallas Richardson hotel, featuring Dallas County Judge Clay Jenkins.

#### IRVING ARTS CENTER

Executive Director Arts and Culture Todd Hawkins and Irving Arts Board Chair Judy Pierson reported Summer Camp registration is open and begins June 6. Irving Middle School Art Exhibit is in the Main Gallery with an Open House on March 26 from 6:00 – 7:30 p.m. “The Night of the Iguana” performance is in Dupree Theatre through March 30. The Irving Symphony Orchestra Grand Finale concert, “A tribute to Motown and R&B”, is scheduled for March 30 at 7:30 p.m. Celebrate Earth Day with education, action-packed, and entertaining performance by Steve Trash on April 23. Hawkins gave an update on the museum construction and reported the project should be completed by end of summer. The permanent exhibits will load in when construction is completed. The Irving Trivia Contest is coming soon, and Pierson encouraged the ICVB participation and noted the contest is scheduled on the same day as the Irving Marathon.

#### TIF

Lear welcomed newly appointed TIF Chair Michael Randall. Randall gave a brief overview of his background and thanked the Board for the opportunity to serve. There have been no recent TIF Board meetings to report.

#### LAS COLINAS ASSOCIATION

Board member Hammond Perot reported the LCA annual meeting is scheduled for March 26 and will re-elect two Board positions. LCA numbers from 2018 are in the process of being completed but can report that 7,219 single family homes were developed in Las Colinas and 7,755 homes were developed, proposed or under construction, 18,738 apartment units to date were completed and 1,285 total units are under construction. There were 4,100 reported open garage door incidents. Submissions to architectural control were up 10% and 197 construction projections. There were 687 compliance cases closed in 2018. The wayfinding project design is completed and meeting have been held with City staff, the CVB and the Chamber on digital wayfinding around the Convention Center and Toyota Music Factory area with additional analysis to be completed to ensure it is done right. The Charity Bowl-A-Thon is scheduled for April 23 at 6:00 p.m. at Pinstack and he encouraged everyone to participate.

With no further discussion, Lear adjourned the meeting at 1:05 p.m.

Respectfully submitted,

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

Maura Allen Gast, FCDME  
Executive Director





## ICVB FINANCIAL STATEMENTS

For Period Ending: March 31, 2019

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
BALANCE SHEET  
MARCH 31, 2019

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**ASSETS**

Cash	147,207
Petty Cash	250
Investments	826,000
Accounts Receivable - Miscellaneous	75
Total Assets	<u>973,532</u>

**LIABILITIES AND FUND BALANCE**

***LIABILITIES***

Accounts Payable	9,087
Accrued Wages and Benefits	35,750
Due to City of Irving General Fund	86
	<u>44,923</u>

***FUND BALANCE***

Reserved for Encumbrances	780,083
Unreserved	<u>148,526</u>
Total Fund Balance	<u>928,609</u>
Total Liabilities and Fund Balance	<u>973,532</u>

Notes:

Reserved for Encumbrances:

Crowdriff - 21,870

Destination Analysts - 35,000

Irving Convention Center/Fulcrum - 40,963

Maloney Strategic Communications - 73,548

Media Advertising - 357,140

Simpleview - 152,617

Tucker & Associates - 33,908

Miscellaneous - 65,037    -10-

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE SIX MONTH PERIOD ENDING MARCH 31, 2019

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<b><u>REVENUES AND TRANSFERS IN:</u></b>								
<b><u>REVENUES:</u></b>								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	0	2,021,033	0	6,571,986	23.52%	1,928,422
Penalties and Interest	0	0	0	0	0	0	0.00%	4,051
Prior Years	0	0	0	7,360	0	(7,360)	0.00%	0
Interest	26,450	26,450	1,912	8,808	0	17,642	33.30%	10,107
State of Texas Events Trust Fund	25,000	25,000	0	0	0	25,000	0.00%	9,622
Miscellaneous	13,000	13,000	0	3,741	0	9,259	28.78%	15,443
Total Revenues	8,657,469	8,657,469	1,912	2,040,942	0	6,616,527	23.57%	1,967,645
<b><u>TOTAL REVENUES AND TRANSFERS IN</u></b>	<b>8,657,469</b>	<b>8,657,469</b>	<b>1,912</b>	<b>2,040,942</b>	<b>0</b>	<b>6,616,527</b>	<b>23.57%</b>	<b>1,967,645</b>
<b><u>EXPENDITURES AND TRANSFERS OUT:</u></b>								
<b><u>EXPENDITURES:</u></b>								
Salaries	2,257,287	2,224,228	229,499	1,021,851	0	1,202,377	45.94%	933,940
Benefits	564,825	564,825	58,593	267,696	0	297,129	47.39%	263,734
Supplies	46,975	49,788	3,659	16,543	6,700	26,545	46.68%	13,418
Equipment Maintenance	6,300	6,300	324	1,251	0	5,049	19.86%	1,856
Miscellaneous	179,025	179,025	2,735	77,502	0	101,523	43.29%	82,975
Equipment Rentals	6,900	6,900	0	1,113	2,474	3,313	51.99%	825
Special Services	1,824,765	1,890,545	87,703	690,093	413,769	786,683	58.39%	831,886
Facility Management Services	1,395,000	1,395,000	350,000	698,000	0	697,000	50.04%	698,000
Advertising Projects	146,400	197,665	1,786	90,592	0	107,073	45.83%	6,192
Sponsorships / Partnerships	125,000	147,059	0	82,059	0	65,000	55.80%	53,966
Media Advertising	580,000	663,098	41,570	244,449	357,140	61,509	90.72%	193,776
Travel	666,580	666,580	74,809	248,156	0	418,424	37.23%	189,780
Promotions / Special Events	1,080,150	1,061,935	82,898	344,247	0	717,688	32.42%	340,327
Memberships	91,215	91,215	885	34,107	0	57,108	37.39%	43,069
Total Expenditures	8,970,422	9,144,163	934,461	3,817,659	780,083	4,546,421	50.28%	3,653,744
<b><u>TRANSFERS OUT:</u></b>								
Transfer to ICVB Reserve Fund	125,000	125,000	0	0	0	125,000	0.00%	0
Transfer to ICC Reserve/CIP Fund	400,000	705,281	0	0	0	705,281	0.00%	0
Total Transfers Out	525,000	830,281	0	0	0	830,281	0.00%	0
<b><u>TOTAL EXPENDITURES AND TRANSFERS OUT</u></b>	<b>9,495,422</b>	<b>9,974,444</b>	<b>934,461</b>	<b>3,817,659</b>	<b>780,083</b>	<b>5,376,702</b>	<b>46.10%</b>	<b>3,653,744</b>

Percent of year completed = 50%

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE SIX MONTH PERIOD ENDING MARCH 31, 2019

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**SUMMARY:**

Beginning Fund Balance at October 1, 2018	2,705,326
Revenues and Transfers In	2,040,942
Expenditures and Transfers Out	<u>(3,817,659)</u>
Ending Fund Balance at March 31, 2019	928,609
Encumbrances	<u>(780,083)</u>
Unreserved Fund Balance at March 31, 2019	<u><u>148,526</u></u>

**NOTES:**

Adjusted Budget

The adjusted budget includes prior year encumbrances in the amount of 173,741.

Revenues & Transfers In

Hotel/Motel Taxes: Taxes for the 1st quarter (Oct-Dec) were received in February.

Expenditures & Transfers Out

Special Services: Advertising Agency (MSC) - 14,795; Outside Services - 72,352; Miscellaneous - 556

Facility Management Services: The second subsidy payment to SMG was processed in this month.

Promotions / Special Events: Business Development Incentive Program - 47,534; Local Programs - 27,936; Miscellaneous - 7,428

IRVING CONVENTION AND VISITORS BUREAU  
RESERVE FUND  
BALANCE SHEET  
MARCH 31, 2019

---

**ASSETS**

Cash	2,114
Investments	1,154,900
Total Assets	<u>1,157,014</u>

**LIABILITIES AND FUND BALANCE**

***LIABILITIES***

None	<u>0</u>
Total Liabilities	<u>0</u>

***FUND BALANCE***

Unreserved	<u>1,157,014</u>
Total Fund Balance	<u>1,157,014</u>
Total Liabilities and Fund Balance	<u>1,157,014</u>

The primary purpose for this fund is to serve as a catastrophic reserve, to protect the Bureau from events beyond the control of the organization which substantially and negatively impact funding for operations.

The only source of revenues is transfers from the ICVB General Fund.

Per the ICVB General and Reserve Fund Policy, the goal is to achieve and sustain six months of operating revenues in this fund.

Funds are designated for the following future events:

1 - Texas Society of Assn Executives 2022 Annual Meeting - \$50,000

IRVING CONVENTION AND VISITORS BUREAU  
RESERVE FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE SIX MONTH PERIOD ENDING MARCH 31, 2019

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<b><u>REVENUES AND TRANSFERS IN:</u></b>								
Interest	9,200	9,200	6,641	10,790	0	(1,590)	117.28%	4,514
Transfer from ICVB General Fund	125,000	125,000	0	0	0	125,000	0.00%	0
<b><u>TOTAL REVENUES AND TRANSFERS IN</u></b>	<u>134,200</u>	<u>134,200</u>	<u>6,641</u>	<u>10,790</u>	<u>0</u>	<u>123,410</u>	<u>8.04%</u>	<u>4,514</u>
<b><u>EXPENDITURES AND TRANSFERS OUT:</u></b>								
None	0	0	0	0	0	0	0.00%	0
<b><u>TOTAL EXPENDITURES AND TRANSFERS OUT</u></b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0.00%</u>	<u>0</u>

\*Percent of year completed = 50%

**SUMMARY:**

Beginning Fund Balance at October 1, 2018	1,146,224
Revenues and Transfers In	10,790
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at March 31, 2019	1,157,014
Encumbrances	<u>0</u>
Unreserved Fund Balance at March 31, 2019	<u>1,157,014</u>

**NOTES:**

Fund Balance increased 215,327 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU  
COMPUTER REPLACEMENT FUND  
BALANCE SHEET  
MARCH 31, 2019

---

**ASSETS**

Cash	5,491
Investments	<u>272,500</u>
Total Assets	<u><u>277,991</u></u>

**LIABILITIES AND FUND BALANCE**

***LIABILITIES***

None	<u>0</u>
Total Liabilities	<u>0</u>

***FUND BALANCE***

Unreserved	<u>277,991</u>
Total Fund Balance	<u>277,991</u>

Total Liabilities and Fund Balance	<u><u>277,991</u></u>
------------------------------------	-----------------------

Funds are designated to replace Bureau computer hardware and systems, including large software packages (such as the CRM system) and other technology-related upgrades.

The only source of revenues for this fund is transfers from the ICVB General Fund or ICVB Reserve Fund.

IRVING CONVENTION AND VISITORS BUREAU  
COMPUTER REPLACEMENT FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE SIX MONTH PERIOD ENDING MARCH 31, 2019

	----- Budget -----		----- Actual -----			Unencumbered	Percent*	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<b><u>REVENUES AND TRANSFERS IN:</u></b>								
Interest	3,450	3,450	1,584	2,574	0	876	74.61%	1,322
<b><u>TOTAL REVENUES AND TRANSFERS IN</u></b>	<u>3,450</u>	<u>3,450</u>	<u>1,584</u>	<u>2,574</u>	<u>0</u>	<u>876</u>	<u>74.61%</u>	<u>1,322</u>
<b><u>EXPENDITURES AND TRANSFERS OUT:</u></b>								
Computers/Software	46,800	46,800	0	0	0	46,800	0.00%	0
<b><u>TOTAL EXPENDITURES AND TRANSFERS OUT</u></b>	<u>46,800</u>	<u>46,800</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>46,800</u>	<u>0.00%</u>	<u>0</u>

\*Percent of year completed = 50%

**SUMMARY:**

Beginning Fund Balance at October 1, 2018	275,417
Revenues and Transfers In	2,574
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at March 31, 2019	277,991
Encumbrances	<u>0</u>
Unreserved Fund Balance at March 31, 2019	<u>277,991</u>

**NOTES:**

Fund Balance increased 4,177 over the prior year.



IRVING CONVENTION AND VISITORS BUREAU  
CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND  
BALANCE SHEET  
MARCH 31, 2019

---

**ASSETS**

Cash	242
Investments	1,686,000
Total Assets	<u>1,686,242</u>

**LIABILITIES AND FUND BALANCE**

**LIABILITIES**

Accounts Payable	<u>0</u>
Total Liabilities	<u>0</u>

**FUND BALANCE**

Assigned	<u>1,686,242</u>
Total Fund Balance	<u>1,686,242</u>
Total Liabilities and Fund Balance	<u>1,686,242</u>

This fund provides funding for repair and replacement projects and the capital improvement program for the Irving Convention Center, which are budgeted annually and reflected in a 20-year plan that is updated annually.

The only source of revenues for this fund is transfers from the ICSVB General Fund or ICSVB Reserve Fund.

Per the ICSVB General and Reserve Fund Policy, the goal is to achieve and sustain a balance of \$1,300,000 in this fund.

IRVING CONVENTION AND VISITORS BUREAU  
CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE SIX MONTH PERIOD ENDING MARCH 31, 2019

	----- Budget -----		----- Actual -----			Unencumbered	Percent*	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<b><u>REVENUES AND TRANSFERS IN:</u></b>								
Interest	12,650	12,650	9,969	16,270	0	(3,620)	128.62%	6,360
Transfer from ICVB General Fund	400,000	705,281	0	0	0	705,281	0.00%	0
<b><u>TOTAL REVENUES AND TRANSFERS IN</u></b>	<b><u>412,650</u></b>	<b><u>717,931</u></b>	<b><u>9,969</u></b>	<b><u>16,270</u></b>	<b><u>0</u></b>	<b><u>701,661</u></b>	<b><u>2.27%</u></b>	<b><u>6,360</u></b>
<b><u>EXPENDITURES AND TRANSFERS OUT:</u></b>								
Capital Expenditures	992,250	992,250	33,940	47,560	0	944,690	4.79%	0
<b><u>TOTAL EXPENDITURES AND TRANSFERS OUT</u></b>	<b><u>992,250</u></b>	<b><u>992,250</u></b>	<b><u>33,940</u></b>	<b><u>47,560</u></b>	<b><u>0</u></b>	<b><u>944,690</u></b>	<b><u>4.79%</u></b>	<b><u>0</u></b>

\*Percent of year completed = 50%

**SUMMARY:**

Beginning Fund Balance at October 1, 2018	1,717,531
Revenues and Transfers In	16,270
Expenditures and Transfers Out	<u>(47,560)</u>
Ending Fund Balance at March 31, 2019	1,686,241
Encumbrances	<u>0</u>
Unreserved Fund Balance at March 31, 2019	<u><u>1,686,241</u></u>

**NOTES:**

Fund Balance increased 539,773 over the prior year.

# Irving Convention and Visitors Bureau

## Check Register Report - March 2019



Generated: 4/12/2019 6:10:19 PM

Batch: 7628

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060092	03/07/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,205.00
80060093	03/07/19	DOUBLETREE DALLAS DFW AIRPORT	\$	588.00
80060094	03/07/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	5,680.00
80060095	03/07/19	GREATER IRVING/LAS COLINAS CHAMBER OF COMMERCE	\$	5,675.00
80060096	03/07/19	GUARANTEED EXPRESS, INC.	\$	47.54
80060097	03/07/19	ON POINT PROMOTIONAL TEAM	\$	1,418.41
80060098	03/07/19	PATHWAYS CORE TRAINING	\$	1,065.00
80060099	03/07/19	TEXICAN COURT	\$	560.00
8 payments Batch Total: \$				17,238.95

Batch: 7636

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060100	03/14/19	ABOVE AND BEYOND INCENTIVES	\$	299.79
80060101	03/14/19	AJR MEDIA GROUP	\$	5,150.00
80060102	03/14/19	AMERICAN EXPRESS	\$	74,265.89
80060103	03/14/19	ARES TRAVEL INC.	\$	1,250.00
80060104	03/14/19	BH DFW PROPERTY LP (WESTIN DFW)	\$	4,610.00
80060105	03/14/19	BT HOTEL LAS COLINAS LLC (NYLO HOTEL)	\$	700.00
80060106	03/14/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	3,921.00
80060107	03/14/19	DALLAS MARRIOTT LAS COLINAS	\$	215.00
80060108	03/14/19	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	\$	364.00
80060109	03/14/19	FEDERAL EXPRESS CORPORATION	\$	266.34
80060110	03/14/19	JULIA HATFIELD	\$	200.00
80060111	03/14/19	HOUSTON FIRST CORPORATION	\$	8,257.68
80060112	03/14/19	IRVING - LAS COLINAS ROTARY CLUB	\$	112.00
80060113	03/14/19	IRVING CONVENTION CENTER	\$	350,000.00
80060114	03/14/19	OMNI MANDALAY HOTEL	\$	3,990.00
80060115	03/14/19	PCMA SERVICES	\$	1,350.00
80060116	03/14/19	ROSELLE PLIEGO	\$	170.82
80060117	03/14/19	SHERATON DFW AIRPORT HOTEL	\$	2,800.00
80060118	03/14/19	SIMPLEVIEW CANADA, LLC	\$	2,397.00
80060119	03/14/19	STR, INC	\$	3,350.00
80060120	03/14/19	TEXAS HOUSE OF REPRESENTATIVES	\$	78.52
80060121	03/14/19	TUCKER & ASSOCIATES, LLC	\$	65.69
22 payments Batch Total: \$				463,813.73

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## Batch: 7640

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060122	03/21/19	BOY SCOUTS OF AMERICA	\$	545.00
80060123	03/21/19	CAROL J. BOYER JAUDS	\$	84.55
80060124	03/21/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	894.00
80060125	03/21/19	KATHERINE DIPIETRO	\$	68.20
80060126	03/21/19	LORI M. FOJTASEK	\$	65.00
80060127	03/21/19	WENDY FOSTER	\$	116.26
80060128	03/21/19	GUARANTEED EXPRESS, INC.	\$	13.44
80060129	03/21/19	HILTON GARDEN INN LAS COLINAS	\$	525.00
80060130	03/21/19	IRVING CONVENTION CENTER	\$	5,472.74
80060131	03/21/19	MARIANNE LAUDA	\$	89.65
80060132	03/21/19	KATHY LEVINE	\$	230.00
80060133	03/21/19	BRENDA LOPEZ	\$	65.00
80060134	03/21/19	LORI MANSELL	\$	65.00
80060135	03/21/19	KAYLA MANSOUR	\$	65.00
80060136	03/21/19	MCKESSON CORPORATION	\$	580.00
80060137	03/21/19	MEETING PROFESSIONALS INTERNATIONAL	\$	11,892.00
80060138	03/21/19	DIANA PFAFF	\$	65.00
80060139	03/21/19	RESIDENCE INN BY MARRIOTT DALLAS/LAS COLINAS	\$	745.00
80060140	03/21/19	DEBBIE ROBERTS	\$	82.81
80060141	03/21/19	KELLY ROCHE	\$	231.16
80060142	03/21/19	SHERATON DFW AIRPORT HOTEL	\$	1,055.00
80060143	03/21/19	SIMPLEVIEW	\$	20,958.66
80060144	03/21/19	LORI SIRMEN	\$	240.38
80060145	03/21/19	STAPLES	\$	133.50
80060146	03/21/19	CAROL STODDARD	\$	53.87
80060147	03/21/19	TEXAS HOUSE OF REPRESENTATIVES	\$	22.63
80060148	03/21/19	TEXAS STEEL GUITAR ASSOCIATION	\$	335.00
80060149	03/21/19	TRIPADVISOR, LLC	\$	813.30
80060150	03/21/19	TUCKER & ASSOCIATES, LLC	\$	4,000.00
80060151	03/21/19	VERIZON WIRELESS	\$	492.04
80060152	03/21/19	MONTY WHITE	\$	16.94

31 payments Batch Total: \$ 50,016.13

## Batch: 7650

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060153	03/28/19	AERIAL PHOTOGRAPHY	\$	97.00
80060154	03/28/19	BH DFW PROPERTY LP (WESTIN DFW)	\$	1,070.00
80060155	03/28/19	COGNIZANT TECHNOLOGY SOLUTIONS U.S. CORP	\$	2,575.00

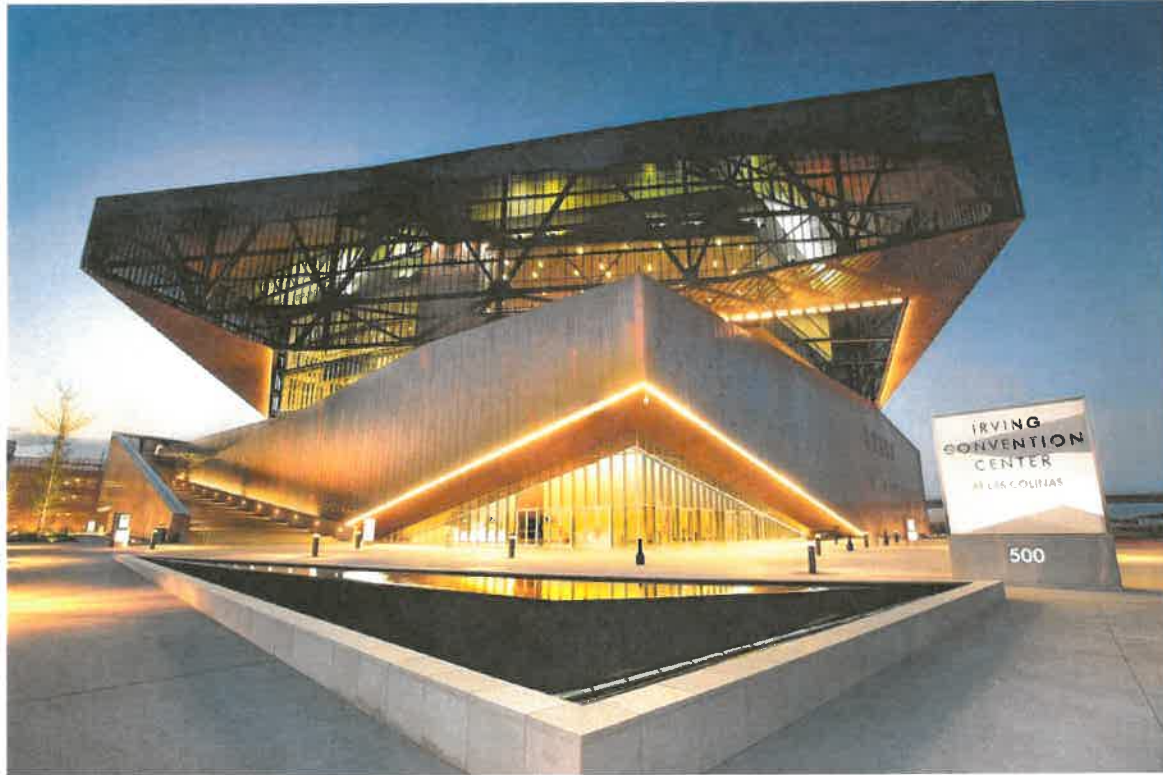
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Batch: 7650

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80060156	03/28/19	CROWDRIFT INC.	\$	2,187.00
80060157	03/28/19	SUSAN D. CUTTS	\$	787.50
80060158	03/28/19	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	350.00
80060159	03/28/19	FEDERAL EXPRESS CORPORATION	\$	142.49
80060160	03/28/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	4,796.00
80060161	03/28/19	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	800.00
80060162	03/28/19	FREEDOM FOUNDERS	\$	1,260.00
80060163	03/28/19	MARK Q. FREEMAN	\$	30.00
80060164	03/28/19	IRVING CONVENTION CENTER	\$	36,321.68
80060165	03/28/19	MALONEY STRATEGIC COMMUNICATIONS	\$	14,795.00
80060166	03/28/19	MEETING PROFESSIONALS INTERNATIONAL	\$	4,000.00
80060167	03/28/19	MEETINGS TODAY	\$	5,000.00
80060168	03/28/19	MELTWATER NEWS US INC	\$	27,350.00
80060169	03/28/19	NORTHSTAR TRAVEL MEDIA, LLC	\$	1,685.00
80060170	03/28/19	PATHWAYS CORE TRAINING	\$	430.00
80060171	03/28/19	SCRAPBOOK EXPO INC	\$	3,470.00
80060172	03/28/19	SHERATON DFW AIRPORT HOTEL	\$	465.00
80060173	03/28/19	SOUTHERN BAPTISTS OF TEXAS CONVENTION	\$	1,310.00
80060174	03/28/19	TEXAS DEPARTMENT OF TRANSPORTATION	\$	2,679.29
			22 payments Batch Total: \$	111,600.96
			83 payments Sub Total: \$	642,669.77

## SUMMARY

83 payments TOTAL: \$ 642,669.77



Date Distributed: April 12, 2019

# Monthly Financial Summary

For Period Ending March 31, 2019

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	149,333	68,131	33,970	63,975	124,800	158,913	180,375	117,965	74,395	111,500	175,720	133,070	1,392,146		
Service Income	54,972	45,310	39,186	20,276	50,979	47,795	66,272	41,816	32,816	35,066	43,316	60,022	537,826		
Service Expenses	(104,721)	(110,920)	(53,660)	(74,381)	(108,715)	(90,103)	(76,673)	(58,300)	(47,475)	(49,300)	(52,885)	(69,980)	(897,112)		
Total Direct Event Income	99,584	2,521	19,496	9,870	67,064	116,605	169,974	101,481	59,736	97,266	166,151	123,112	1,032,859		
Ancillary Income															
F & B Concessions	36,083	4,486	3,101	14,907	16,273	23,917	15,000	10,770	3,750	3,750	3,250	8,250	143,536		
F & B Catering	259,698	219,548	341,388	384,540	452,880	162,213	202,911	413,325	431,872	101,686	169,744	187,000	3,326,805		
Parking: Self Parking	47,590	5,619	(854)	17,873	18,318	35,447	16,810	23,200	21,200	14,400	25,604	23,680	248,889		
Electrical Services	15,176	2,883	6,315	14,715	12,820	38,878	18,890	3,000	24,000	750	-	3,000	140,427		
Audio Visual	-	-	3	30	(1,447)	1,301	-	-	-	-	-	-	(113)		
Internet Services	555	125	-	-	-	2,397	2,450	1,500	1,250	900	780	950	10,907		
Total Ancillary Income	359,102	232,661	349,953	432,065	498,844	264,153	256,061	451,795	482,072	121,486	199,378	222,880	3,870,451		
Total Event Income	458,686	235,182	369,449	441,935	565,908	380,758	426,035	553,276	541,808	218,752	365,529	345,992	4,903,310		
Other Operating Income	21,305	33,334	25,594	76,444	43,462	15,852	61,110	45,200	37,056	41,000	39,200	183,467	623,025		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	479,991	268,516	743,043	518,379	609,370	746,611	487,145	598,476	927,614	259,752	404,729	877,709	6,921,335		
Operating Expenses															
Employee Salaries and Wages	230,208	211,994	295,950	228,291	199,150	205,064	228,092	228,092	228,092	228,092	228,092	237,849	2,748,964		
Benefits	55,020	61,618	66,098	66,299	64,558	64,418	67,804	67,804	67,804	67,804	67,804	168,606	885,635		
Less: Event Labor Allocations	(67,492)	(77,786)	(50,423)	(50,905)	(56,624)	(46,077)	(46,375)	(50,349)	(50,349)	(50,349)	(50,349)	(52,109)	(649,188)		
Net Employee Wages and Benefits	217,736	195,826	311,625	243,685	207,084	223,405	249,520	245,546	245,546	245,546	245,546	354,345	2,985,412		
Contracted Services	63,247	63,778	70,975	62,066	53,814	55,954	52,045	52,045	52,045	52,045	52,045	54,867	684,926		
General and Administrative	37,849	41,516	48,468	34,104	39,690	34,520	43,877	50,357	55,472	88,213	55,853	180,474	710,394		
Operations	61,736	37,485	36,298	55,399	42,840	44,957	52,149	52,149	52,149	52,149	59,149	77,748	624,208		
Repair & Maintenance	63,632	46,729	42,881	44,357	51,275	58,412	48,859	52,359	48,859	60,859	48,859	3,147	570,229		
Supplies	23,696	27,123	8,539	17,559	6,565	7,464	16,604	24,604	25,104	24,604	24,604	23,364	229,830		
Insurance	6,373	6,476	6,545	6,189	6,519	6,863	10,172	10,172	10,172	10,172	10,172	10,172	99,997		
Utilities	42,583	40,959	52,957	35,824	53,031	41,890	53,419	53,419	53,419	53,419	53,419	53,419	587,759		
Other	-	-	-	-	-	-	417	417	417	417	417	417	2,502		
SMG Management Fees	43,521	41,556	46,399	53,888	58,743	34,558	35,986	35,986	35,986	18,237	13,486	13,485	431,831		
Total Operating Expenses	560,373	501,449	624,687	553,071	519,561	508,023	563,048	577,054	579,169	605,661	563,550	771,438	6,927,088		
Net Income (Loss) From Operations	(80,382)	(232,933)	118,356	(34,692)	89,809	238,588	(75,903)	21,422	348,445	(345,909)	(158,821)	106,270	(5,753)		
Net Income After Other Income (Expenses)	(80,382)	(232,933)	118,356	(34,692)	89,809	238,588	(75,903)	21,422	348,445	(345,909)	(158,821)	106,270	(5,753)	(1,395,000)	(1,400,753)
Budget Forecast Comparison by Month															
2019	355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)									
2018	47,856	494,666	472,986	314,913	336,267	350,441	290,325	430,161	460,996	355,888	232,993	305,281			

IRVING CONVENTION CENTER/SMG  
Financial Statements Monthly Highlights  
For the Month Ending March 31, 2019

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	22,630	11,025	11,605	21,925
Events	20	7	13	21
Event Days	38	16	22	34
Direct Event Income	116,605	113,669	2,936	121,669
Ancillary Income	264,153	226,992	37,161	324,102
Total Event Income	380,758	340,661	40,097	445,771
Other Operating Income	15,852	77,058	(61,206)	82,058
Adjusted Gross Income	396,610	417,719	(21,109)	527,829
Indirect Expenses	(508,023)	(566,915)	58,892	(606,340)
Net Income (Loss) From Operations	(111,413)	(149,196)	37,783	(78,511)



IRVING CONVENTION CENTER/SMG  
Financial Statements Year to Date Highlights  
For the Six Months Ending March 31, 2019

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	110,958	78,670	32,288	108,245
Events	125	80	45	132
Event Days	197	130	67	195
Direct Event Income	315,140	452,021	(136,881)	370,022
Ancillary Income	2,136,790	2,088,105	48,685	2,253,835
Total Event Income	2,451,930	2,540,126	(88,196)	2,623,857
Other Operating Income	215,991	366,395	(150,404)	400,393
Adjusted Gross Income	2,667,921	2,906,521	(238,600)	3,024,250
Indirect Expenses	(3,267,156)	(3,447,061)	179,905	(3,380,951)
Net Income (Loss) From Operations	(599,235)	(540,540)	(58,695)	(356,701)

IRVING CONVENTION CENTER/SMG

Balance Sheet

March 31, 2019

**ASSETS**

**Current Assets**

Cash	\$	1,035,888
Accounts Receivable		525,895
Prepaid Assets		49,513
Inventory		62,834

Total Current Assets 1,674,130

**Total Assets** \$ **1,674,130**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	335,226
Accrued Expenses		268,417
Deferred Income		0
Advance Ticket Sales/Deposits		972,727
Other Current Liabilities		0

Total Current Liabilities 1,576,370

**Long-Term Liabilities**

Long Term Liabilites		0
----------------------	--	---

Total Long-Term Liabilities 0

Total Liabilities 1,576,370

**Equity**

Net Funds Received	10,811,638
Retained Earnings	(10,114,643)
Net Income (Loss)	(599,235)

Total Equity 97,760

**Total Liabilities & Equity** \$ **1,674,130**

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Six Months Ending March 31, 2019

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	158,913	90,975	67,938	599,122	541,571	57,551	541,571
Service Revenue	47,795	104,848	(57,053)	258,515	288,914	(30,399)	288,913
Service Expenses	(90,103)	(82,154)	(7,949)	(542,497)	(378,464)	(164,033)	(460,462)
Total Direct Event In	116,605	113,669	2,936	315,140	452,021	(136,881)	370,022
Ancillary Income							
F & B Concessions	23,917	35,895	(11,978)	98,774	102,491	(3,717)	96,257
F & B Catering	162,213	118,039	44,174	1,820,269	1,706,299	113,970	1,932,171
Parking	35,447	45,553	(10,106)	123,996	173,307	(49,311)	123,258
Electrical Services	38,878	22,195	16,683	90,787	95,063	(4,276)	95,063
Audio Visual	1,301	0	1,301	(113)	0	(113)	(3,609)
Internet Services	2,397	5,310	(2,913)	3,077	10,945	(7,868)	10,695
Total Ancillary Inco	264,153	226,992	37,161	2,136,790	2,088,105	48,685	2,253,835
Total Event Income	380,758	340,661	40,097	2,451,930	2,540,126	(88,196)	2,623,857
<b>OTHER OPERATING INCOME</b>							
Other Income	15,852	77,058	(61,206)	215,991	366,395	(150,404)	400,393
Total Other Operatin	15,852	77,058	(61,206)	215,991	366,395	(150,404)	400,393
Adjusted Gross Inco	396,610	417,719	(21,109)	2,667,921	2,906,521	(238,600)	3,024,250
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	205,064	239,709	34,645	1,370,654	1,438,254	67,600	1,198,271
Payroll Taxes & Ben	64,418	71,466	7,048	378,010	428,796	50,786	287,398
Labor Allocations to	(46,077)	(43,201)	2,876	(349,307)	(259,206)	90,101	(186,347)
Net Salaries and Ben	223,405	267,974	44,569	1,399,357	1,607,844	208,487	1,299,322
Contracted Services	55,954	52,045	(3,909)	369,835	312,270	(57,565)	408,124
General and Adminis	34,520	47,470	12,950	236,144	301,641	65,497	370,776
Operating	44,957	45,260	303	278,716	301,560	22,844	277,702
Repairs & Maintenan	58,412	46,096	(12,316)	307,286	276,576	(30,710)	316,830
Operational Supplies	7,464	15,417	7,953	90,944	91,252	308	126,666
Insurance	6,863	8,333	1,470	38,965	49,998	11,033	33,091
Utilities	41,890	48,334	6,444	267,244	290,004	22,760	282,403
SMG Management F	34,558	35,986	1,428	278,665	215,916	(62,749)	258,221
Total Indirect Expens	508,023	566,915	58,892	3,267,156	3,447,061	179,905	3,373,135

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Six Months Ending March 31, 2019

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	(111,413)	(149,196)	37,783	(599,235)	(540,540)	(58,695)	(348,885)

Carol Boyer ▾

MONTH

GRID

DAY

CALENDAR

Irving Convention Center ▾ ⚙

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March 2019

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Today

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HELP

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	1	2
			<div>Mariah Carey Caution W...</div> <div>Definite - Blackout</div>	<div>The Temptations and Th...</div> <div>Definite - Blackout</div>		<div>Julio Iglesias The 50th Y...</div> <div>Definite - Blackout</div>
			<div>Decatur High School Pro...</div> <div>Definite - Blackout</div>	<div>Camden Awards Luncheon</div> <div>Definite</div>		<div>National Prayer Luncheo...</div> <div>Definite</div>
<div>Southern Baptists of Texas Evangelism Conference</div> <div>Definite</div>				<div>6th Annual IES Quality Summit</div> <div>Definite</div>		<div>Family Promise of Irving ...</div> <div>Definite</div>
						<div>DFW Sport Clips Awards ...</div> <div>Definite</div>
3	4	5	6	7	8	9
<div>National Prayer Luncheon For Life</div> <div>Definite</div>		<div>IPD Annual Awards Banq...</div> <div>Definite</div>	<div>Century 21 Awards Banq...</div> <div>Definite - Blackout</div>	<div>North Texas Real Estate I...</div> <div>Definite</div>	<div>IPSOS Automotive Clinic</div> <div>Definite</div>	
					<div>The Great American Franchise Expo</div> <div>Definite</div>	
						<div>Art Life</div> <div>Definite</div>
10	11	12	13	14	15	16
				<div>Richardson Prom Tasting</div> <div>Definite - Blackout</div>		<div>Bill Maher (4K) 8:00PM</div> <div>Definite - Blackout</div>
<div>Art Life</div> <div>Definite</div>						
<div>IPSOS Automotive Clinic</div> <div>Definite</div>					<div>Board &amp; Business Develo...</div> <div>Definite</div>	
<div>The Great American Fran...</div> <div>Definite</div>	<div>Head Start of Greater Dallas</div> <div>Definite</div>		<div>QuikTrip Meeting</div> <div>Definite</div>			
17	18	19	20	21	22	23
<div>Art Life</div> <div>Definite</div>		<div>RCMA Meeting</div> <div>Definite</div>		<div>Women's Business Coun...</div> <div>Definite - Blackout</div>		<div>Excision featuring The P...</div> <div>Definite - Blackout</div>
		<div>Boards and Commission...</div> <div>Definite</div>		<div>Young Adult Book Festival</div> <div>Definite</div>		
		<div>ICVB MarComm Meeting</div> <div>Definite</div>				
24	25	26	27	28	29	30
<div>Nick Mason's Saucerful o...</div>		<div>Roberto Carlos - Amor Si...</div>	-29-			<div>Impractical Jokers "The ...</div>

venueops

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 22, 2019**

## **BOARD REPORTS**

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







page 2

Check out the April activities at the Irving Arts Center — concerts, plays, performances, Sunday Fundays and art exhibits in the galleries.



page 3

The City Council district places 1, 2 and 7 are up for election. See early voting dates, times and locations. (Información esta disponible en español.)



page 4

Learn how to be a better steward of the planet in the special Go Green insert in honor of Earth Day — featuring Irving services, events and tips.

RESIDENTIAL  
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IRVING, TX  
PERMIT NO.883

# IRVING CITY Spectrum

APRIL 2019 / VOL 26 / NO 4



CityofIrving.org



Housing Developments



Patio Seating at Toyota Music Factory

## Commercial Growth, Good for Irving

Corporations, national and international, are attracted to Irving. In fact, last month, Texas won a national award for its ability to land significant new corporate development.

“Businesses like doing business in Irving,” said Mayor Rick Stopfer. “They like our location, our housing options and transportation systems. As one CEO recently said, ‘Irving is a cool place to be.’”

But what does commercial growth mean for Irving residents?

### Jobs

Irving’s unemployment rate is 3.1 percent — significantly lower than Texas at 3.6 percent and the nation at 3.7 percent. Over the past five years, Irving businesses large and small have created and retained 27,499 jobs.

### New Home Options

With jobs comes construction. Irving’s ever-growing workforce needs a place to live. In the past five years, 17,000 people have moved to Irving. Thirty-eight new housing developments have sprung up across the city. More than 2,700 new single-family homes are completed; 3,000 are under construction or in the pipeline. Homes range from executive to patio homes and everything in between.

### Property Taxes

Irving’s businesses help the city maintain infrastructure. Commercial and residential property taxes are used for road improvements, upgraded parks and recreation facilities, water parks and other amenities residents request. Business taxes also help offset residential property taxes. Irving has one of the lowest property tax rates in North Texas. Because commercial businesses pay 71 percent of the city’s tax base, Irving can keep its property taxes lower than other cities that have fewer businesses.

### Educational Opportunities

Irving offers a diversified business base that includes such sectors as aviation, energy, financial services,

health care and high tech. Corporate management needs specialized talent. The University of Dallas’ business school, located in Irving, is known as one of the best in the world. Irving’s North Lake College helps train students to fill corporate jobs.

### Transportation

Commercial businesses and the growth drive transportation improvements. Irving has a huge highway network. Understanding transportation needs, the state has improved almost every highway that runs through Irving within the past decade and plans more improvements. Dallas-Fort Worth International Airport and Dallas Love Field are convenient to Irving businesses. They offer major airlines that fly worldwide, a benefit for international corporations. DART and the TRE provide train service to Irving as well.

### Entertainment

With growth comes entertainment. Numerous restaurants have opened recently in Irving. City records show new restaurant construction values reached \$23.5 million over five years, and existing restaurants spent \$39 million remodeling. That is in addition to the nearly \$180 million spent building Irving’s Toyota Music Factory, where Live Nation’s 8,000-seat concert hall, the Pavilion at Toyota Music Factory, was ranked ninth in the world for best amphitheater. That is great news considering the ranking is based on ticket sales after just the first year of opening.

### World Stage

Irving’s favorable reputation has elevated the city to the world stage. More than 140 international companies have headquarters or a significant presence here. Within the past five years, Atos (France), Datalogic (Italy), Oki Data Americas (Japan) and OnRobot (Denmark) have opened offices in Irving. International interest attracts more international interest.

“Irving’s businesses truly benefit each and every one of us,” Stopfer said. “I am proud of all Irving has accomplished, and I’m grateful to the many diverse companies that call Irving home.” ■

## PET PAWLOOZA MOVES TO CAMPION TRAIL

Bring a four-legged friend to the best “pawty” of the year, Irving Animal Services’ Pet Pawlooza. Pet Pawlooza will commemorate Irving Animal Care Campus’ ninth anniversary.

This year, Pet Pawlooza will take place in conjunction with DFW Humane Society’s Walk for Animals on Campion Trail. The free pet fair will be from 10 a.m. to 2 p.m. May 11 at Sam Houston Trail Park, 101 E. Interstate Highway 635.

Residents can bring their pets to the Campion Trail event for free rabies vaccinations and microchipping. All dogs must be leashed, and cats must be in a carrier.

Vendors at the family friendly event will offer a variety of items, including pet products. The festivities also include:

- Live music.
- Pet games.
- A food truck.

Additional parking and a free shuttle will be available at T.W. Richardson Grove, 333 E. Interstate Highway 635.

Visit [CityofIrving.org/3118/Pet-Pawlooza](http://CityofIrving.org/3118/Pet-Pawlooza) or [DFWHumane.com](http://DFWHumane.com) for more information. ■



## NOW HIRING FOR SUMMER POSITIONS

Looking for a summer job? The Parks and Recreation Department has a number of exciting opportunities for teens and young adults ages 16 and older. Seasonal positions are key to the successful operations of the neighborhood recreation centers, Fritz Park Petting Farm, seasonal pools and summer camp program.

To view available positions, visit [CityofIrving.org/Employment](http://CityofIrving.org/Employment).

For those considering lifeguarding positions, Red Cross lifeguard certification classes will be held at North Lake College, 5001 N. MacArthur Blvd., on the following dates:

- 5 to 9 p.m. | April 11-13
- 8:30 a.m. to 6 p.m. | April 14-15
- 8 a.m. to 6 p.m. | April 27-29

For more information on lifeguard classes, call (972) 756-0860. ■



## Egg Hunt, Food Festival to Delight Residents, Visitors

With spring in full bloom, the Irving Parks and Recreation Special Events Department is eager to highlight the city’s natural beauty, as well as its diversity. Clear the calendars for Irving’s spring events.

### Citywide Egg Hunt | April 6

Heritage Park at 217 S. Main St., will spring to life during the Citywide Egg Hunt at 9:30 a.m. April 6. The Irving Parks and Recreation Department will hide thousands of toy- and candy-filled eggs for children 10 and younger. The event also will offer inflatable rides, craft activities and the Easter Bunny will be present for pictures. Admission and parking are free.

### Taste of Irving | April 13

Taste of Irving will return for the sixth consecutive year. The culinary and music celebration will run from noon to 6 p.m. April 13 at Cimarron Park Recreation Center, 201 Red River Trail. This year’s event will give visitors an opportunity to enjoy a variety of food and fun for all ages.

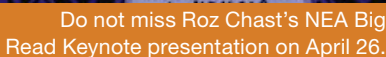


Citywide Egg Hunt

Activities will include a free children’s fun zone and more than 20 food vendors showcasing their delicious cuisine. Each restaurant or vendor will sell samples for \$5 or less. Admission and parking are free and — new this year — a shuttle service will pick up and drop off attendees at Bush Middle School, 515 Cowboys Parkway.

Visit [IrvingEvents.org](http://IrvingEvents.org) for more information on upcoming events. ■





Irving Arts Center, 3333 N. MacArthur Blvd., is a Smithsonian affiliate institution that is home to many forms of art and entertainment. To learn more, visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com) or call (972) 252-7558.

Hop into spring and slide down a rainbow! Colors and shapes are the theme for this month's stories and art. Come explore new stories and fun art projects on the first Thursday of each month. Create a take-home art project, and then browse the galleries as part of this fun morning activity.

"A Celebration of Dance" features Peter Anastos' "Night Crawlers," August Bournonville's "Napoli," Tammie Reinsch's "Unity" (World Premiere) and Lisa Slagle's "Festive Overture."

A salute to Mexico's most-loved popular arts — mariachi and ballet folklórico — created to Revueltas' music for the film, "Night of the Maya." Choreography and dancers from Anita Martinez Ballet Folklórico and area mariachis.

7:30 p.m. | Dupree Theater and Carpenter Hall | \$35-\$100  
 “Scarred 4 Life” is a musical stage play that speaks to the issue of domestic violence and how family and friends come together to help heal a family. The play was written and produced by David Moore, a disabled veteran of the USAF fighting multiple sclerosis. On April 9, an intimate VIP performance with reception will be held in the Dupree Theater; April 11 it will be in Carpenter Hall. Both of these ticketed events are open to the public.

To learn more, visit [AMClass.com](http://AMClass.com).

The Highlands School presents its annual school musical. Based on the 1931 play "Green Grow the Lilacs," by Lynn Riggs, "Oklahoma!" is the first musical written by the legendary Rodgers and Hammerstein team.

Presented along with the Irving Heritage Society, history and storytelling come alive on this Saturday morning. Participate in hands-on art activities and enjoy a presentation with John Dennis Anderson as Washington Irving, America's First Man of Letters.

Every Second Sunday, free guided craft projects, fun for the entire family, are offered. This month, in observance of Earth Day and Earth Month, enjoy creating an art project that celebrates the beauty of the natural world. Mixed media exhibition "Nancy Macko: The Fragile Bee" offers inspiration for the art activities. Free guided tours of the exhibits will be offered at 2:30 p.m.



Irving Arts Center presents a new program of concurrent art workshops for persons with Alzheimer's (and other dementia-related illnesses) and their caregivers. This workshop is led by professionals from Stomping Ground Comedy Theater, providing techniques and instruction for using improv comedy as a tool for communicating with loved ones. All supplies are provided. Register at [EventLeaf.com/MemoriesintheMaking](http://EventLeaf.com/MemoriesintheMaking).

Irving Arts Center hosts a Spring Social in recognition of its volunteers. The event is open to current volunteers, as well as those interested in learning more about opportunities to serve.

To learn more, visit [HindiKaviSammelan.com](http://HindiKaviSammelan.com).

Momentum Dance Company celebrates its 15th anniversary with this gala evening of dance, welcoming back repertoire and guests from past seasons to mark this milestone occasion.

LCSO will feature pianist Luca Sacher performing Beethoven's Piano Concerto No. 4 in G Major. He will be joined by guest conductor Stefan Sacher. Do not miss a minute of this outstanding father and son performance!

Celebrate Earth Day weekend with an action-packed, educational and entertaining performance by Steve Trash. Teaching STEM- and STEAM-based core curriculum science in super-duper engaging ways ... with magic, music and mayhem! Subjects covered in this show include waste reduction, recycling and the water cycle.

Explore the Sculpture Garden, and learn about the Irving Centennial Mural by Francisco Mendoza and Irving students. Create sculptures and mosaics inspired by the experience. Registration is required as space is limited.

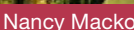
Irving Arts Center and the Irving Public Library are bringing “New Yorker” Cartoonist and Author Roz Chast to Irving. Following a reception, which celebrates the exhibition of her work, “Roz Chast: Cartoon Memoirs,” Chast will deliver keynote presentation, discussing the award-winning book, “Can’t We Talk About Something More Pleasant?” Attendees will receive a free copy of the book, and Chast will be available to sign books.

To learn more, visit [StarQuestDance.com](http://StarQuestDance.com).

**June 3-Aug. 9 |** Enjoy mind-expanding musical adventures, geological explorations and unique experiences in visual arts, theatre, music and more at the Irving Arts Center. Registration is open. Visit [IrvingArtsCenter.com](http://IrvingArtsCenter.com) for full camp listings and descriptions, scholarship application and registration information.

Free guided gallery tours are offered at 6:30 p.m. Thursdays and 2:30 p.m. Sundays.

Through April 28 | Carpenter Lobby | Free  
California-based artist Nancy Macko has drawn upon images of the honeybee society to explore the relationships between art, science, technology and ancient matriarchal cultures. Macko combines elements of painting, printmaking, digital media, photography, video and installation to create a unique visual language.



Featuring artwork by IISD elementary, middle and high school students. In addition, graduating seniors, most of whom have taken advanced placement courses in the visual arts, exhibit works from their portfolios built up during the four years at their respective high schools.

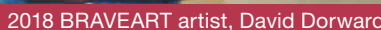
- **Through April 3 | Middle School Exhibition**
- **April 6-21 | High School General Exhibition**  
6 to 7:30 p.m. April 16 | Reception
- **April 25-May 7 | High School Senior Portfolio Exhibition**  
6 to 7:30 p.m. April 30 | Reception



The exhibition celebrates the almost four decades of outstanding artistic accomplishment of beloved “New Yorker” cartoonist, illustrator and author, Roz Chast. The exhibition offers the first presentation of original works from Roz Chast’s acclaimed graphic memoir, “Can’t We Talk About Something More Pleasant?,” which chronicles the lives of her aging parents with heartfelt humor and emotion. “Roz Chast: Cartoon Memoirs” has been organized by the Norman Rockwell Museum in Stockbridge, Massachusetts.



Featuring artwork by high school students at Cistercian Preparatory School.



9 a.m. to 5 p.m. Mon., Tues., Wed. and Fri.;  
9 a.m. to 8 p.m. Thur.; 10 a.m. to 5 p.m. Sat.;  
and 1 to 5 p.m. Sun.



City Council district places 1, 2 and 7 are up for election, and voters also will have the opportunity to vote For or Against a proposition measure for “The legal sale of all alcoholic beverages for off-premise consumption only.” Registered voters will cast their ballots during early voting Monday, April 22 through Tuesday, April 30 and on Election Day, May 4. Any resident who is a registered voter may vote for at-large district place 2. Only registered voters living in the single-member district places 1 and 7 may vote for the candidate in their respective district. This year’s candidates are listed below in ballot order.

**At-Large District Place 2** – Candidates seeking election are Shayan Elahi, Attorney, who has resided in the territory for five years; Dinesh Mali, Engineering, who has resided in the territory for 17 years; Rodwaan M. Saleh, Regional Director, who has resided in the territory for 10 years; Jesse Koehler, Veteran/Student, who has resided in the territory for nine years; and Allan E. Meagher, Retired/Student, who has resided in the territory for 16 years.



**Día de las Elecciones** – 4 de mayo: 7 a.m. a 7 p.m. Los locales electorales del día de las elecciones se encuentran publicados en [CityofIrving.org/Elections](http://CityofIrving.org/Elections). ■





APRIL 6 | BUTTERFLIES & BUBBLES GARDEN TALK

10 a.m. to noon | Canyon Crest Park, 6 Santa Fe Trail  
During this garden talk, residents will learn how to create a habitat landscape to attract butterflies, hummingbirds and other pollinators. Presented by the Valley Ranch Association, the event will be led by Nancy Payne, a Dallas County master gardener and TNLA certified landscape designer. Register at [VRButterfliesNBubbles.Eventbrite.com](#).



APRIL 11 | ORGANIC INSECT CONTROLS

6:30 to 7:30 p.m. | West Irving Library, 4444 W. Rochelle Road  
Learn how to take advantage of Mother Nature to keep destructive insects out of the garden. Discuss organic techniques, such as releasing beneficial insects that hunt down and devour pests. Participants will learn about “companion planting,” the practice of pairing plants to repel or trap pests and attract beneficial insects. Residents will learn how to protect themselves from mosquitoes and other biting insects without DEET or other chemicals.



APRIL 19 | NIGHT HIKE ON CAMPION TRAIL

8 to 10 p.m. | Location Provided Upon Registration  
Explore the nighttime world of animals on Campion Trail with native species experts, and learn about the sights, smells and sounds of nature at night. Night hikers are invited to challenge their skills in spotting signs of animal life and sharpening other senses. Learn more about the kinds of animals that call Irving home. Registration is required for all participants.



APRIL 26-28 | EARTHX EXPO

Fair Park, 1300 Robert B. Cullum Blvd., Dallas  
Join Irving’s Think Green Be Green team at EarthX, an annual three-day festival that seeks to elevate environmental awareness in North Texas. Through exhibits, entertainment and education for all ages, the event inspires a more sustainable lifestyle. The expo includes eco-vendors, concessions, tiny home displays, a green auto show and much more. Visit [EarthX.org](#) for more information.



APRIL 27 | ARBOR DAY CELEBRATION

10 a.m. to 2 p.m. | Heritage Park, 217 Heritage Park  
The annual Arbor Day Celebration features a variety of activities and interactive displays centered on trees, nature and the great outdoors. Enjoy live music, a question-and-answer session with tree experts, several tree-related vendors and drawings for free trees. Learn the what, where and how of successful tree planting and maintenance. Visit [CityofIrving.org/1265](#) for more information.



Each month, the Think Green Be Green team brings workshops and events to the community. View the full list of upcoming events at [CityofIrving.org/BeGreen](#).

IRVING’S EIGHTH ANNUAL BICYCLE FEST

10 a.m. to 2 p.m. | April 13 | North Lake College DART Station, 1770 W. Walnut Hill Lane  
Bicycle Fest provides a free opportunity to learn more about bicycling safety. Participants receive general bicycling information, safe routes for commuter bicycling, transit options for commuting throughout the Dallas-Fort Worth region, basic on-the-spot bicycle checks and information about bicycling gear.

- Activities include:
- Bike demonstrations and giveaways
  - Live music
  - Food trucks
  - Family friendly activities



Visit [CityofIrving.org/2561](#) for more information.

IT IS EASY BEING GREEN

Living a sustainable lifestyle is only as hard as a person makes it. If every Irving resident makes a small change every day, it adds up in a big way.

- Here are a few quick tips to live a more sustainable lifestyle:
- Walk, bike or take public transportation to school or work.
  - Ditch the plastic. Bring reusable bags to the store.
  - Switch out lightbulbs and other household items for more energy-efficient ones.
  - Carpool with coworkers.
  - Stay hydrated with a reusable water bottle.
  - Save water by monitoring faucets and irrigation systems.
  - Make the choice to recycle.
  - Sack the paper sack. Use reusable containers to pack lunches.



Get more ideas to help the environment through sustainable living at [CityofIrving.org/571](#).

BEE A HERO!

According to a survey from the U.S. Department of Agriculture’s National Agricultural Statistics Service, honey bee colonies have decreased by almost half, from 5 million in the 1940s to 2.66 million today.

- Here are a few ways that residents can help promote healthy bee populations, as well as other pollinators:
- Include blooming plants in the landscaping every season.
  - Plant native species.
  - Use less chemicals in the yard.
  - Do not disturb native wildflowers.
  - Provide a water source for bees.
  - Call a local beekeeper if a swarm of bees is seen.
  - Tell friends and family about the plight of bee populations. Encourage them to support pollinators through sustainable gardening.
  - Provide habitats, “Bee Condos,” for solitary bees, which can be purchased or made as a DIY project.



Learn more about bees and other pollinators at [CityofIrving.org/2716](#).

IRVING’S GREEN RESOURCE

Residents looking for ways to make their homes or businesses more energy efficient can look to one city resource: Irving’s Think Green, Be Green webpage, at [CityofIrving.org/BeGreen](#). In fact, residents interested in learning more about gardening, air quality, water conservation and just about any other “green” topic, can find a wealth of information right at their fingertips.

The city’s Think Green, Be Green initiative was created to serve as a hub for environmentally conscious residents, business owners and community members. The website is designed to serve as a one-stop shop for environmental issues, providing residents with an assortment of helpful tips, educational resources and upcoming classes. Some of the topics include air quality, gardening, energy, rainwater harvesting, recycling and transportation.





## Spring into Parks and Recreation Activity Briefs

**Cimarron Park Recreation Center**

201 Red River Trail, (972) 910-0702

- **April 12 | Preschool Easter Celebration**  
10 a.m. to noon | Ages 3-6 | \$5 per child  
Come enjoy a morning of fun activities including an Easter egg hunt, photos with the bunny and more. Register by April 10.
- **April 27 | Family Field Day**  
10 a.m. to 1 p.m. | All ages | Free  
It is time to put away the sibling rivalry and team up together with the family. Compete in a variety of classic events such as the sack race, and enjoy a picnic when the event is over.

**Georgia Farrow Recreation Center**

530 Davis Drive, (972) 721-2519

- **April 18 | Easter Egg Hunt**  
10 to 11:30 a.m. | Ages 3-6 | \$5 per child  
Welcome the spring season with an Easter egg hunt and party. Participants will enjoy searching for candy- and toy-filled eggs and creating a springtime craft project. Children must be accompanied by an adult. Register by April 12.

**Heritage Aquatic Center**

200 S. Jefferson St., (972) 721-7311

- **April 14 and May 12 | AquaStars Swim Program**  
11:30 a.m. to 1 p.m. | \$1 ages 4-17; \$1.50 ages 18-50  
Irving’s program allows children with special needs, along with their families and guardians, to safely enjoy access to a premier city swimming facility. The program is custom-designed for children with special needs. Participants must be accompanied by an adult or guardian. The pool features include an accessible ramp, accessible chair lift and water chair. Visit CityofIrving.org/814 for more information on Irving special needs programs.



**Heritage Senior Center**

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

- **Through April 15 | Free Tax Service by AARP Volunteers**  
Volunteers from AARP will be on-site to assist residents with their 2018 tax returns. This service is available Monday and Thursday mornings at 8:15, 9:15, 10:15 and 11:15 a.m. by appointment only. Schedule appointments by calling AARP representative Ms. Beckner at (214) 770-5599. Income restrictions apply.
- **April 18 | Easter Celebration**  
10 to 11:20 a.m. | Free  
Members are invited to celebrate Easter with the Silver Serenaders of Texas, as its choir and orchestra will entertain visitors with song and music. Photos with the Easter Bunny will be available along with light refreshments. Register by April 12.

- **April 27 | Heritage Parking Lot Sale**  
8 a.m. to 1 p.m. | \$15-vendor space; \$25-two vendor spaces  
Turn unwanted items into cash or discover a new treasure at this outdoor flea market. Vendors should register by April 24. Admission is free for shoppers. Rain date will be May 4.

**Lee Park Recreation Center**

3000 Pamela Drive, (972) 721-2508

- **April 18 | Spring Egg Hunt**  
10 a.m. to noon | Ages 12 and younger | \$5 per child  
Celebrate Spring with a special craft project, an egg hunt and photos with the Easter bunny. Register by April 10. Children must be accompanied by a parent.
- **April 19 | School’s Out Program**  
9 a.m. to 6 p.m. | Grades K-5 | \$20  
Parents can register their children for a full-day of supervised fun and enjoyable activities including games, sports, crafts and more. Registration deadline is April 12. Includes lunch.

**Lively Pointe Youth Center**

909 N. O’Connor Road, (972) 721-8090

- **April 5 | Irving Friends and Family Game Night**  
6 to 8:30 p.m. | All ages (ages 11 and younger must be accompanied by parent/guardian) | Free  
Celebrating Irving’s rich history and diversity is a tradition for the Irving Heritage Society. Come play games, learn a new game or a new twist on some old games. There will be a few surprises, so bring family and friends to enjoy an evening out together.
- **April 6 | Eggs and Jam**  
7 to 11 p.m. | Middle and high school students | Free with valid IPAR card or school ID  
A pool party for youth and teens at the indoor pool at Heritage Aquatic Center, 200 S. Jefferson St. This pool party will feature a pool egg hunt with special goodies and prizes, including toys, chocolate bunnies and tickets to area attractions. Complimentary pizza and soda will be served. Wear appropriate swimwear and bring a towel or change of clothes.

**Mustang Park Recreation Center**

2223 Kinwest Parkway, (972) 556-1334

- **April 20 | North Irving Easter Festival and Helicopter Egg Drop**  
10 a.m. to 2 p.m. | All ages | Free  
Activities include games, bounce houses, food, a visit from the Easter Bunny and much more!

**Northwest Park Recreation Center**

2800 Cheyenne St., (972) 721-2529

- **April 17 | Easter Egg Triathlon**  
10 a.m. to noon | Ages 3-5 | \$5 per child  
This captivating multisegment egg hunt is sure to keep the little ones fit as a fiddle. Register by April 10. Children must be accompanied by a parent/guardian.
- **April 19 | Kids in Action**  
9 a.m. to 6 p.m. | Grades K-5 | \$20 (includes lunch)  
Come enjoy an exciting day planned around games, crafts and sports. Registration deadline is April 10.
- **April 20 | Pottery Painting**  
11 a.m. to 3 p.m. | Ages 5 and older  
Enjoy a day of relaxation while painting a piece of pottery to take home. Prices vary by piece and can be purchased the day of event. Children ages 12 and younger must be accompanied by a parent/guardian.

Visit CityofIrving.org/Parks for all the Parks and Recreation upcoming activities.

### SUMMER SPLASH CAMP

One great camp —six convenient locations!  
7 a.m. to 6 p.m. | \$100 per child, per week

City recreation centers will begin registration for the Summer Splash Camp April 27. There will be 10 week-long sessions offered beginning June 3. Camp participants will participate in gym games, arts and crafts, swimming and field trips in a supervised environment. Snacks and lunch will be provided daily. Residents must present a valid Irving Parks and Recreation ID card at the time of registration, along with payment in full, or a nonrefundable \$10 deposit to secure a space. Registration is on a first-come, first-served basis and may be done in person, or online at CityofIrving.org/IrvingRec. Call a recreation center for more information.



New this year ... swim lessons are available during Summer Splash Camp, exclusively at Senter Park Recreation Center. Interested camp participants can register for lessons during the following weeks of camp:

- Session 1: June 3-14
- Session 2: June 17-28
- Session 3: July 1-12

Learning to swim facilitates water safety, as well as healthy habits for life. Lessons will be conducted by certified instructors with a maximum of 6:1 student/instructor ratio. Each swim session is two weeks long. Participants will receive a total of six 40-minute lessons in each session. \$40 per child. ■

### RESIDENTS REMINDED TO FIGHT THE BITE WITH FOUR DS

The City of Irving takes mosquito control very seriously. Trapping continues across the city’s 57 trap and spray locations. In the case any traps test positive, Irving’s vector control technicians will spray at night.

The city’s mosquito control staff works along with the Texas Department of State Health Services and the Dallas County Health and Human Services Department to conduct surveillance and testing year-round of the mosquito population for diseases.

How can residents help? Self-protection is the best course of action, so be sure to follow the four Ds:

- **Dusk and Dawn** – When mosquitoes are most active.
- **Drain** – Eliminate standing water, such as in flower pots, rain gutters, etc.
- **DEET** – Make sure insect repellent contains this ingredient. DEET has been tested and approved by the U.S. Environmental Protection Agency.
- **Dress** – Wear long sleeves, pants, shoes and socks when outside.

Residents can learn how to take the fight to the mosquitos. Visit InsectCop.net to learn about some popular products for the yard.

Share this information with family members and neighbors. The best way to stay safe is to take precaution. Visit IrvingFightsTheBite.org for more information. ■



## Library Briefs, The City and the Man Activities

**Yoga Story Time**

Develop emotional and physical fitness with free yoga classes designed to build confidence and self-esteem. Presented by Yogeas Yoga 4 Kids. Each class is limited to 20 child/caregiver pairs.

- **April 12 and 26 |** 10:30 a.m. | Ages 2-6  
South Irving Library, 601 Schulze Drive
  - **April 3 and 17 |** 12:30 p.m. | Ages 2-6  
Valley Ranch Library, 401 Cimarron Trail
- Tickets are required. For more information, call (972) 721-4612. Sponsored by the Friends of the Irving Library through Irving ShareTank.

**April 13 and 27 | Irving, the City and the Man**

The 12th annual “Celebrating Irving: The City and the Man” event series honors Washington Irving and the history of Irving with the following library sponsored events:

- **April 13 | A Conversation with Washington Irving, John Dennis Anderson**  
2 p.m. | South Irving Library, 601 Schulze Drive
- **April 27 | One-Day Irving Trivia: The City and the Man**  
9:30 a.m. | Auditorium, 801 West Irving Blvd.  
Come cheer on Irving trivia experts or form a new



group this year. Email the Irving Heritage Society at IrvingHeritageSociety@yahoo.com to form a team.

Visit CityofIrving.org/Library for all upcoming library activities and events.







## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

April 2019

Note: **Gray highlighted** areas represent a new entry or updated/changed information from the previous report. **Permit Pending:** plans are being reviewed; **Permit Approved:** plans are approved, but the applicant has not paid all fees and picked up the permit; **Permit Issued:** plan review is complete and applicant has paid all fees and picked up the permit; **Permit Planned:** developmental project with estimated application date. **Verification** is the date that the viability of the project was confirmed.

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Clarendon Apts	3812 N. Belt Line Rd.	Apts	13,880 SF	\$1,235,320	Permit Issued	10/26/2018	Irving	Feb-19
2	Legacy Lakeshore	880 Lake Carolyn Pkwy	Apts	518,891 SF	\$44,000,000	Permit Issued	10/2/2018	Irving	Feb-19
3	Texas Plaza	2011 - 2071 Texas Plaza Dr.	Apts	360,611 SF	\$26,750,000	Permit Pending	11/8/2018	Irving	Dec-18
4	Canova Palms	1717 W. Irving Blvd.	Apts	58,508 SF	\$6,600,000	Permit Issued	11/19/2018	Irving	Feb-19
5	Brownstones Bldg. 12	101 Decker Dr.	Condos	12,459 SF	\$1,000,000	Permit Issued	1/28/2019	Irving	Feb-19
6	Star Park @ Las Colinas	1501-1541 Meridian Dr.	Apts	422,186 SF	\$31,000,000	Permit Pending	2/13/2019	Irving	Feb-19
7	JPI 2 Apts	515 Promende Parkway	Apts	724,285 SF	\$50,000,000	Permit Pending	3/21/2019	Irving	Apr-19

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Summit's Edge	701 W. John Carpenter Fwy	3-story office	7,280 SF	\$1,066,824	Permit Pending	12/29/2017	Irving	Feb-18
2	SMB Staffing Addition	124 S. Hastings	2nd floor addition	2,099 SF	\$150,000	Permit Pending	4/23/2018	Irving	May-18
3	DR/Retail Office	1317 W. Airport Fwy.	1 Story Bldg.	6,795 SF	\$500,000	Permit Pending	6/15/2018	Irving	Jun-18
4	Office Bldg. Addition	610 N. O'Connor	Office	1,363 SF	\$126,513	Permit Pending	11/7/2018	Irving	Dec-18
5	Shell Bldg.	1153 W. John Carpenter Fwy.	Office	5,571 SF	\$800,000	Permit Pending	2/12/2019	Irving	Feb-19
6	Shell Bldg.	1163 W. John Carpenter Fwy.	Office	4,544 SF	\$800,000	Permit Pending	2/12/2019	Irving	Feb-19
7	Shell Bldg.	1173 W. John Carpenter Fwy.	Office	4,757 SF	\$800,000	Permit Pending	2/12/2019	Irving	Feb-19
8	Shell Bldg.	1183 W. John Carpenter Fwy.	Office	4,544 SF	\$800,000	Permit Pending	2/12/2019	Irving	Feb-19
9	Shell Bldg.	1193 W. John Carpenter Fwy.	Office	4,757 SF	\$800,000	Permit Pending	2/12/2019	Irving	Feb-19

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Warehouse	701 N. Main St.	Warehouse	6,000 SF	\$200,000	Permit Pending	3/27/2018	Irving	Apr-18
2	Storage Addition	3401 W. Pioneer Dr.	Storage	4,800 SF	\$135,000	Permit Pending	4/17/2018	Irving	May-18
5	Metroplex Wheels & Tires	635 S. Belt Line Rd.	Auto Repair	4,658 SF	\$650,000	Permit Pending	10/16/2018	Irving	Oct-18
6	Mustang Crossing Bus. Park	2421 N. S.H. 161	Warehouse	10,207 SF	\$500,000	Permit Issued	11/7/2018	Irving	Feb-19
7	Shell Bldg	2481 N. S.H. 161	Warehouse	10,207 SF	\$500,000	Permit Issued	11/7/2018	Irving	Feb-19
8	Shell Bldg	2551 N. S.H. 161	Warehouse	12,185 SF	\$500,000	Permit Issued	11/7/2018	Irving	Feb-19
9	Addn - BrakeBush	2230 E. Union Bower	Industrial	735 SF	\$293,000	Permit Issued	12/12/2018	Irving	Feb-19
10	Shell Bldg	9151 Currency St.	Warehouse	37,573 SF	\$2,800,000	Permit Pending	12/12/2018	Irving	Jan-19
11	FritoLay	701 N. Wildwood Dr.	Warehouse	109,380 SF	\$20,000,000	Permit Pending	1/15/2019	Irving	Jan-19



RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	7575 N. Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Apr-18
2	Lucky Texan #10	4455 W. Northgate	Convenience store/gas/laundromat	20,623 SF	\$1,526,038	Permit Issued	2/1/2018	Irving	Sep-18
3	Shell Bldg	6561 Riverside	Retail	13,650 SF	\$875,000	Permit Pending	8/30/2017	Irving	Jan-18
4	Shell Bldg - Cancelled	6581 Riverside	Retail	5,886 SF	\$375,000	Permit Cancelled	1/22/2018	Irving	Mar-19
5	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Approved	10/15/2018	Irving	Feb-19
6	Shell Space Rebuild	508 N. O'Connor	Retail	9,124 SF	\$600,000	Permit Issued	12/21/2018	Irving	Mar-19

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Issued	8/30/2016	Irving	Feb-19
2	Element by Westin	606 W. John Carpenter Fwy.	Hotel	105,565 SF	\$14,000,000	Permit Issued	3/1/2018	Irving	Aug-18

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
1	McDonald's	4098 N. Belt Line Rd.	Restaurant	5,938 SF	\$750,000	Permit Pending	11/13/2018	Irving	Dec-18
2	Yeti Plaza	3521 World Cup Way	Restaurant/Retail	15,500 SF	\$4,500,000	Permit Pending	1/4/2019	Irving	Feb-19

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
2	Great Hearts Preparatory Academy	3520 World Cup Way	School	40,153 SF	\$7,400,000	Permit Issued	8/16/2018	Irving	Oct-18
3	Tom Landry Elem. Addn	265 Red River Trail	School	16,751 SF	\$9,000,000	Permit Issued	8/17/2018	Irving	Oct-18
4	Multi-Purpose Bldg. CFBISD	455 E. LaVillita Blvd.	School	49,868 SF	\$25,000,000	Permit Issued	8/17/2018	Irving	Oct-18
5	Irving HS Addn	900 N. O'Connor Rd	School	28,905 SF	\$9,800,000	Permit Issued	8/17/2018	Irving	Oct-18
6	MacArthur HS Addn	3700 N. MacArthur Blvd	School	28,302 SF	\$7,400,000	Permit Issued	8/17/2018	Irving	Oct-18
7	COI Maintenance Bldg.	201 S. Sowers	Govt.	263 SF	\$296,000	Permit Issued	10/26/2018	Irving	Dec-18
8	COI - Fire Station #4	800 Metker	Govt.	9,079 SF	\$3,689,436	Permit Pending	3/11/2019	Irving	Apr-19

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Mar-19	58	\$22,796,352	44	\$18,223,928	14	\$4,572,424	0	\$0

This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.  
C-FB = Carrollton-Farmers Branch

IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 22, 2019

## **BUREAU MANAGEMENT AND STAFF REPORTS**



## ICVB Memorandum

Date: April 4, 2019

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Assistant Executive Director/Sales & Services

RE: Sales & Services Department Board Report for March 2018

### Convention Sales & Services Staff Activities

Leads Generated	March	YTD
Irving CVB – Hotel Leads	195	901
Irving Convention Center Leads	20	195

### March

Room Nights Generated	Monthly Goal	March 2019 Actuals	March 2018 Actuals	FY2018-19 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	March Convention Center	Convention Center YTD
Definite Room Nights	18588	29776	25464	223060	130441	114784	3428	22015
Lost Room Nights		66513	31725		223117	120443	36367	101634

### Travel & Activity

March	Organization	Event	Location
3-6	ConferenceDirect	Annual Partners Meeting	Atlanta, GA
12-15	Experient	Envision	Las Vegas, NV
18	Dallas Fort Worth Association Executives	A-Day	Allen, TX



## Customer Services Activity

Groups Served	
March	16
YTD	104

## March Servicing & Inventory

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	9/9	2900 Badges/2076 Lanyards
Pens	12	2510
Bags	6	1260
Promotional Materials	8/3/7	850 travel guides/145 Surveyor/1,700 TMF
Staffing Services	7	188 Event Hours (16 hours of training for new hires)

**Event Location:** Hotels: 11 Irving Convention Center: 3 Other: 2

## **Special Services**

### **Proclamations/Welcomes/Flags:**

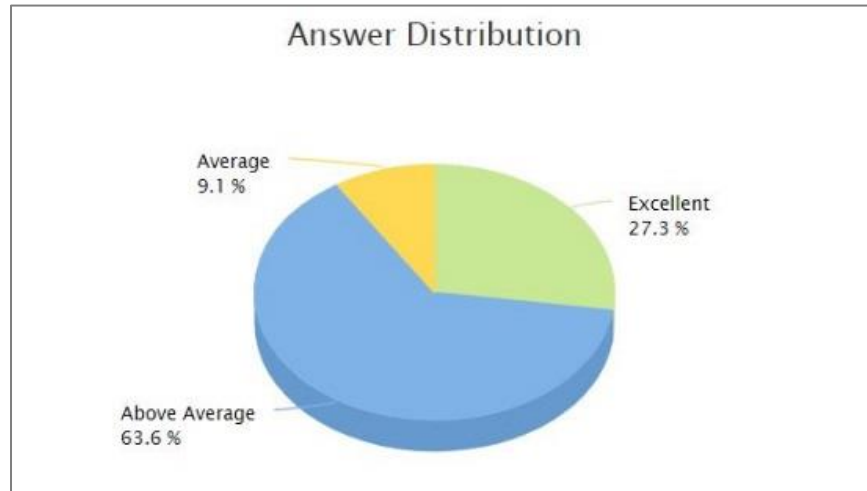
- Welcome and Proclamation – GFWC  
October 27, 2018, Lori Fojtasek
- Opening Remarks – Zest Fest,  
January 25, Deputy Mayor Pro Tem Oscar Ward
- Welcome – North Texas Teen Book Festival,  
March 23, 2018, Mayor Rick Stopfer

### **Pending**

- Welcome/Ribbon Cutting North Texas Business Alliance,  
April 10<sup>th</sup>, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – Angry Skipper Association-Reunion  
May 18, 2019, Councilman Al Zapanta
- Proclamation/ Flag Presentation – The Association of Buffalo Soldiers and Troopers MC  
May 18, 2019, Councilman Dennis Webb
- Proclamation/ Flag Presentation – Grand Encampment of Knights Templar  
June 26, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – Grand Encampment Sirens  
June 30, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – American Legion Department of Texas  
July 12, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation – American Legion Auxiliary  
July 13, 2019, Mayor Rick Stopfer

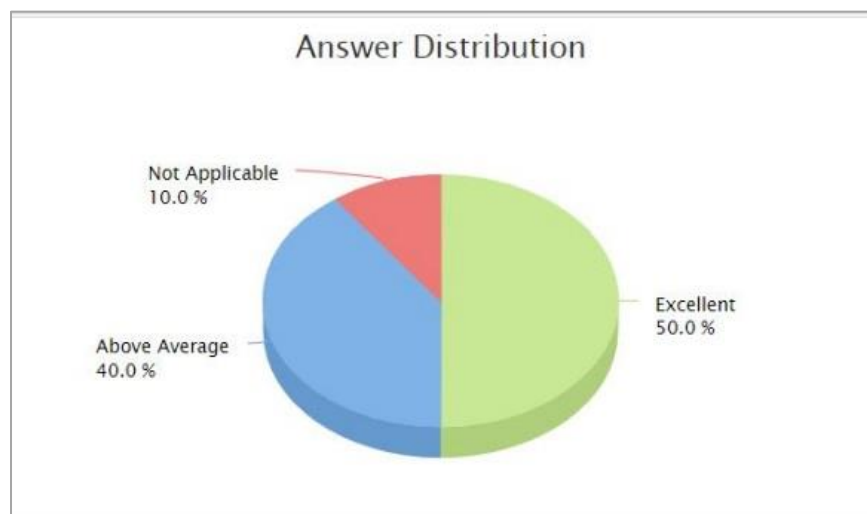
## Customer Service Satisfaction Survey Results March 1-28, 2019

1. How was your overall destination experience?



03/01/2019 – 3/31/2019  
Score: 83.6 / 100.0

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



3/01/2019 – 3/31/2019  
Score: 91.1 / 100.0

## April-July 2019 Definite Bookings

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
National Air Filtration Association	NAFA 2019 Technical Seminar	4/1/2019	4/5/2019	200	493
Texas Alliance of Energy Producers	Texas Alliance 2019 Annual Meeting	4/1/2019	4/2/2019	350	220
Texas Alliance of Energy Producers	Texas Alliance 2019 Annual Meeting	4/1/2019	4/2/2019	350	220
McKesson Corporation	#10202-CSMP Team Meeting	4/2/2019	4/4/2019	39	100
McKesson Corporation	PAC District Meeting District 4 and District 1	4/2/2019	4/4/2019	27	38
DFW Fiber Fest	DFW Fiber Fest	4/3/2019	4/7/2019	1500	971
Tribute to Valor Foundation	STEM Liner	4/3/2019	4/4/2019	210	45
Church Of God International Office	Kid Fest	4/4/2019	4/6/2019	750	310
Southeast Natural Products Association	SOHO Southwest	4/4/2019	4/7/2019	250	500
BioTE Medical	Biote Medical	4/4/2019	4/6/2019	200	251
Tour-Rific of Texas	Natalia High School	4/5/2019	4/7/2019	65	48
Dallas Geologic Society 2019	Dallas Geologic Society 2019	4/6/2019	4/9/2019	500	350
Kronos	GTS Meeting	4/6/2019	4/11/2019	150	380
American Heart Association	American Heart Association ECC Spring Meeting April 2019	4/7/2019	4/9/2019	100	255
Volunteers of America	VOA Innovation/IT Jam Session Meeting	4/7/2019	4/11/2019	38	134
American College of Emergency Physicians	ACEP - EMBRS Meeting April 2019	4/7/2019	4/9/2019	10	25
Association of Early Learning Leaders	Association of Early Learning Leaders Annual Conference	4/8/2019	4/13/2019	350	860
The Golden Eagles	The Golden Eagles Annual Reunion	4/8/2019	4/13/2019	300	523
Blue Cross Blue Shield	FEDVIP 2019	4/8/2019	4/9/2019	100	100
McKesson Corporation	National Independent Advisory Board (NIAB) Spring Meeting	4/8/2019	4/10/2019	17	66
ACA International	ACA International - ICL 2019 Spring Meeting	4/8/2019	4/9/2019	40	30
Philips	NA Healthcare Informatics Kickoff	4/8/2019	4/11/2019	180	700
HMS Holdings	Rooms for Gala Dinner at Westin Convention Center	4/8/2019	4/9/2019	250	125
Kameha Con	Kameha Con	4/10/2019	4/15/2019	5000	1694

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
American Society for Dermatologic Surgery	ASDS Premier Resident Cosmetic Symposium 2018	4/11/2019	4/13/2019	100	212
Oakland Athletics	Oakland Athletics 2019	4/11/2019	4/13/2019	75	180
McKesson Corporation	2019 Texas Oncology Shareholder's Meeting	4/11/2019	4/13/2019	200	75
Pathways Core Training Inc.	Pathways Monthly April 2019	4/12/2019	4/27/2019	100	272
TexSom	The Court of Master Sommeliers Advanced Course	4/13/2019	4/17/2019	85	287
American Recovery Association	2019 NARS and Annual Meeting	4/14/2019	4/20/2019	400	788
American Recovery Association	2019 NARS and Annual Meeting	4/14/2019	4/20/2019	400	788
ACE Cash Express, Incorporated	APRIL 2019 Leadership Conferences	4/14/2019	4/17/2019	70	180
McKesson Corporation	Health Systems Leadership Meeting	4/15/2019	4/18/2019	25	50
American Red Cross	American Red Cross - Donor Recruitment Training	4/15/2019	4/18/2019	20	48
McKesson Corporation	#11153-HR Business Process Design Summit	4/15/2019	4/19/2019	32	96
Tribute to Valor Foundation	AFS Maggie Magellas Award	4/15/2019	4/17/2019	300	73
Houston Astros Baseball Club	Houston Astros 2019	4/17/2019	4/21/2019	100	280
Southern Collegiate Athletic Conference	Southwestern University Men's Baseball vs U of D	4/18/2019	4/20/2019	30	30
Assemblies of God/Marriage	Marriage Retreat	4/19/2019	4/21/2019	80	80
Texas Taxpayers & Research Association	TTARA 2018 Spring Luncheon Catering Only	4/19/2019	4/19/2019	100	0
Trend Micro	Trend Micro Channel Meeting Irving	4/21/2019	4/24/2019	20	50
Alston & Bird LLP	Litigation + Intellectual Property Area	4/22/2019	4/28/2019	265	914
Fresenius Medical Care	April 2019 CMT West Training Series	4/22/2019	4/26/2019	70	280
The Principle Foundation	The Principle Foundation	4/22/2019	4/23/2019	80	110
ACE Cash Express, Incorporated	Quarterly Meeting- APRIL 2019. Rooms Only	4/22/2019	4/24/2019	10	20
McKesson Corporation	10065 Southwest ASM/Lab Meeting	4/22/2019	4/24/2019	16	43
Texas American Society of Landscape Architects	Texas ASLA - 2019 Annual Conference	4/23/2019	4/26/2019	1000	465
McKesson Corporation	#10329-Surgery Center Team Meeting 2019	4/23/2019	4/25/2019	15	30
ESP, Inc.	2019 Physics and Specialty Weekend	4/24/2019	4/29/2019	300	471

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
StarQuest Performing Arts	StarQuest Dance Competition 2019Staff/Attendees	4/25/2019	4/29/2019	100	70
Big 12 Conference	National Referee Conference 2019	4/25/2019	4/27/2019	400	320
Heart of Texas H.O.T. Line Dance Event	Heart of Texas Line Dance Event	4/25/2019	4/27/2019	300	300
McKesson Corporation	iKnowMed Generation 2 Physician Advisory Board Meeting	4/25/2019	4/27/2019	25	20
Dance Revolution	2019 DFW Earthshakers	4/26/2019	4/27/2019	200	200
McKesson Corporation	Six Sigma Annual Conference 2019	4/26/2019	5/1/2019	150	270
Tour-Rific of Texas	Clear Brook	4/26/2019	4/28/2019	50	17
Alston & Bird LLP	Transactional + Tax Areas	4/28/2019	5/6/2019	235	781
Federal Bureau of Investigation	FBI Training Meeting	4/28/2019	5/2/2019	250	1150
Pittsburgh Pirates	Pittsburgh Pirates 2019	4/28/2019	5/1/2019	75	225
Credit Union National Association	CUNA 2019 Marketing & Bus. Dev. Council Planning Session & CLO Forum	4/29/2019	5/2/2019	65	110
Toronto Blue Jays	Toronto Blue Jays 2019	5/2/2019	5/4/2019	75	210
Transplace, Incorporated	Transplace Shipper Symposium May 2019	5/3/2019	5/8/2019	3850	775
Pathways Core Training Inc.	Pathways Monthly May 2019	5/3/2019	5/18/2019	100	272
Supreme Me Dallas	Supreme Me Dallas	5/3/2019	5/5/2019	200	134
Drive Nation Sports	NYBL Southwest Regional Qualifier Basketball Tournament 2019	5/3/2019	5/5/2019	700	670
Texas Workforce Commission	TWC CCR Mini Immersion Training - DFW	5/5/2019	5/9/2019	30	150
Envoy Air, Inc.	General Managers Meeting 2019	5/6/2019	5/9/2019	200	234
McKesson Corporation	#10009-McKesson Technology Leadership Meeting	5/6/2019	5/9/2019	90	310
American Red Cross	American Red Cross - Donor Recruitment Training	5/6/2019	5/9/2019	20	48
DW Distribution	DW Distribution Spring Show 2019	5/8/2019	5/10/2019	160	200
BioTE Medical	Biote Medical	5/9/2019	5/11/2019	200	251
Bluerock Capital Market, LLC	Due Diligence Meeting	5/12/2019	5/15/2019	180	169
Pacific Dental Services	LDA Meeting 2019	5/13/2019	5/13/2019	400	325

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Weyerhaeuser Company	2019 Safety Managers Meeting	5/13/2019	5/16/2019	60	115
Associated Builders and Contractors, Inc.	2019 ABC Users Summit	5/15/2019	5/17/2019	90	145
Angry Skipper Association	Angry Skipper Reunion	5/15/2019	5/19/2019	150	285
Varsity Spirit LLC	2019 Varsity Spirit - VCA TXGV - Sheraton DFW	5/15/2019	5/19/2019	100	135
McKesson Corporation	Credit Summit	5/15/2019	5/17/2019	30	60
The Association of Buffalo Soldiers and Troopers Motorcycle Club	Central Frontier	5/16/2019	5/19/2019	400	900
St. Louis Cardinals	St. Louis Cardinals	5/16/2019	5/18/2019	70	201
Assemblies of God/Marriage	Assemblies of God/Marriage	5/17/2019	5/19/2019	75	50
Building Professional Institute	2019 Building Professional Institute May	5/18/2019	5/23/2019	700	122
CCCI - Cru NLC Fall	CCCI - Cru Summer Mission	5/18/2019	5/20/2019	300	196
Seattle Mariners Baseball Club	Seattle Mariners 2019	5/19/2019	5/22/2019	75	195
American Telugu Sambaralu	N.A.T.S.	5/20/2019	5/28/2019	2500	1740
Fresenius Medical Care	May 2019 CMT West Training Series	5/20/2019	5/24/2019	70	280
Whitley Penn	Whitley Penn - 2019 Rooms Only	5/20/2019	5/20/2019	10	10
TractManager	TractManager Meeting April 2019	5/21/2019	5/24/2019	85	186
American Telugu Sambaralu	N.A.T.S. Alumni over flow guest rooms	5/23/2019	5/27/2019	5000	1100
Family Reunions	Shearrill Family Reunion	5/24/2019	5/27/2019	100	150
OGBAKOR	OIUSAm Annual	5/24/2019	5/26/2019	150	150
Kansas City Royals	Kansas City Royals 2019	5/29/2019	6/1/2019	66	264
American College of Emergency Physicians	ACEF - Clinical Policies Committee Room Block May 2019	5/29/2019	5/30/2019	25	50
Texas Linux Fest	Texas Linux Fest 2019	5/30/2019	6/1/2019	400	120
Texas Air Hogs	Texas Air Hogs May 2019 Season	5/31/2019	5/31/2019	660	165
Mutual of America	Mutual of America - Sales Conference	6/2/2019	6/5/2019	300	860
Texas Community College Instructional Administrators	2019 TCCIA Summer Leadership Meeting	6/2/2019	6/3/2019	60	90
Baltimore Orioles	Baltimore Orioles 2019	6/2/2019	6/6/2019	70	275
VRM	VRM - Financial Services Industry Week	6/3/2019	6/6/2019	500	150
North Texas RPG-Con	North Texas RPG-Con	6/5/2019	6/9/2019	500	439

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
Zonta International	Zonta International North America Inter District	6/6/2019	6/9/2019	400	270
Oakland Athletics	Oakland Athletics 2019	6/6/2019	6/8/2019	75	180
Pathways Core Training Inc.	Pathways Monthly June 2019	6/7/2019	6/22/2019	100	272
Oklahoma Independent Petroleum Association	OIPA Annual Meeting 2019	6/10/2019	6/15/2019	450	802
U90C Management Group (soccer)	U90C Premier SuperCopa	6/10/2019	6/17/2019	9000	6986
American Red Cross	American Red Cross - Donor Recruitment Training	6/10/2019	6/13/2019	20	48
Texas Non-Profit Theatres	2019 TNT Youth Conference	6/11/2019	6/15/2019	500	405
Texas Non-Profit Theatres	2019 TNT Youth Conference - Overflow Hotel	6/11/2019	6/15/2019	500	110
McKesson Corporation	#10338-HIT Sales Meeting	6/11/2019	6/13/2019	30	60
Learning Forward Texas	Learning Forward	6/16/2019	6/19/2019	900	700
Kempke's Music	Kempke's Music	6/16/2019	6/20/2019	150	145
Cleveland Indians	Cleveland Indians 2019	6/16/2019	6/20/2019	80	296
Fresenius Medical Care	June 2019 CMT West Training Series	6/17/2019	6/21/2019	70	280
Saint Peter Orthodox Church	DOWAMA Parish Life	6/18/2019	6/23/2019	250	402
Flowserve Corporation	American Regional Leadership Summit	6/18/2019	6/21/2019	200	375
Texas Medical Association	2019 Texas CME Conference	6/19/2019	6/20/2019	120	150
Texas Municipal Utilities Association	2019 TMUA Annual Conference	6/19/2019	6/20/2019	75	70
PCG Pentecostal Church of God	PCG General Convention	6/20/2019	7/2/2019	2500	1271
PCG Pentecostal Church of God	PCG General Convention	6/20/2019	7/2/2019	2500	1271
BioTE Medical	BioTE Medical	6/20/2019	6/22/2019	200	251
Steubenville	Steubenville Lone Star 2019 Room Block	6/20/2019	6/22/2019	4600	2800
JLM Creative Events	Applique Getaway 2019	6/20/2019	6/23/2019	150	315
Advisors Excel	Advisors Excel - Rainmaker Elite June	6/21/2019	6/27/2019	50	214
Grand Encampment of Knights Templar	Grand Encampment of Knights Templar	6/23/2019	7/1/2019	325	776
National Association of University-Model Schools NAUMS	NAUMS	6/24/2019	6/27/2019	350	273
International Workers' Compensation Foundation	2019 Texas Workers' Compensation & Safety Conference	6/25/2019	6/28/2019	150	402

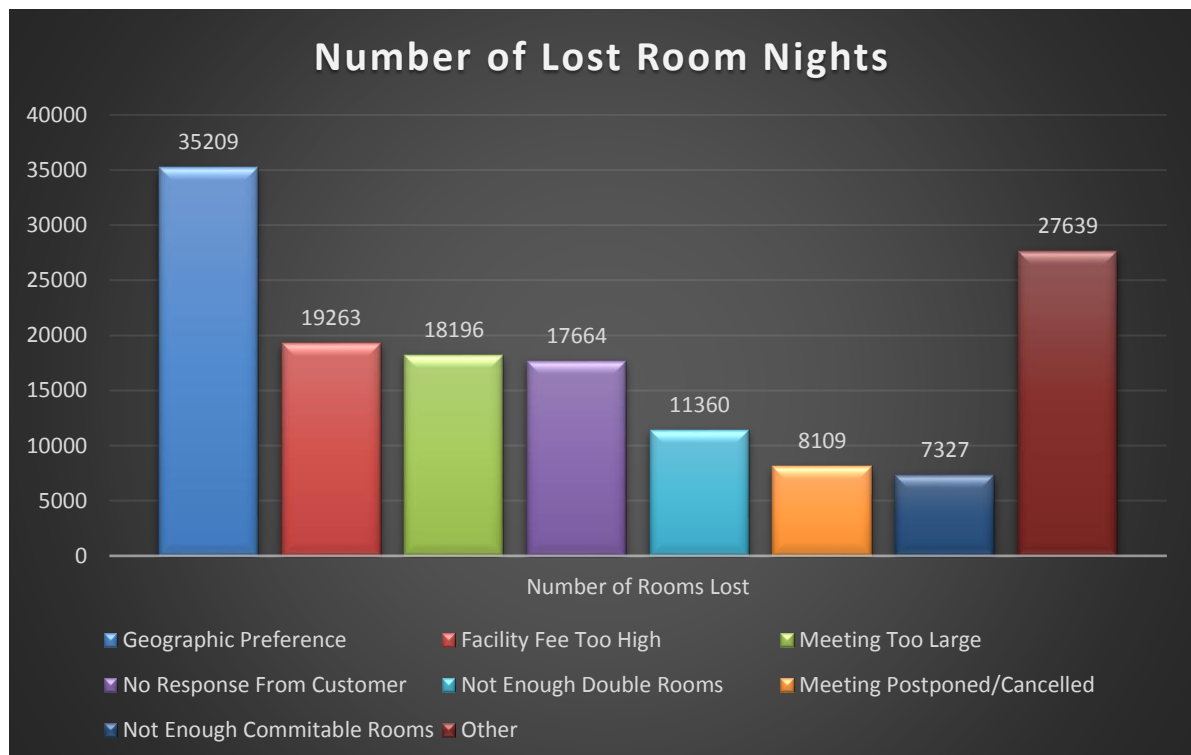


Customer	Meeting	Arrival	Departure	Attendees	Room Nights
USA Volleyball	USAV Boys National Volleyball Championship 2019	6/27/2019	7/8/2019	30000	715
Koreans Connecting Business & Marketplace to Christ	KCBMC Annual Conference	6/27/2019	6/29/2019	250	220
Grand Encampment of Knights Templar	General Conference Knights Templar	6/28/2019	7/3/2019	325	910
Texas Air Hogs	Texas Air Hogs June 2019 Season	6/30/2019	6/30/2019	660	204
USA Rice Federation	2019 USA Rice Federation Annual Business Meeting	7/5/2019	7/9/2019	200	455
Pathways Core Training Inc.	Pathways Monthly July 2019 #1	7/5/2019	7/6/2019	100	170
American Legion, Department of Texas	American Legion Department of Texas Convention	7/7/2019	7/14/2019	1200	1274
Trend Micro	Trend Micro Presidents Meeting	7/7/2019	7/10/2019	100	300
National Police Collector's Convention	2019 National Police Collector's Convention	7/10/2019	7/12/2019	500	400
National Police Collector's Convention	2019 National Police Collector's Convention - Overflow - Holiday Inn Express ICC	7/10/2019	7/12/2019	500	285
Houston Astros Baseball Club	Houston Astros 2019	7/10/2019	7/14/2019	100	308
BioTE Medical	BioTE Medical	7/11/2019	7/13/2019	200	251
SMG Worldwide	SMG Worldwide Ops/GM Conference	7/14/2019	7/18/2019	200	755
Arizona Diamondbacks	Arizona Diamondbacks 2019	7/14/2019	7/17/2019	75	210
American Institute of Certified Public Accountants	American Institute of CPA's Intercharge Conference July 2019	7/15/2019	7/21/2019	350	1195
American Red Cross	American Red Cross - Donor Recruitment Training	7/15/2019	7/18/2019	20	48
Big 12 Conference	CFO West Joint Officials Conference 2019	7/18/2019	7/21/2019	400	450
Saint Peter Orthodox Church	Saint Peter Jacobite Syrian Orthodox Church	7/18/2019	7/21/2019	700	600
The American Academy of Otolaryngic Allergy	American Academy of Otolaryngic Allergy - July 2019 Meeting	7/19/2019	7/20/2019	20	29
Campus Safety	Campus Safety Texas	7/20/2019	7/24/2019	400	309
TexSom	Court of Master Sommelier Theory Exam 2019	7/20/2019	7/23/2019	100	154
Fresenius Medical Care	July 2019 CMT West Training Series	7/22/2019	7/26/2019	70	280

Customer	Meeting	Arrival	Departure	Attendees	Room Nights
ACE Cash Express, Incorporated	Quarterly Meeting-JULY 2019. Rooms Only	7/22/2019	7/24/2019	10	20
International Myeloma Foundation	IMF Support Group Leaders Summit 2019	7/23/2019	7/28/2019	98	314
Parker College of Chiropractic	Parker Power - July	7/25/2019	7/28/2019	200	130
Neiman Marcus	Men's Conclave - Neiman Marcus Block 2019	7/28/2019	8/3/2019	200	628
Seattle Mariners Baseball Club	Seattle Mariners 2019	7/28/2019	7/31/2019	75	260

\*\*Items highlighted above are Target Industries for Irving

## Quarterly Lost Business



# Marketing Communications

**To:** Maura Gast, Executive Director

**From:** Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

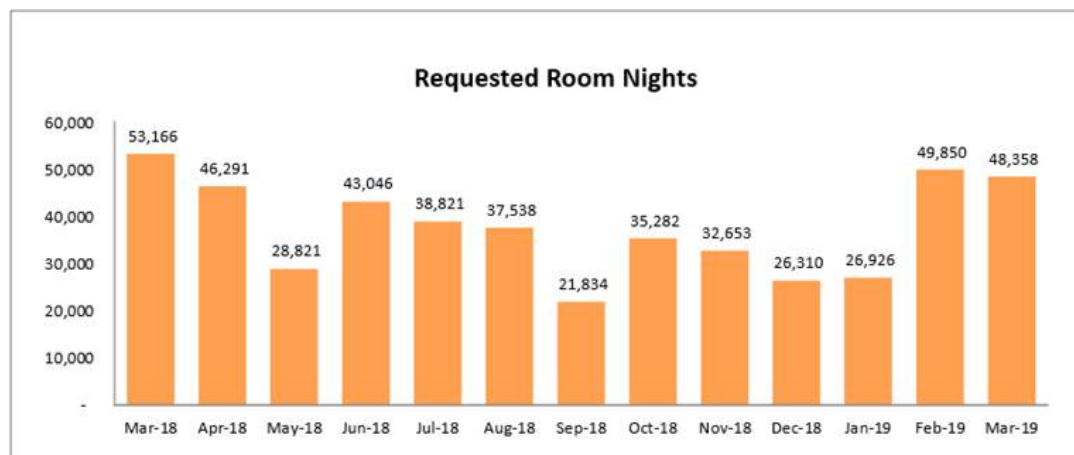
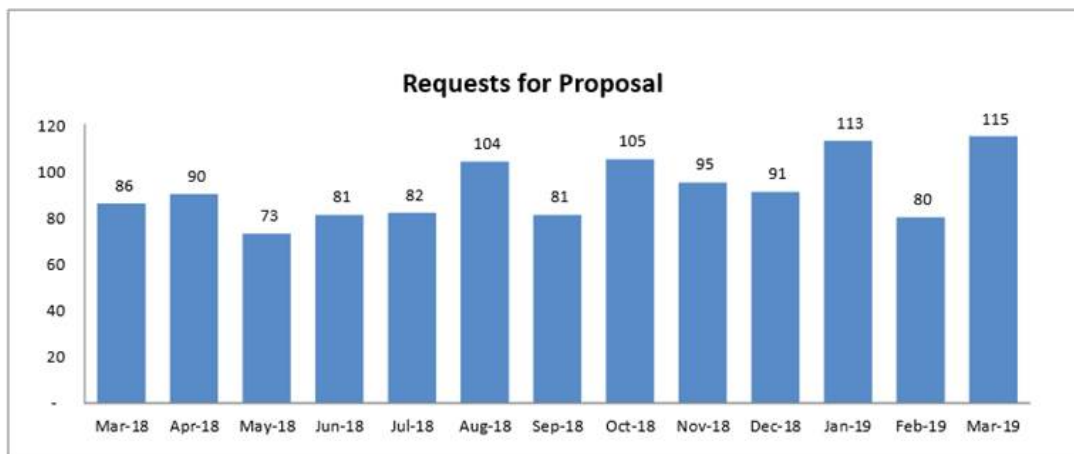
**Date:** April 15, 2019

**Re:** March 2019 Board Report

## Marketing and Advertising Analytics

### RFPs

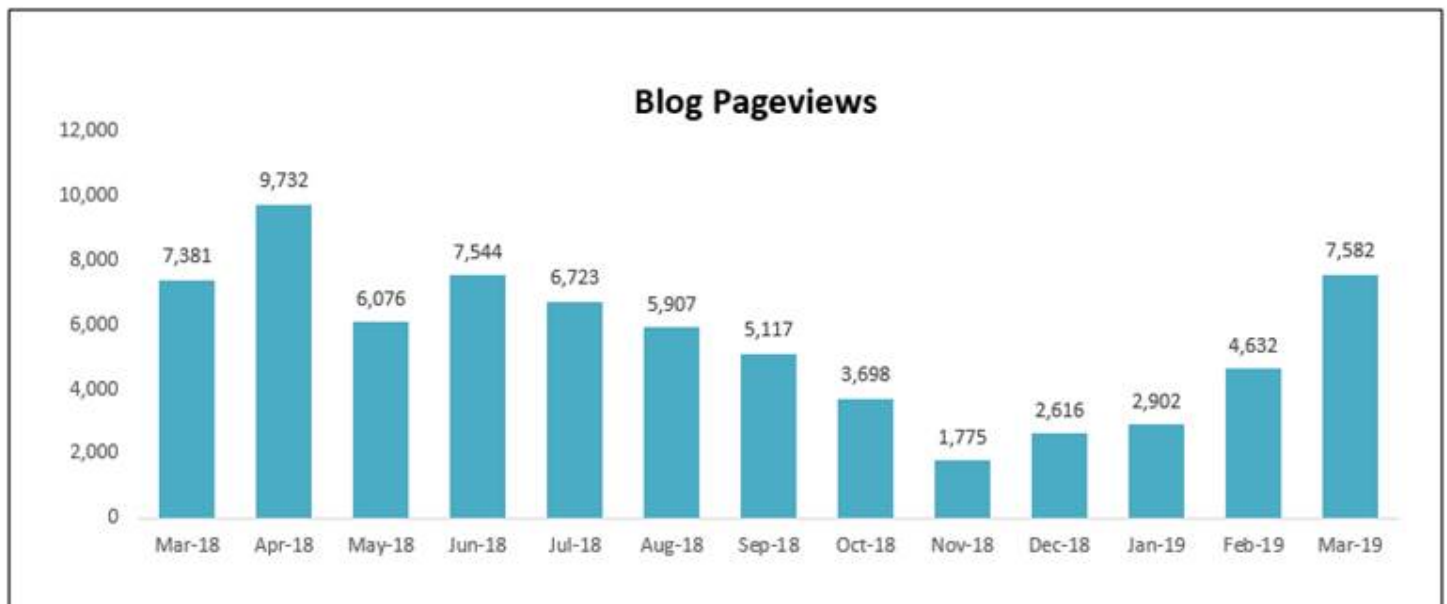
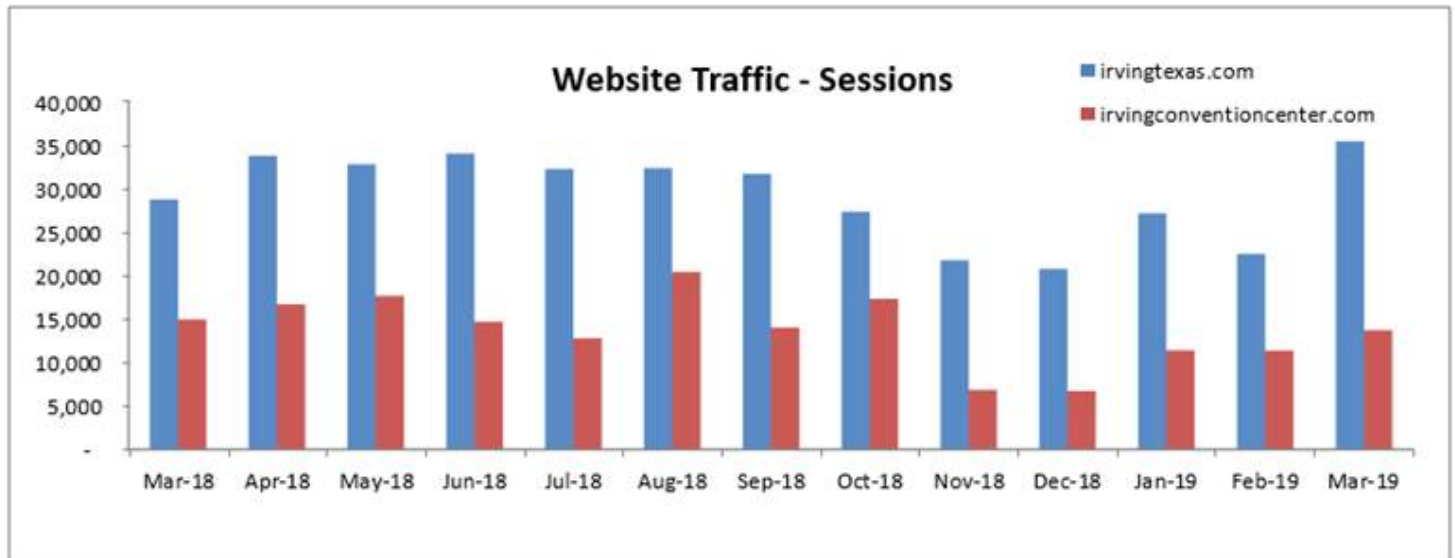
March saw the highest number of RFPs since January of last year with **115 RFPs** (well above average) while the number of room nights remained high for the second month in a row with **48,358 associated room nights** (above average). Year-over-year March 2019 performed better than March 2018 with a 34% increase in the number of RFPs but saw a slight decrease in the number of room nights, which was down 9%.



## Website Traffic

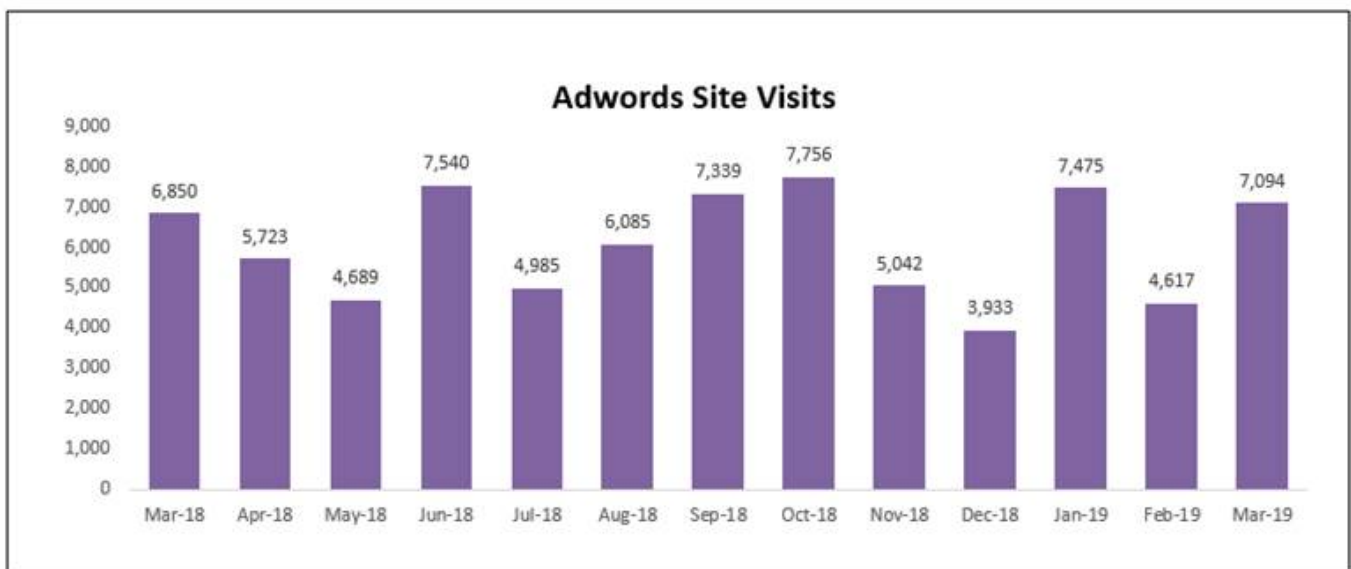
March also saw a large increase in website traffic with **49,096 total sessions** and **40,814 total users** for both websites. The **Visit Irving website had its highest traffic ever with 35,409 sessions and 29,403 total users** (well above average). The Irving Convention Center website also performed well with 13,687 sessions and 11,411 users (above average). The year-over-year performance showed that the Visit Irving website traffic increased by 23% while the Irving Convention Center website remained steady.

Blog traffic increased significantly again in March with **7,582 pageviews** and 6,655 unique pageviews, which was a 64% increase over the previous month and second highest number of pageviews in the past year. The average time visitors spent on the blog increased to four minutes and 17 seconds (well above average), and the bounce rate remains low at 14.34%. The top blog posts were "Irving Texas Bluebonnets Guide," with 1,324 pageviews, "We Tried the 3-Day Juice Cleanse at Freshii, Here's What Happened," with 557 pageviews, and "5 Brunch Spots in Irving You Need to Try this Sunday," with 456 pageviews.



## Advertising and Paid Search

Advertising engagement was the **highest to date with 9,580 advertising impressions** and **3,301 site-visits**, which is a **141% increase over the previous month** and a **35% year-over-year increase in advertising impressions**. Tegna Media was the top performer with 2,559 impressions and 1,386 site-visits, follow by MPI with 2,245 impressions and 741 site-visits. Multiview and Meetings Today also performed well with 1,202 impressions and 1,043 impressions. The Google AdWords paid search campaign also increased in March to **56,587 impressions** and **7,094 site-visit**, which generated **22 RFPs** and is the highest number of RFPs from AdWords to date.



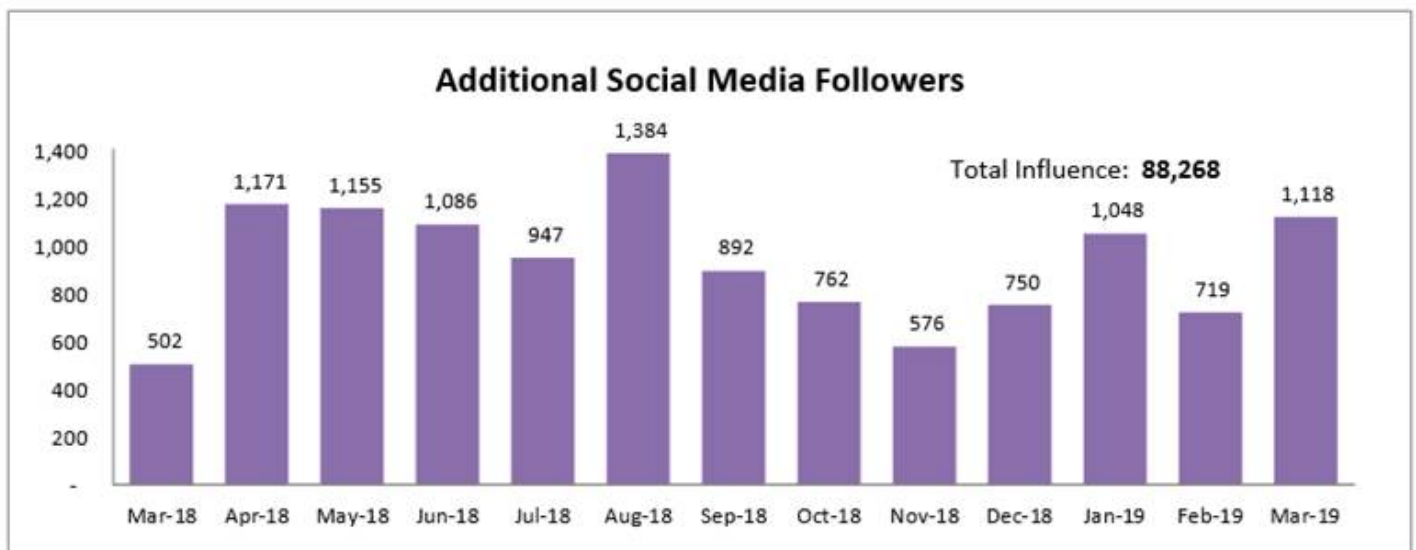
## Hotel and Flight Bookings

Information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. The attribution window is 60 days, which means that the complete information available to date is from January 2019. In January, 57 hotel reservations were booked, which accounts for 128 room nights and \$19,717 in hotel revenue. Travelers also booked 316 flights in January.



## Social Media

The number of new social media followers increased by **1,118 new followers**, which is a **123% year-over-year increase** and brings the total influence to **88,268**. The Visit Irving Facebook Page saw the largest increase with 774 new likes for a total of 57,911 new likes. The Visit Irving Instagram also performed well with 185 new followers.



## Social Media, cont.

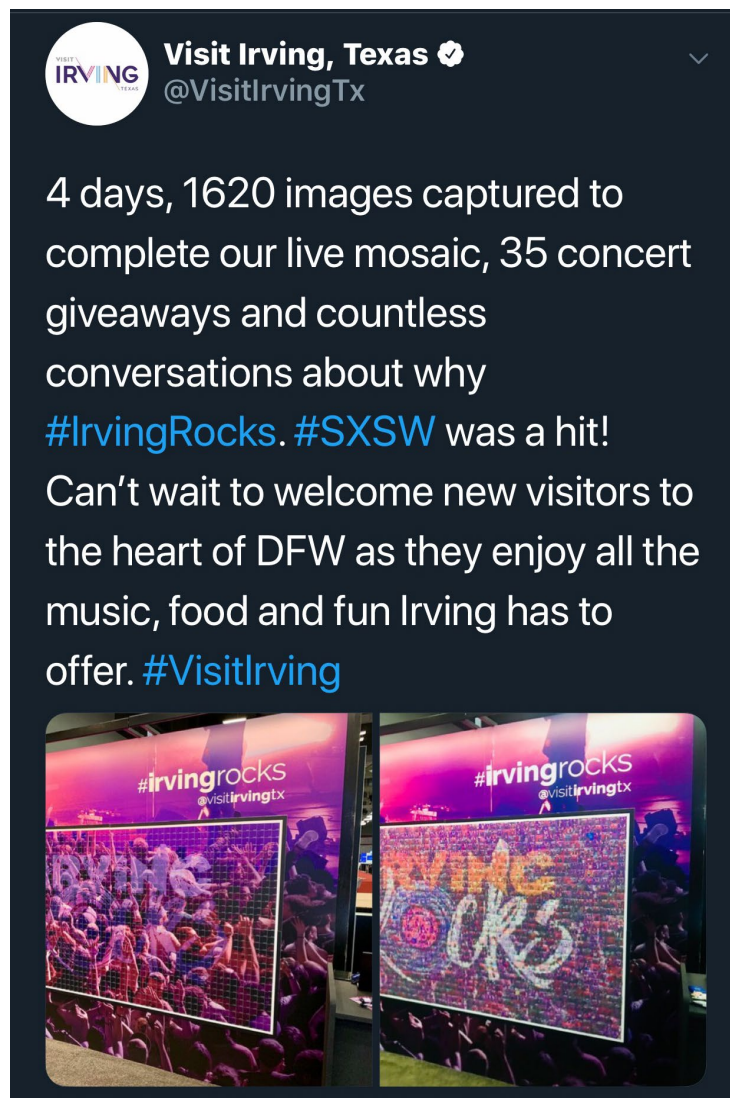
IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
<b>Visit Irving Texas</b> Impressions Profile Visits	<b>57,911</b> 197,684 143,245		<b>5,577</b> 27,200 866	<b>5,641</b> 60,267	<b>617</b>
<b>Convention Center</b> Impressions Profile Visits/Users	<b>12,698</b> 635,835 277,265	<b>189,497</b>	<b>2,499</b> 4,151 216	<b>1,931</b> 1,776	<b>304</b>
<b>Impacting Irving</b>	<b>1,090</b>				

**Hashtag** – #VisitIrving

**Irving Convention and Visitors Bureau** user name on Twitter, Instagram - @VisitIrvingTx

**Irving Convention Center** user name on Twitter, Instagram - @IrvingTxCC

## Featured Social Post





## Earned Media Analytics

IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	84,030,274	160,203,741			327,267,173
ADVERTISING EQUIVALENCY <sup>+</sup>	\$777,281	\$1,481,890			\$2,259,171
PUBLIC RELATIONS VALUE <sup>++</sup>	\$2,331,843	\$4,445,670			\$6,777.513

\*The number of media impressions is based upon the readership or audience numbers for each media outlet, as supported by the published circulation or audience numbers.

<sup>+</sup>Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

<sup>++</sup>From a measurement prospective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

## Attachments

📌 "How did Irving Become One of the Country's Most Vibrant Nepalese Food Enclaves?," *Dallas Observer*, March 12, 2019

📌 "Renovations Completed at Dallas Marriott Las Colinas as a New Meetings Hotel Arrives," *Meetings and Conventions*, March 22, 2019

📌 Visit Irving Social Facts

📌 ICC Social Insights



DALLAS SYMPHONY ORCHESTRA



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# How Did Irving Become One of the Country's Most Vibrant Nepalese Food Enclaves?

BRIAN REINHART | MARCH 12, 2019 | 4:00AM

f 611 Consider the momo.

t The momo comes in many forms, but in all of them it is Nepal's iconic snack. In the Himalayas, momos can be eaten on nearly every urban street corner and in nearly every kitchen. To call the momo a kind of dumpling would be accurate, but simplistic; it is, in fact, many kinds of dumpling. Some are formed in neat little pyramids of dough and filling, shaped like Nepal's towering mountains, with the wrappers' pleated folds meeting at the summit. Others are made in a more circular fashion, and their tops form a sort of crown. Yet more are folded into enormous crescent moons, and a few resemble the dumplings popular in the country's northern neighbor, China.

AA

However you eat a momo, those bites of wrapper, filling and spice are little symbols of Nepali culture. They're as ubiquitous and iconic in their tradition as the taco is in Mexico's. To snack on a momo is to peer through a window onto a mountainous landscape on the far side of the world.

## RELATED STORIES

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- **A New Sports Bar in Irving Serves Traditional Nepali Food and Mango Lassi Vodka Shots**
  - **Cafemandu Brings a Taste of Nepal to Irving — Including Nine Kinds of Momo Dumplings**
- 

The best place to find momos in the United States is Jackson Heights, Queens. That neighborhood's dozens of vendors participate in an annual "Momo Crawl" festival.

The second-best place to find momos in the United States is on the suburban, asphalt-covered flatland of Irving, Texas. Irving is home to the second-largest Nepali-American population in the country, behind only New York City. Two societies, a spiritual center and at least 13 restaurants cater to the growing community. But start asking around to find out why immigrants from a cool, mountainous country are congregating in a hot, flat suburb, and the answer is surprising: Nobody quite knows how Nepal came to North Texas.

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Brothers Pradip Giri (far left) and Ramesh Giri (far right) cook with their wives Anjana Giri (left) and Rejina Giri (right).



One of the prevailing theories of Nepali migration to Dallas County centers on North Lake College, the community college that serves Irving. (Disclosure: This author is a North Lake College employee.) North Lake reportedly has the largest population of Nepali students of any American college or university. According to an unofficial tally by the college's international student center, the school has around 650 Nepali students – a number which, before the Trump administration, was nearly 900.

Those numbers account for a staggering 80 percent of the college's international student population – all from a country with a population slightly smaller than Texas' and located 8,000 miles away.

Keith Landry, one of the college's international student advisers, isn't sure how to explain this affinity.

"I started here in 2006, and it was already 70 percent Nepalese," Landry explains, referring to the college's international student population. Landry says he visited Chicago a decade ago and met a Nepali-American working at Subway. "I said that I lived in Irving, Texas. 'Oh, is that where North Lake is? I have friends who go there.' Word of mouth."



Sailesh Bajracharya (left) and Dipesh Acharya of Cafemandu

But not everyone in the community here attended North Lake, and anyone trying to explain why Irving became a Nepali enclave faces a chicken-and-egg conundrum. Many NLC students from Nepal say they came to Irving because they had family already here. But many of the locals say their families came here because of North Lake.

Ramesh Giri, one of two brothers who attended North Lake and now jointly own MoMo To Go, sums up the conundrum neatly.

Alison McLean “The people who came here in the '80s and '90s, they started making Dallas home,” he says. “Another reason is North Lake College and the DCCCD colleges. I went there. All of my friends and all of my relatives went there. The younger populations are because of the school. The people with the families are because there’s someone they know.”

The prevailing theory inside North Lake’s International Center is that the Diversity Immigrant Visa Program, which began issuing visas in 1995, opened up the United States to migration from Nepal, and that in the following years Nepali immigrants arrived at the college and in the city almost immediately. Why they chose this corner of Texas is still unknown. The entire wave of migration may well have started with just one or two people who told their friends and family about Irving, or about its community college.

Other local schools contribute to the population, too. Dipesh Acharya, manager of Cafemandu Flavors of Nepal, moved to Irving after attending Texas State University in San Marcos. Bipin Thakali, one of the partners at Peak Restaurant, came to the U.S. to get a pilot’s license at a school in Arlington, which has since moved to Fort Worth.

Although Thakali’s background is slightly different, his theory of how Nepal came to Irving still revolves around education.

“North Lake is in Irving, you know, and UTA is in Arlington, so it’s right in the middle,” Thakali speculates. “Some students take classes at North Lake and classes in Arlington and stay in the middle.”

In 2015, when a devastating earthquake struck Nepal and left almost 9,000 people dead and millions homeless, the student body at North Lake College responded by donating blankets, clothing and more than \$8,000 in cash. Two Nepali students returned home with \$4,000 each. In an interview with the college’s student newspaper, Sudip Hamal recalled spending his share to pack trucks with food and drive them to a remote village in the Sindhupalchok District, where the earthquake had destroyed 97 percent of homes.



“It was a four-hour drive each way,” Hamal told the North Lake College *News-Register*. “With that money, we helped 200 families. We distributed edibles, things like rice and cereal for them to eat.”

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Steamed momos with dipping sauces at Cafemandu

Alison McLean

There must be 50 ways to eat a momo.

The dumpling's traditional fillings can involve ground chicken, goat, lamb, yak or, most commonly, water buffalo. Vegetarian fillings are increasingly common; pork momos exist, too, and Peak Restaurant in Irving daringly serves beef momos, even though 80 percent of Nepal is Hindu. (Small minorities of the country are Buddhist, Muslim or some localized combination of those faiths.)

Steamed momos are the simplest order of all: The dumplings come out of the steamer basket with little more than a side order of dipping sauce. Pan-fried and even deep-fried momos can be had, and so can fried momos coated in a zestful rub of seasonings, herbs and diced red onions.

Cafemandu is the only restaurant in Irving – and, according to its owners, the only restaurant in the United States – to serve sweet momos for dessert, with a creamy dairy filling. Dairy lovers can pick up a savory alternative at Cafemandu, too: “cheesy white” momo, covered in “creamy cheese” sauce.

For many Nepali-Americans, the perfect cold-weather comfort food is steamed momos served in a hot broth. Jhol momo is, in essence, dumpling soup, with a richly aromatic broth made with tomatoes, chili peppers, cumin, and herbs and spices native to the Himalayas.



C-momo at Cafemandu

Alison McLean

One of the most beloved of all preparations has its own shorthand: “C-momo,” short for “chili momo,” or, as many menus insist on spelling it, “chilly momo.” However it is named, chili momo is a steamed or pan-fried order coated with a richly spicy, deep-red sauce founded on the flavor base of indigenous hot

peppers.

Chili momo, too, comes in many varieties. At Cafemandu, it’s got a subtle heat that may seem innocuous at first but builds in power with every successive bite. Just across Northgate Drive, inside the Texaco station on the corner, Momostop slathers its C-momo in a sauce so fiery red that it might as well be a warning sign. Peak Restaurant’s chili momo are deep-fried, with almost crunchy pleats of dough; some of them have menacing slivers of hot pepper on top or hidden inside.

Every Nepali restaurant in Irving serves momos, even if the kitchen’s primary focus is on another genre of food. Cafemandu is probably **the most prominent momo specialist** in Irving, with nine varieties available at any given time. Peak, which is nominally a sports bar, also makes the dumpling wrappers by hand. Some businesses, such as Hot N Spicy on State Highway 183, add momos to a menu that’s focused primarily on more generic Indian fare.



And, in a happy marriage of Dallas and Nepali food cultures, the momo has found a home inside gas stations. The rest of Dallas may feature convenience store taco counters, but a Fresh Food Store on Northgate Drive, with two pumps out front, is the home of MoMo To Go. Momostop's Texaco location is just blocks away. (A second Momostop location, inside a Chevron on MacArthur, recently closed.)



From top left, clockwise: butter chicken momo, Jhaneko chicken momo, mo mein, Chhola samosa at Momo To Go

Kathy Tran

MoMo To Go was established by brothers Pradip and Ramesh Giri as a delivery-only business that operated out of a small, central commercial kitchen. The location open now, which welcomes dine-in and carry-out orders in addition to serving as a delivery hub, is a mark of the business' successful growth over the course of two years.

"We already used to make momos on the weekends in our house," Ramesh Giri says. "If there is a small gathering or anything, we start making momos, because we expect some food from Nepal. We always thought, you know, there is pizza delivery and a lot of American food that can be delivered at home. With all these Nepalese people in the Dallas area, why not deliver momos?"



In the convenience store corner MoMo To Go calls home, specialties include choila momo, chicken dumplings fried in a mixture of spices, and rara momo, steamed dumplings served inside a warm bowl of noodle soup.

“Somebody who has never had Nepali food before, momo is the first thing I would recommend them to try,” Giri says.

Acharya, from Cafemandu, agrees. “It’s more like burgers here in the U.S. In Nepal you get in every corner, you drive by and you find momo stalls. You find restaurants selling momos in each and every corner.”

That’s close to becoming true in Irving, too. We all know the rule: Once we can eat a food inside a gas station, that food is officially part of the Dallas canon.

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Thakali thali with rice, bread, curries and chutneys at Peak restaurant

Alison McLean

The use of timur points toward one of the less obvious facts about Nepali culture. The cuisine's overlap with foods of far north India is clear – many menus feature chicken and breads baked in the tandoor oven, or certain varieties of biryani. But Nepal has another neighbor that also casts a massive shadow over its culture and is a major influence on its cuisine: China.

If any street food in Kathmandu rivals the popularity of momos, it's chow mein. The familiar takeout dish of stir-fried egg noodles, proteins and vegetables is a massive hit in Nepal, and almost every restaurant in the Texas community serves its own rendition. Dive into a bowl of bhatti chow mein at Cafemandu, choose from five varieties at Peak or grab a "MoMein" platter from MoMo To Go, which is, of course, a bowl of noodles topped with pan-fried dumplings.



Seating at Peak Restaurant in Irving

Alison McLean

But Nepalese food is stubbornly distinct from the cuisines of its bigger neighbors. The difference lies primarily in the distinctive flavors and spices.

"The spices that we use – it's kinda similar to Indian spices, right?"

Ramesh Giri says. "But we have our own flavors. If you try Chinese

momos, it's more sweet, not very spicy. Chinese dumplings are not as spicy. The fillings are different."

Finally, Irving's Nepali community has embraced its new Texas home by building new kinds of fusion foods. Cafemandu even serves a sausage on a stick inspired by the State Fair. More tempting, perhaps, is Cafemandu's "Nepali burrito," with nine kinds of beans and a splash of hot pepper sauce. "You're in Texas," Acharya explains. "You gotta know burritos."



All of this – Chinese-Nepali fusion, regional thalis, goat and mutton curries, chicken burgers, noodle soups, the ubiquitous momo in its many forms – is an expression of the richness of a culture that simply did not exist in Irving three decades ago. But the growth of the Dallas area's Nepali community faces its own set of challenges. At North Lake College, the Nepali student population has dropped by about one-quarter since fall 2016, part of a general decline in the international student population at the college and across the U.S. This presidential administration has, it appears, been successful in its efforts to discourage migration.

Now Irving's growth is fueled instead by Nepalese-Americans arriving from elsewhere in the U.S., attracted by the city's growing national reputation as a cultural center.

"The people who were in other cities have also moved to Dallas," Giri says. "Because they have friends here or maybe they think it's a very diversified area. Culturally, every item that they need is easily accessible."

He gives an example: Nepali customers here have ready access to spices and home-country products via Irving's Indian grocery stores.

Giri also addresses the question of Irving's topography and climate, seemingly so different from Nepal's. "I think they are not really concerned here about the climate or the weather," he explains. "Most of the time you are inside the house or inside work."

And not all of Nepal is nestled high in the Himalayas. "The northern part of Nepal is really cold, but if you go south it's really close to Texas," Giri says. "For example, where I was born is a place that is warmer than Dallas. We have 115, 120 in the summertime – 45 degrees Celsius."

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**"Now that we have more than 10 restaurants on the same street, it's all about who has the better food and the service, you know? That brings a healthy competition along with a community of people." - Bipin Thakali**



The prevailing mood at each of the city's new Nepali businesses is one of optimism.

"The community is growing every day," Bipin Thakali says. "Back when there was only one Nepali restaurant in town, we didn't have many options. But now that we have more than 10 restaurants on the same street, it's all about who has the better food and the service, you know? That brings a healthy competition along with a community of people."

MoMo To Go, in the corner store on Northgate Drive, is thinking about building on its success by expanding further. The Giri brothers have been patient: They waited to open their restaurant until they'd completed their master's degrees. They waited months more before searching for a location to open to the dine-in public. Now they're "actively looking," Ramesh says, at a potential second restaurant in another suburb, perhaps Plano or Frisco. The search for the right place continues.

The rest of Irving is quickly finding out about its new neighbors, too. Peak Restaurant attracts first-timers with an all-American lineup of sports on its televisions; the staff was happy to introduce Irving natives to snacks like badel sadeko (crisp slices of pork belly coated in spicy pepper sauce and garnished with scallions) at its Super Bowl party.

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---

The rest of the Dallas area isn't as familiar with Nepali culture. Until this *Observer* series began in January, the only media mentions of Nepali food in the area were blog posts from *D*

*Magazine* and CultureMap about two former Dallas Farmers Market stalls. Muda Flavors of Nepal has since grown into Cafemandu, and Momo Shack is now a pop-up business appearing at local breweries and festivals. But the area's Nepali community has roots going back at least two decades, and even if nobody is quite sure how it happened, Irving is ready to start celebrating that heritage.

Just ask Dipesh Acharya about the goal of the business he helps lead, Cafemandu. His objective is not modest.

“Bringing Nepali food to mainstream around Irving and around Dallas,” he declares. “We really want people to know what momos are, what Nepali food is all about. A passion for letting people know our culture, where we come from.”

As more Nepali-American migrants come to Irving from elsewhere in the United States, and as more of them open restaurants, bars and pop-up businesses, it seems certain that Nepali culture will continue making its way across Dallas, one momo at a time.



**Brian Reinhart** has been the Dallas Observer’s food critic since spring 2016. In addition, he writes baseball analysis for the Hardball Times and covers classical music for the Observer and MusicWeb International.

**FOLLOW:** Twitter: [@bgreinhart](https://twitter.com/bgreinhart)

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# Renovations Completed at Dallas Marriott Las Colinas as a New Meetings Hotel Arrives

by Sarah JF Braley | March 22, 2019



A multimillion-dollar renovation has been completed at the **Dallas Marriott Las Colinas** on Lake Carolyn. Near the **Irving (Texas) Convention Center**, the 364-room hotel is across the street from the **Live Nation Toyota Music Factory**, as well as numerous new dining and shopping options.

The new style for the property incorporates the rustic heritage of the Texas ranching industry. A

base of warm, modern textures incorporates the color of Bluebonnets, the state flower, as well as the orange of Texas sunsets. Three 750-square-foot Parlor Suites, the largest of the hotel's rooms, are great for small functions. Room amenities include:

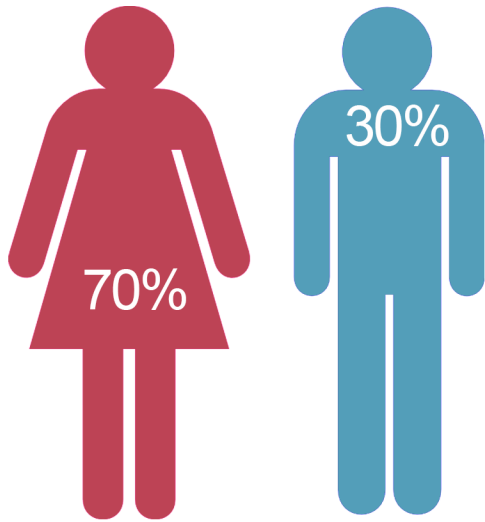
- convenient wall outlets, lamp outlets and nightstands with USB ports;
- luxurious bedding with cotton-rich linens and fluffy pillows;
- high-speed WiFi and large desks with plug-in panels; and
- 50-inch flat-panel TVs with premium cable and movie channels, as well as Enseo in-room entertainment for accessing Netflix, Hulu, HBO, YouTube, Pandora and Crackle.

The property has 27,294 square feet of indoor/outdoor meeting and conference space in 12 event rooms, among them four 550-square-foot boardrooms and a 10,000-square-foot ballroom that accommodates groups of up to 1,000. Events on the 3,000-square-foot Lakeside Terrace take groups outside. The hotel's Bistro Fiera serves American fare throughout the day.

Opening by the end of the month is the Marriott's sister property, the 350-room **Westin Irving Convention Center**. Across the street from the convention facility, the hotel will have 21,593 square feet of meeting space, the Mesa Mezcal restaurant, the Craft Coffee Shop and the Vibe Pool Bar.

# IRVING TEXAS

Social Media Facts - March 2019



## FOLLOWERS



57,911 ↑ 744



5,577 ↑ 66



5,641 ↑ 185



## FACEBOOK



197,684 IMPRESSIONS



142,245 USERS



## TWITTER



27,200 IMPRESSIONS



866 PROFILE VISITS



## INSTAGRAM



60,267 IMPRESSIONS

DALLAS  
IRVING  
FORT WORTH  
ARLINGTON  
HOUSTON  
GRAND PRAIRIE  
SAN ANTONIO  
PLANO  
GARLAND  
MESQUITE

Geographical Breakdown



**Impressions** - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.



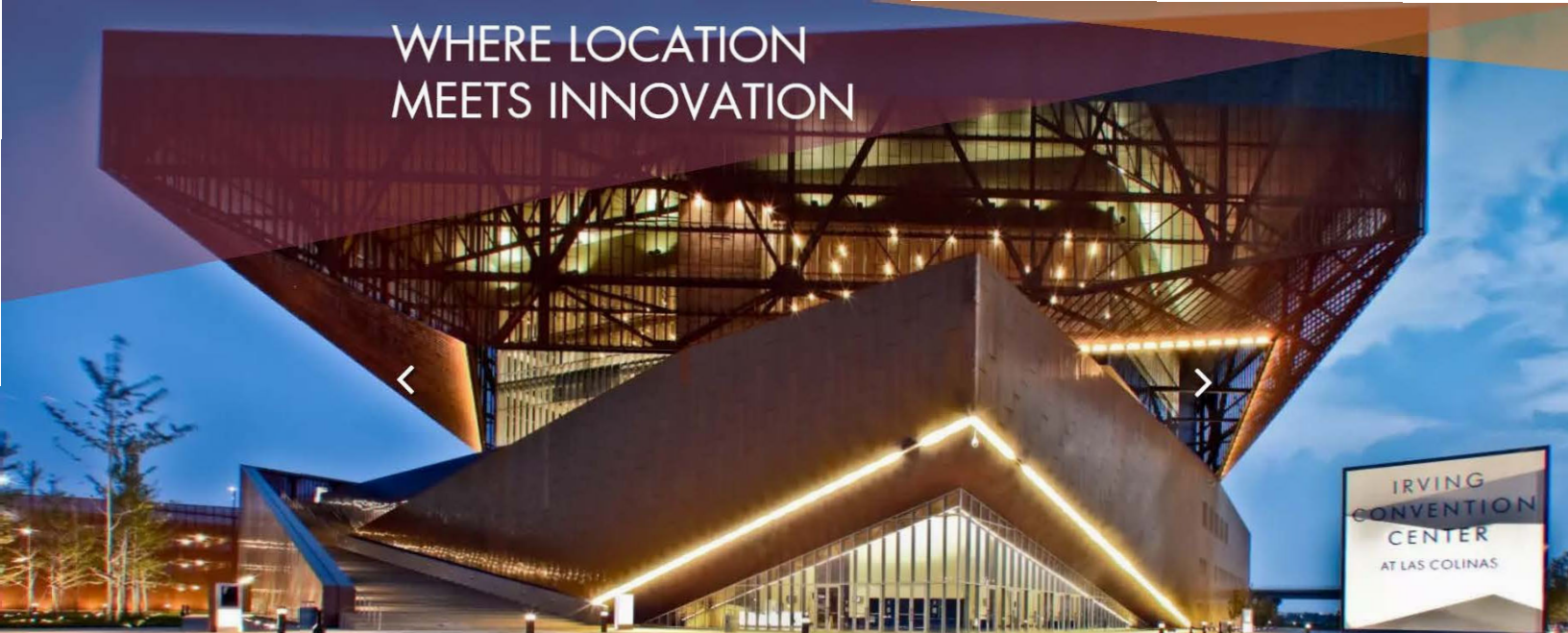
**Users/Visits** - The number of unique users (fans or non fans) that have seen on any content associated with the page.



**Impressions** - Total number of times your posts has been seen.



# WHERE LOCATION MEETS INNOVATION



## Social Media Insights – March 2019



FACEBOOK >



**Followers 12,698**



**51**



**635,835**

IMPRESSIONS



**277,265**

USERS



**189,497**

CHECK-INS



TWITTER >



**Followers 2,499**



**20**



**4,151**

IMPRESSIONS



**216**

PROFILE VISITS



INSTAGRAM >



**Followers 1,931**



**7**



**1,776**

IMPRESSIONS



VISIT IRVING, TEXAS

# #irvingrocks SXSW

2019





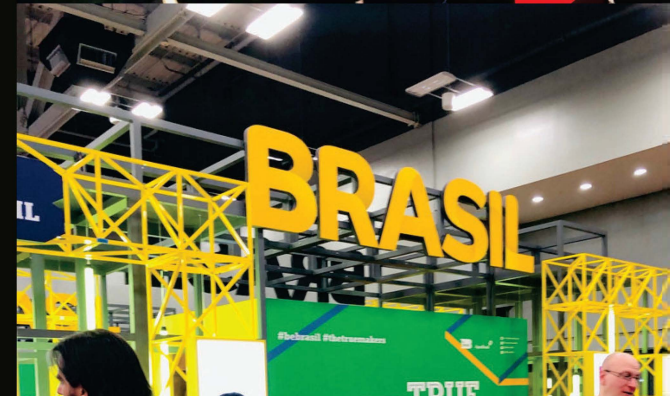
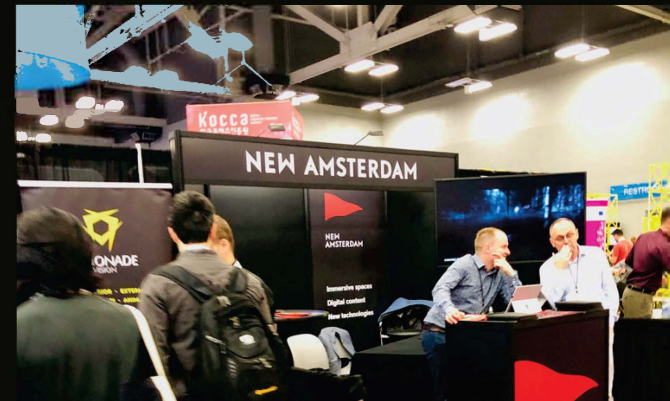
**BEFORE**



**AFTER**

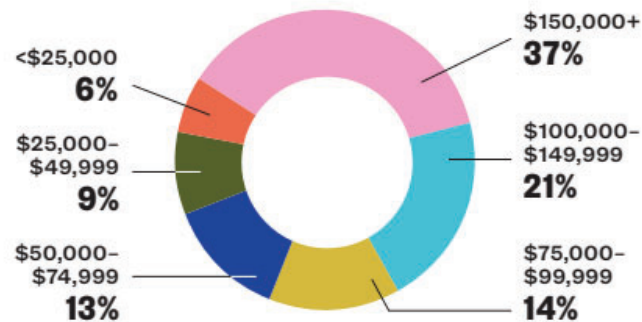


# IN GOOD COMPANY & REPRESENTING IRVING AMONG COUNTRIES & MORE



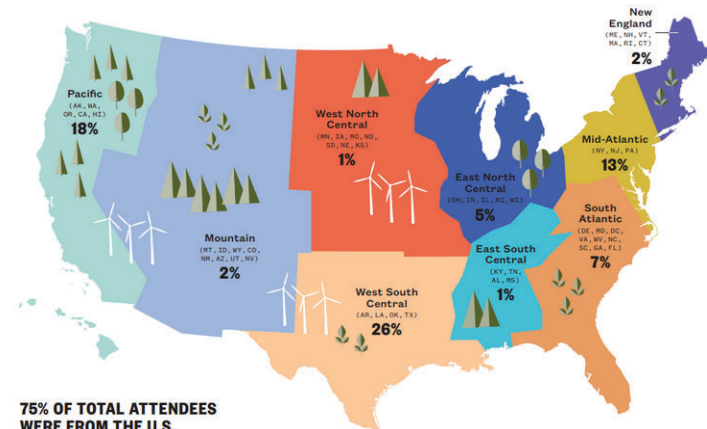
# SXSW DEMOGRAPHICS & STATS

## HOUSEHOLD INCOME



**75,000**

**SXSW Trade Show 4-Day Attendance**



**75% OF TOTAL ATTENDEES WERE FROM THE U.S.**



**102**

**Countries Represented by Attendees**

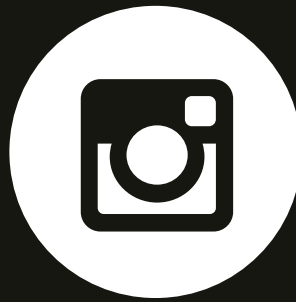
# MARCH SOCIAL INCREASE

TOTAL IMPRESSIONS - MARCH



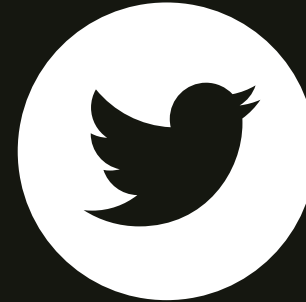
FACEBOOK

↑ 197,684



INSTAGRAM

↑ 60,267



TWITTER

↑ 27,200

**#IRVINGROCKS TRADE BOOTH  
WAS GEOFENCED AT SXSW  
AND SERVED UP ADS TO  
ATTENDEES**

- 287,976 Impressions

# Geofencing



# Email Engagement

## 1,468 E-mails Collected!

- Estimated Social Reach - 15.4K
- Average time spent on mosaic share page - 1 minute



Hi Kayla,

Thank you for participating in the #IrvingRocks Live Social Media Mosaic, brought to you by [Visit Irving!](#)

Irving, Texas is located in the heart of Dallas/Fort Worth, adjacent to the DFW Airport. Visit Irving and you'll be right in the middle of the best dining, attractions and entertainment DFW has to offer. Irving is home to a thriving arts and music scene. Abundant venues allow visitors to explore, taking in concerts that span from indie to opera.

Irving's newest addition is the [Toyota Music Factory](#), where fun takes center stage, an adult playground with 20+ eateries/bars, and live music. On property you'll find [The Pavilion at Toyota Music Factory](#), managed by the Live Nation powerhouse. [Click here](#) for upcoming shows.

Be sure to share your image using the Facebook and Twitter links below!



If clicking the photo above does not work [click here](#).



# Branded Swag

## What we gave away:

- 2K TATTOOS
- 1K CABLES
- 1K NECKLACES
- 1K FANS
- 1K GLASSES







# STORIES TO SHARE

## JAPANESE LIVE VIDEO

Our story was  
broadcasted to 35,000  
viewers.

## MOSAIC NATURALLY FILLED

We are 1 of 3 companies  
who have ever filled a  
social mosaic naturally.

## IRVING OR BUST

A prize winner from  
Brazil plans to travel  
back to Irving to use  
their stay at the Four  
Seasons.

## WINNER, WINNER!

35 prizes (concerts,  
hotel stays and  
restaurant gift cards)  
were given out over the  
course of four days from  
all over the U.S.




# Follow-Up E-mail

**1,346 E-mails Sent!**

- 32.5% Open Rate (well above average)

VISIT  
**IRVING**  
TEXAS

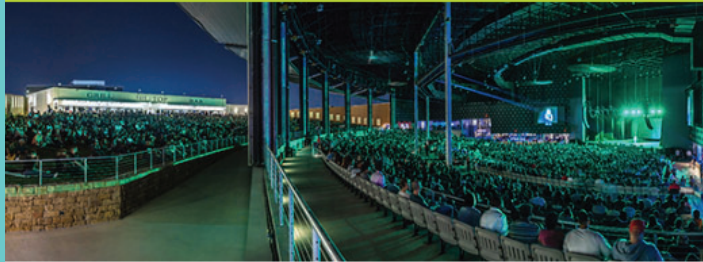
EVENTS | HOTELS | THINGS TO DO | RESTAURANTS



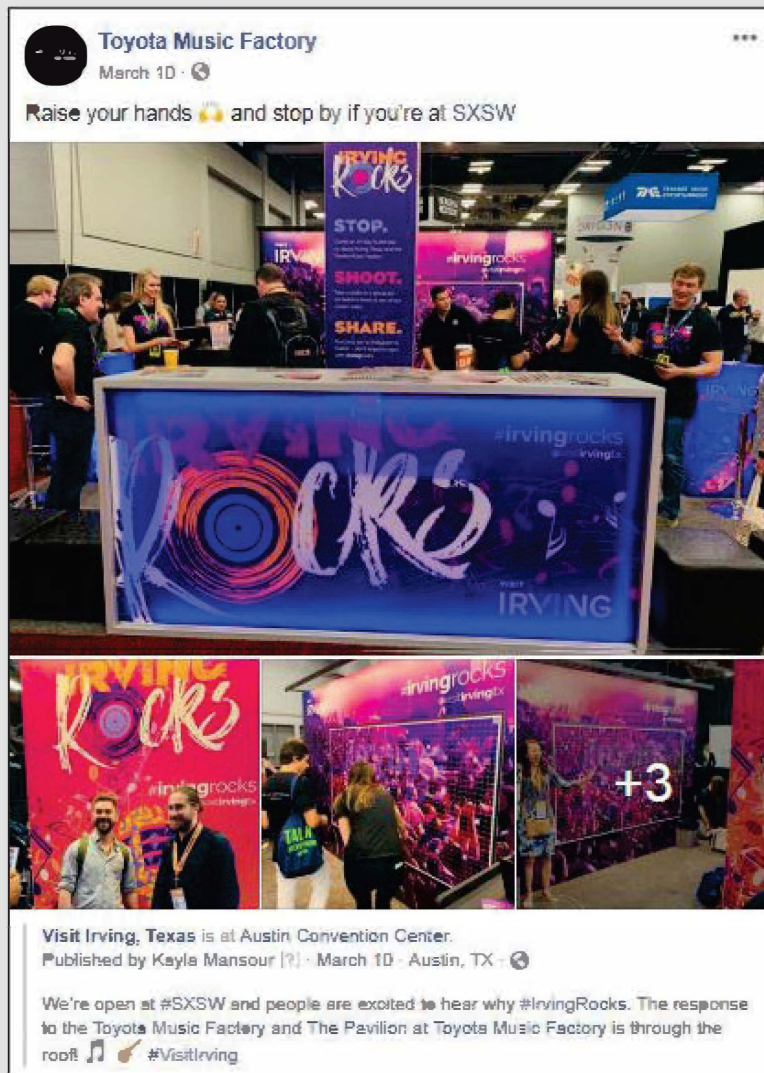
**IRVING ROCKS AT SXSW!**

Thank you for participating in the Irving Rocks Mosaic at SXSW 2019! We filled all 1,620 photo mosaic tiles before the end of the show. Below is a link to watch a time-lapse of the picture mosaic coming together.

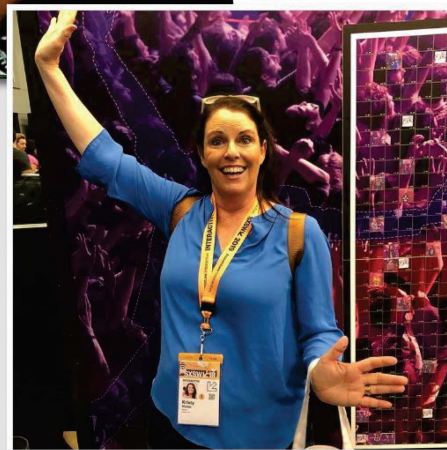
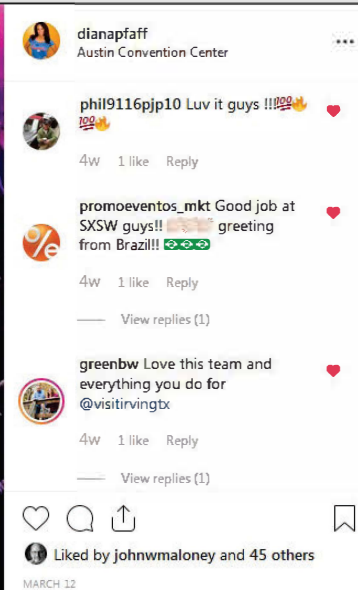
[Watch Time-Lapse](#)



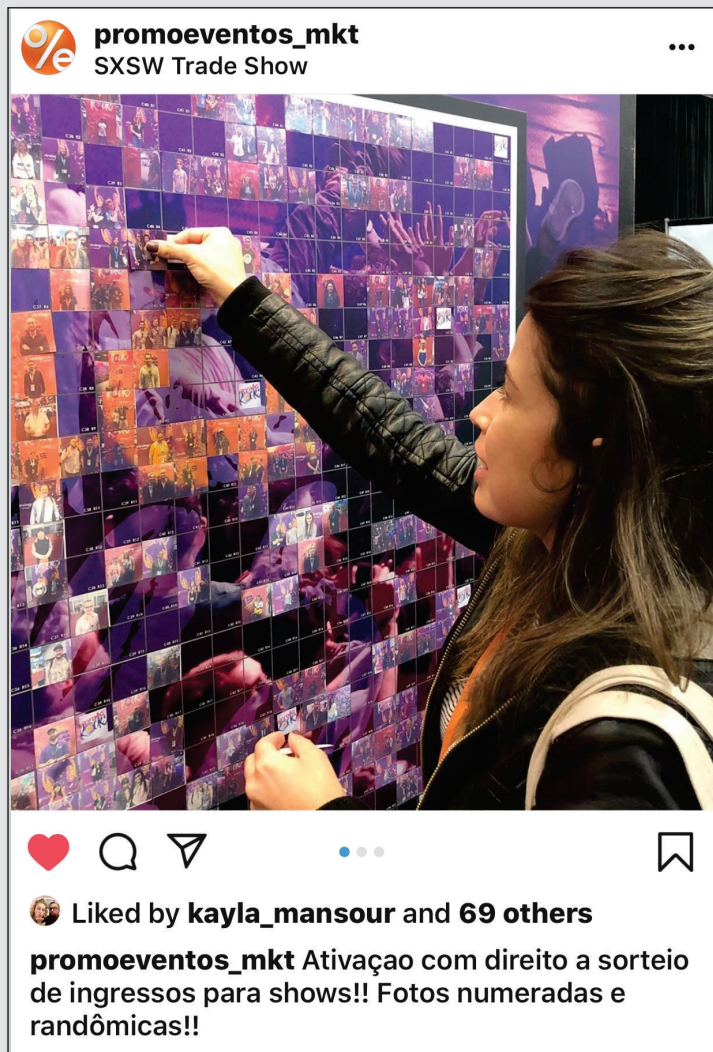
Located in the heart of the Dallas/Fort Worth area, Irving has recently made a Texas-sized debut on the live music scene and culinary scene with the opening of the Toyota Music Factory, a 250,000 square-foot entertainment-anchored development.











Activation with the right lottery tickets for concerts!!  
Numbered and randomized photos!!









IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 22, 2019

## CONVENTION CENTER MANAGEMENT REPORTS





April 12, 2019

TO: Maura Gast, Executive Director ICVB  
 FROM: Verenis Pedraza, SMG Director of Finance  
 Matt Tungett, SMG Director of Sales  
 SUBJECT: **Monthly Financial & Sales Report – March 2019**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>116,605</b>	<b>113,669</b>	<b>121,669</b>	<b>315,140</b>	<b>452,021</b>	<b>370,022</b>
Ancillary Income	<b>264,153</b>	<b>226,992</b>	<b>324,102</b>	<b>2,136,790</b>	<b>2,088,105</b>	<b>2,253,835</b>
Total Event Income	<b>380,758</b>	<b>340,661</b>	<b>445,771</b>	<b>2,451,930</b>	<b>2,540,126</b>	<b>2,623,857</b>
Other Income	<b>15,852</b>	<b>77,058</b>	<b>82,058</b>	<b>215,991</b>	<b>366,395</b>	<b>400,393</b>
Adjusted Gross Income	<b>396,610</b>	<b>417,719</b>	<b>527,829</b>	<b>2,667,921</b>	<b>2,906,521</b>	<b>3,024,250</b>
Indirect Expenses	<b>(508,023)</b>	<b>(566,915)</b>	<b>(605,749)</b>	<b>(3,267,156)</b>	<b>(3,447,061)</b>	<b>(3,373,135)</b>
Net Income (Loss)	<b>(111,413)</b>	<b>(149,196)</b>	<b>(77,920)</b>	<b>(599,235)</b>	<b>(540,540)</b>	<b>(348,885)</b>

- March was a good month for the ICC – we were able to surpass budget in almost all categories.
- Noteworthy events this month were The NBM Show, Young Adult Book Festival, National Prayer for Life & IPSOS Automotive Clinic; these four events alone make up 60% of our total event income.
- Total indirect expenses were under budget for the month by \$58,000.
- Overall, the ICC beat budget by a little over \$37,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>301,833</b>	<b>138,919</b>	<b>380,514</b>	<b>3,091,732</b>	<b>2,308,903</b>	<b>2,988,865</b>
Net Income/(Loss)	<b>162,213</b>	<b>118,039</b>	<b>217,908</b>	<b>1,820,269</b>	<b>1,706,299</b>	<b>1,932,171</b>
Net Income/(Loss) %	<b>53.74%</b>	<b>84.97%</b>	<b>57.27%</b>	<b>58.88%</b>	<b>73.90%</b>	<b>64.65%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
20	125	22,630	110,958
Current Year	Current Year	Current Year	Current Year
21	132	21,925	108,245
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
3,438	22,015	1	80%
Current Year	Current Year	This Month	Current Month
2,045	4,839	15	89.3%
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
36	147	1.99	3.18
Current Year	Current Year	Tons Composted	Tons Recycled
24	155	57%	1.05
Prior Year	Prior Year	Waste Diversion Rate	Tons of Recycled Pallets



## **Target Industry Bookings**

United Healthcare – April 2019  
US Bank – April 2019  
Baylor Scott & White – May 2019  
Medical City Healthcare – August 2019  
Interface – September 2019  
Celanese Leadership Meeting – September 2019  
Methodist Health System – October 2019  
Medical City Healthcare – October 2019  
RCMA – February 2020

## **April and May at a Glance**

- |                  |   |
|------------------|---|
| • April 1-3      | Texas Alliance Annual Meeting             |
| • April 3-7      | DFW Fiber Fest                            |
| • April 7-9      | Dallas Geologic Society                   |
| • April 8-10     | NTBA                                      |
| • April 11-14    | Kameha Con                                |
| • April 15-16    | Grocer's Supply Food Show                 |
| • April 16-18    | Innotech Dallas                           |
| • April 23-26    | Texas ASLA Annual Conference              |
| • April 28-30    | DFW Restaurant Resource Show              |
| • April 30-May 1 | Breakfast with the Stars                  |
| • May 3-5        | Nexstar Talent Competition                |
| • May 6-7        | DFW Minority Supplier Development Council |
| • May 9-12       | USAW Women's National Championship        |
| • May 16-17      | Financial Planning Assn. of DFW           |
| • May 17-19      | Ultimate Women's Expo                     |
| • May 19-23      | Building Professional Institute           |
| • May 23-26      | North American Telugu Society             |
| • May 28-29      | Assn. of Fundraising Professionals        |

cc: Tom Meehan, General Manager, SMG

Carol Boyer ▾

MONTH

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CALENDAR

Irving Convention Center ▾ ⚙

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April 2019

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Today

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HELP

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
<div>The NBM Show</div> <div>Contract Signed</div>		<div>Ali Wong - Milk and Mone...</div> <div>No Proposal or Contract</div>		<div>Coppell HS Band Tasting</div> <div>No Proposal or Contract</div>		
	<div>Texas Alliance Annual Meeting</div> <div>Contract Signed</div>					
		<div>Disney Destinations Disc...</div> <div>Contract Signed</div>	<div>2019 DFW Fiber Fest</div> <div>Contract Signed</div>			
		<div>Community Engagement</div> <div>Contract Signed</div>			<div>Richardson High School ...</div> <div>Contract Signed</div>	<div>Decatur High School Prom</div> <div>Contract Signed</div>
7	8	9	10	11	12	13
<div>2019 DFW Fiber Fest</div> <div>Contract Signed</div>					<div>La Adictiva Banda San Jo...</div> <div>No Proposal or Contract</div>	<div>KRNB presents Second A...</div> <div>No Proposal or Contract</div>
<div>Dallas Geologic Society</div> <div>Contract Signed</div>				<div>Kameha Con</div> <div>Contract Signed</div>		
	<div>NTBA</div> <div>Contract Signed</div>					
			<div>UnitedHealthcare Meeting</div> <div>Contract Signed</div>			
			<div>Women's Business Coun...</div> <div>Contract Signed</div>			
				<div>Sam Houston Prom Tasting</div> <div>No Proposal or Contract</div>		
14	15	16	17	18	19	20
<div>Kameha Con</div> <div>Contract Signed</div>	<div>Grocer's Supply Food Show</div> <div>Contract Signed</div>				<div>Trevor Noah: Loud &amp; Clear Tour (4K) 7:30PM</div> <div>No Proposal or Contract</div>	
	<div>Breakfast with the Stars ...</div> <div>No Proposal or Contract</div>	<div>Innotech Dallas</div> <div>Contract Signed</div>				<div>US Bank Quarterly Execu...</div> <div>Contract Signed</div>
		<div>7x24 Exchange Lone Star...</div> <div>Contract Signed</div>	<div>DFW Minority Supplier S...</div> <div>No Proposal or Contract</div>			
21	22	23	24	25	26	27
	<div>ICVB Board of Directors ...</div> <div>Contract Signed</div>		<div>Melissa Etheridge with Li...</div> <div>No Proposal or Contract</div>		<div>Al Green with War &amp; Trea...</div> <div>No Proposal or Contract</div>	<div>Los Angeles Azules-Esto ...</div> <div>No Proposal or Contract</div>
		<div>Texas ASLA 2019 Annual Conference</div> <div>Contract Signed</div>				
						<div>Coppell High School Ban...</div> <div>Contract Signed</div>
						<div>India Property Show</div> <div>Contract Signed</div>
		<div>Greater Irving-Las Colin...</div> <div>Contract Sent</div>				

Green - Definite

Other Colors-

Tentative

Gray - Concert

or Internal Event

\* - Public Show

venueops

-92-

Carol Boyer ▾

MONTH

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CALENDAR

Irving Convention Center ▾ ⚙

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May 2019

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HELP

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
Snoop Dogg's 25th Anniv...	United USA Tour Hillsong United w/special guests Ama...	Imagine Irving Art Contest		The 1975 plus special gu...	TD Industries Quarterly ...	My Favorite Murder (4K) ...
Coppell High School Ban...				HCA	Nexstar National Talent Competition	
India Property Show					Baylor Scott & White Health Texas Provider Network	
2019 Dallas/Fort Worth Restaurant Resource Show						Ranchview High School ...
	Spring Conference on Sp...	Breakfast with the Stars				
			Workforce Solutions Gre...			
			Exploring Educational Ex...			
		d2 Digital Designs				
5	6	7	8	9	10	11
My Favorite Murder (4K) ...	DFW Minority Supplier Showcase	Slayer-Final World Tour ...				Kali Uchis & Jorja Smith ...
Nexstar National Talent ...		Destination Developmen...		USAW Women's National Championship 2019 ✖		
				Metro by TMobile Retail ...		
			Learning Forward Tasting			
12	13	14	15	16	17	18
USAW Women's National...		Singley School of Culinar...			Jim Gaffigan: Quality Ti...	Jesus Adrian Romero 8:0...
		Future Com ✖		Financial Planning Association of DFW Conference		
		Urban Land Institute			Ultimate Women's Expo	Sam Houston Prom
			Chamber Capital Campai...		NTC - Leadership North T...	
19	20	21	22	23	24	25
Ben Platt (4K) 7:30PM						
Ultimate Women's Expo ✖						
Building Professional Institute						
				North America Telugu Society 2019 Convention ✖		
26	27	28	29	30	31	1
Kirk Franklin presents S...		Association of Fundraising Professionals 2019 DFW Phil...		Wisn y Yandel: Como An...		Anjelah Johnson (4K) 7:0...

venueops

93

Carol Boyer ▾

MONTH

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CALENDAR

Irving Convention Center ▾ ⚙

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June 2019

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HELP

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>26</div> <div>Kirk Franklin presents S... No Proposal or Contract</div> <div>North America Telugu So... Contract Signed ★</div>	<div>27</div>	<div>28</div> <div>Association of Fundraising Professionals 2019 DFW Phil... Contract Signed</div>	<div>29</div>	<div>30</div> <div>Wisn y Yandel: Como An... No Proposal or Contract</div> <div>EAN Holdings Branch Ma... Contract Signed</div> <div>Texas Home and Garden Show ★ Contract Signed</div> <div>Texas Linux Fest ★ Contract Signed</div>	<div>31</div>	<div>1</div> <div>Anjelah Johnson (4K) 7:0... No Proposal or Contract</div>
<div>2</div> <div>Texas Home and Garden Show ★ Contract Signed</div> <div>DFW Church ★ Contract Signed</div>	<div>3</div> <div>VRM Mortgage Service Financial Industry Week Contract Signed</div>	<div>4</div>	<div>5</div>	<div>6</div> <div>Camilo Sesto (4K) 8:00PM No Proposal or Contract</div> <div>IEC Graduation Contract Signed</div> <div>EFG Anniversary Dinner No Proposal or Contract</div>	<div>7</div> <div>Accenture Contract Sent</div> <div>Hilti Contract Signed</div> <div>Board &amp; Business Develo... Contract Signed ★</div>	<div>8</div> <div>Kidz Bop World Tour 201... No Proposal or Contract</div> <div>Texas USAG Annual Awar... Contract Signed</div>
<div>9</div> <div>Hilti Contract Signed</div>	<div>10</div>	<div>11</div>	<div>12</div> <div>Anderson .Paak &amp; The Fr... No Proposal or Contract</div>	<div>13</div>	<div>14</div> <div>"Weird Al" Yankovic The ... No Proposal or Contract</div>	<div>15</div> <div>Texas Summer Jam pres... No Proposal or Contract</div> <div>Self-Esteem Elevated Ne... Contract Sent</div>
<div>16</div>	<div>17</div> <div>Learning Forward Texas 2019 Contract Signed</div>	<div>18</div>	<div>19</div> <div>Steubenville Dallas 2019 Contract Signed</div>	<div>20</div>	<div>21</div>	<div>22</div>
<div>23</div> <div>Steubenville Dallas 2019 Contract Signed</div>	<div>24</div> <div>Pri-Med Access 2019 Contract Signed</div>	<div>25</div>	<div>26</div> <div>Rob Thomas with Abby A... No Proposal or Contract</div>	<div>27</div> <div>Jason Isbell and The 400 ... No Proposal or Contract</div>	<div>28</div> <div>Jon Bellion The Glory So... No Proposal or Contract</div>	<div>29</div> <div>North Texas Comic Book Show ★ Contract Signed</div>

venueops

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Carol Boyer ▾

MONTH

GRID

DAY

CALENDAR

Irving Convention Center ▾ ⚙

<< < July 2019 > >> Today

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HELP

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30 North Texas Comic Book ... Contract Signed ★	1	2	3 Coheed & Cambria + Mas... No Proposal or Contract	4 Jehovah Witness Group Contract Signed	5	6 Young the Giant with spe... No Proposal or Contract
7 Jehovah Witness Group Contract Signed	8 Chase for Business Lunch Series Contract Signed	9 Community Engagement Contract Signed	10 Elevate IT Contract Signed 2019 National Law Enforcement Collector's Show Contract Signed	11 Prettmuch (4K) 7:00PM No Proposal or Contract	12 Alt 103.7 presents The H... No Proposal or Contract	13 Michael McDonald and C... No Proposal or Contract
					Everything Dallas Contract Signed	
14 SMG Ops Conference No Proposal or Contract	15	16	17	18 Jehovah Witness Group Contract Signed	19	20
21 Jehovah Witness Group Contract Signed	22	23	24	25 Jehovah Witness Group Contract Signed	26 Third Eye Blind + Jimmy ... No Proposal or Contract	27
28 Jehovah Witness Group Contract Signed	29 ICVB Board of Directors ... Contract Signed	30 TD Industries Quarterly ... Contract Signed AAHOA North Texas Regi... Contract Signed	31 97.1 The Eagle presents ... No Proposal or Contract Texas Pharmacy Association 2019 Annual Conference Contract Signed Christmas in July No Proposal or Contract	1	2 Hammer's House Party T... No Proposal or Contract	3 Beast Coast: Escape fro... No Proposal or Contract Transatlantic Trade Expo Contract Signed

venueops

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**From:** [Cary Siegfried](#)  
**To:** [Maura Gast](#)  
**Subject:** North Texas Teen Book Festival  
**Date:** Monday, March 25, 2019 12:53:35 PM

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Maura, thanks so much for your partnership in making this event a resounding success for the fifth year! Please pass my heartfelt thanks along to your amazing staff for their efforts and enthusiasm for this event! Obviously, I have no basis for comparison since this was my first year, but from the perspective of a conference-goer, I was really impressed with how well everything was coordinated and from the security guards to the concession stand workers to the AV staff, everyone offered such exemplary customer service.

We'll take a breath before we start planning for a successful sixth year!

Thanks again,  
--Cary

**Cary Ann Siegfried | Library Director**

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IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, APRIL 22, 2019

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## **CHAMBER NEWS**

### **2019 Best In Irving Award Winners Announced**

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Published: 10 April 2019

The Greater Irving-Las Colinas Chamber of Commerce is excited to announce the winners of its annual Best in Irving Signature Program. Best in Irving recognizes the businesses and people who make our city a great place to live,

work, walk, play and visit. Over the course of the past two months, a record-breaking number of online votes were submitted in 41 categories.



Winners will be recognized at the Chamber's Five-Star Business Mixer, which will be held on Tuesday, April 23, at The Texican Court.

The winners are:

- Best Advertising/Public Relations Firm** - Mosaic Sales Solutions
- Best Attorney** - Len Conner & Associates
- Best Auto Dealership** - Toyota of Irving
- Best Auto Repair/Mechanic** - Toyota of Irving
- Best Bakery + Dessert** - Nothing Bundt Cakes
- Best Bank** - Chase Bank
- Best Barbeque** - Spring Creek Barbeque
- Best Caterer** - Glory House Catering
- Best Chiropractor** - Magnolia Chiropractic P.A.
- Best Contractor for Home Repair** - Handyman of Irving Remodeling and Repairs
- Best CPA/Tax Service** - Community Income Tax
- Best Dentist** - Erickson Dental
- Best Diner** - Joe's Coffee Shop
- Best Electrician** - Long Electric and Air Conditioning
- Best Fast Food Restaurant** - Chick-Fil-A
- Best Fine Dining** - Via Real
- Best Florist** - Priscilla's Flower Shoppe
- Best Golf Course** - Four Seasons Resort and Club at Las Colinas
- Best Grocery Store** - Kroger
- Best Hair Salon** - Salons in the Plaza
- Best Health/Fitness Center** - Four Seasons Resort and Club at Las Colinas

**Best Home Cooking** - Po' Melvins  
**Best Hotel/Resort** - Four Seasons Resort and Club at Las Colinas  
**Best Ice Cream/Frozen Yogurt** - Braum's Ice Cream & Dairy Store  
**Best Insurance Agency** - Goosehead Insurance Agency  
**Best International Restaurant** - Via Reàl  
**Best Jeweler** - Gold N Carats Jewelers  
**Best Nonprofit** - Irving Cares  
**Best Medical Center** - Baylor Scott & White Medical Center -Irving  
**Best Pharmacy** - Brown's Pharmacy  
**Best Pizza** - iFratelli  
**Best Place for a Manicure/Pedicure** - Salons in the Plaza  
**Best Plumber** - Mark Ondras Plumbing  
**Best Printing Service** - Minuteman Press  
**Best Private/Charter School** - The Highlands School  
**Best Residential Real Estate Agent** - Rohter & Company Real Estate Brokerage  
**Best Sandwich Shop/Deli** - Captain Nemo's Steak Submarines  
**Best Spa** - Four Seasons Resort and Club at Las Colinas  
**Best Sports Bar** - Champps  
**Best Staffing Agency** - LINK Staffing  
**Best Veterinarian** - Buena Vista Animal Care  
Congratulations to all the 2019 Best in Irving Winners!



IRVING CONVENTION AND VISITORS BUREAU  
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MONDAY, APRIL 22, 2019

**ACKNOWLEDGEMENTS  
AND  
MISCELLANEOUS ARTICLES**



## **Arlington takes first steps to limit short-term rentals but faces threat of lawsuit**

[BY BILL HANNA](#) APRIL 09, 2019 08:41 PM

After years of debate, the Arlington City Council on Tuesday took its first step toward regulating short-term rentals.

The City Council approved amending the unified development code by a 6-3 vote to designate a short-term rental district within a one-mile radius of the city's [entertainment district](#), which includes [Six Flags Over Texas](#), [Globe Life Park](#) and AT&T Stadium.

Short-term rentals, which are listed on sites like Airbnb and VRBO, would be permitted in areas zoned in the rest of city for commercial and multifamily if subleases are allowed. Any short-term rental operator would be required to get a temporary permit that must be renewed annually.

A second and final vote is scheduled for the April 23 meeting.

The boundaries for the STR zone are Lamar Boulevard on the north, Center Street on the west, E. Abram Street on the south and State Highway 360 on the east.

"We have to start somewhere," said Arlington City Council member Helen Moise, who represents north Arlington. "I think what we have on the table is a good start."

Council member Roxanne Thalman said she would vote against the STR plan since it wouldn't allow those who live in their homes to rent it out on a temporary basis.

Once it passes, Mayor Jeff Williams said there will be time where adjustments can be made before it goes into effect.

"I hope we can stop the feuding that has been going on and move forward together," Williams said.

Speaking on behalf of residents opposed to short-term rentals in their neighborhoods, Joe Bruner voiced support for the measure. Half of the City Council chamber was clad in red-T-shirts supporting the STR plan but they chose to let Bruner speak for the entire group.

"The ordinance, we think, is a good compromise," Bruner said. "It is certainly not a ban and any STR curtailed can be made up in the STR area."

The action taken by the City Council, Bruner said, will be noted in Austin where [House Bill 3778](#) filed by state Rep. Angie Chen Button, R-Richardson, and [Senate Bill 1888](#) filed by state Sen. Pat Fallon, R-Prosper, would curb cities' regulation of short-term rentals.

But STR operators spoke against the city's plan, saying it would hurt their incomes.

"Their wild claims that short-term rentals are taking over the neighborhoods simply isn't true," said Brad Herbert, a short-term rental operator and a member of [START \(or Short-term Accommodations for Residents and Tourism\)](#).

The city is currently monitoring 14 short-term rentals that have had 10 or more complaint calls between Oct. 1, 2016 and Sept. 30, 2018. Host Compliance, the city's consultant, identified 428 short-term rentals operating in the city.

Herbert asked that all current STR operators be "grandfathered in perpetuity" so that it doesn't serve as a ban to most of the city but the council did not act on the request.

"Please do the right thing and adopt property regulations that protect all property owners in Arlington," Bruner said.

Ruby Faye Woolridge, who is running for mayor, said she is not a STR operator but believes they should be allowed because they can serve as an additional source of income for elderly homeowners.

Herbert warned the city that it can expect a lawsuit if the plan passes in its current form. Similar litigation has been filed in other cities.

In Grapevine, residents thought they had the approval to use homes as short-term rentals, then the city reaffirmed an existing ordinance that banned them.

Residents sued and a judge issued a temporary injunction against the ban. A trial is scheduled for July 15.

Southlake and Hurst have also banned short-term rentals.