

**AGENDA**  
**Irving Convention and Visitors Bureau Board of Directors**  
**Destination Development Committee**  
**Tuesday, May 14, 2024 at 11:30 AM**  
**The Rayleigh Underground – Ultraviolet and Gamma Room**  
**316 Las Colinas Blvd.**  
**Irving, Texas 75039**

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NOTE: A possible quorum of the Irving Convention and Visitors Bureau Board of Directors and City Council may be present at this committee meeting.

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1. Citizen Comments on Items Listed on the Agenda
2. Approval of February 13, 2024 Committee Meeting Minutes
3. The Rayleigh Underground Presentation
4. Review of Irving Hotel Development
5. ICVB/ICC Sales Pipeline Update
6. City Council Report
7. Committee Chair Report and Staff Comments
8. Next Meeting – August 13, 2024

**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 remained so posted at least 72 hours before said meeting convened.

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

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

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

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

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

**MINUTES – DESTINATION DEVELOPMENT COMMITTEE**

**IRVING CONVENTION CENTER  
Tuesday, February 13, 2024**

Those in attendance were: Committee Chair Greg Malcolm, Vice Chair Nydia Hoskins, Board Chair Richard Stewart, Jr., William Mahoney, and Joe Philipp – Committee members; David Cole – Board of Directors; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, Diana Pfaff, Susan Rose, Matt Tungett, and Monty White – ICVB staff; Tom Meehan – ICC staff.

Committee Chair Greg Malcolm called the meeting to order at 11:30 a.m. There were no citizen comments.

Malcolm asked for a motion to approve the November 7, 2023 Committee meeting minutes. On a motion from Board Chair Richard Stewart, Jr., and a second from Board member William Mahoney, the motion was unanimously approved.

**FIFA WORLD CUP 2026 UPDATE**

Director of Sales Matt Tungett gave a meeting recap from the Dallas Sports Commission last week. Tungett and Assistant Executive Director of Sales and Services Lori Fojtasek met with DSC Executive Director Monica Paul. It has been confirmed Dallas will host nine World Cup matches, including one semi-final match. This is the most matches in any other host city. Team hotel bids and VIP hotel block bids have been distributed. There are three Irving hotels in the mix: two hotels for team blocks and one for the VIP block. The Omni Las Colinas and the Westin Irving Convention Center at Las Colinas hotels are participating. Fojtasek added the Ritz Carlton Dallas, Las Colinas is being considered for the VIP room block and the Dallas Convention Center is in play as a location for the media center. Teams will have access to University of Dallas and Dallas Baptist University fields for practices.

Fojtasek noted hotel blocks are very complicated with the formula FIFA is using and all hotels will negotiate rate during the process. Fan hotel packages will be set at a later date across the metroplex. Discussion was held on the hotel rate formula and contracts. There are 59 destinations involved in hotel room blocks across the DFW area. Fojtasek confirmed the ICVB logo will be included in the “banner” for social media and advertisements, and according to World Cup rules, AT&T Stadium will change its name to Dallas Stadium during the event. The Dallas Sports Commission is negotiating a “gap loan” and will also reach out to destinations for sponsorships and loans. A handout of the scheduled matches was distributed.

**2024 SOLAR ECLIPSE - IRVING EVENTS & ACTIVATIONS**

Senior Director of Marketing Communications Monty White gave an overview of the planned “Total Eclipse in the Park” events. Two locations will serve as official viewing areas in Irving. The free events are at Levy Plaza and Heritage Park on April 8 from 12:00 – 3:00 p.m. He noted that 70% of Texas will be in the totality viewing range. ICVB is partnering with the various City departments and the Las Colinas Association to host the events. One objective is to capture visitors and drive hotel room nights, particularly on the Saturday and Sunday leading up to the event. Most Irving hotels have a two-night minimum stay

on packages for the event. The event webpage offers details for the eclipse events and promotes hotel packages.

Other objectives are to boost overnight stays at Irving hotels, increase awareness and drive engagement for Irving as a premiere destination to witness the solar eclipse, generate excitement for attendance at both event locations.

#### Levy Plaza Event:

- Free admission with online registration required.
- Largest edible Moon Pie
- Solar eclipse glasses
- Live music
- Food trucks and vendors
- Cosmic cocktails (for purchase)
- Moon (butt) sketches
- Sunflower crowns
- Fortune tellers
- Stand up paddle boards and pedal boats and gondola rides (booked through Gondola Adventures and SUP North Texas)

#### Heritage Park Event:

- Free admission
- Solar eclipse glasses
- DJ
- Food trucks
- Selfie station

White reviewed the marketing promotions, advertising and public relations, and webpage. There will be an email marketing campaign to promote the events, a media release, and moon pie promotional gift boxes.

Malcolm discussed the impact on local hotels. In reference to a similar event many years ago, hotels were overwhelmed but the event happens over a massive area and even though rates are negotiated, they will go down the nearer the date gets due to increased competition. Example: The Hilton Fairview in Allen, Texas, which is in the best path of viewing for the metroplex, dropped rate from \$399 to \$299 and they still availability. The Hilton Irving hotel lowered rate to be more competitive with packages and will have solar eclipse glasses available. Executive Director Maura Gast noted Irving's Emergency Management Team is trying to get ahead of the game in planning.

## REVIEW OF IRVING HOTEL DEVELOPMENT

An Irving Hotel Development Update spreadsheet was distributed. Gast gave an overview.

- Extended-Stay project off Greenway has been cancelled.
- The Hotel Indigo will officially open June 1; however, they have booked a buy-out over the Memorial Day weekend.
- The Wyndham on the southside of DFW Airport is open.
- Marriott AC project is moving forward.
- The Embassy Suites Las Colinas is officially open.
- Malcolm reported the Tru by Hilton is under construction and is scheduled to tentatively open fourth quarter of 2025.

Discussion was held on the opening of the Loews Arlington Hotel and Conference Center and the impact it may have on Irving hotels. The hotel offers 888 rooms and suites, 200,000 square feet of meeting space, and 66,000 square feet of outdoor function space. The Conference Center is located inside the hotel.

Gast reported the Arlington CVB has no booking rights to the property. Consensus is it will be competitive the first two years and it will be interesting to see how they are able to drive hotel rate long-term. Committee Vice Chair Nydia Hoskins noted from a hotel perspective, they will be in Irving's competitive set. The Omni Las Colinas will report separately on the Loews properties for her hotel competitive set. It is a different customer that will visit, and the area is road traffic heavy and sparse for walkable entertainment and restaurants to support a higher rate. Gast added State associations will take advantage of a low rate if offered in the first couple of years.

**ACTION ITEM:** Assistant Executive Director Finance and Administration Susan Rose to add a flag for the Loews properties in the Source Strategies data for reporting.

## ICVB/ICC SALES PIPELINE UPDATE

Fojtasek gave an overview of the ICVB pipeline, noting fiscal year 2023-24 is half over and there are still a large number of outstanding leads. Fiscal year 2024-25 is projecting well.

### 2023-24 Room nights

- 92,680 are booked Definite.
- 2029 has seen some recent leads.
- Corporate business is still short term.

Fojtasek gave an overview of the ICC pipeline:

- 2023-24 for the year is generating good leads.
- There are some prospective leads out through 2028-29.
- Still short-term business activity.
- Three years out is the sweet spot for bookings.

Fojtasek noted the ICVB is hosting a dinner for an industry event at the end of February for *Smart Meetings* at the Ritz Carlton Dallas, Las Colinas. The attendees are high-end meeting planners. The dinner will be at the newly opened Rayleigh Underground at Toyota Music Factory.

There was no City Council report.

COMMITTEE CHAIR AND STAFF COMMENTS

The next meeting is scheduled for May 14, 2024.

ACTION ITEM: Staff to contact Rayleigh Underground for possible May 14 meeting arrangements.

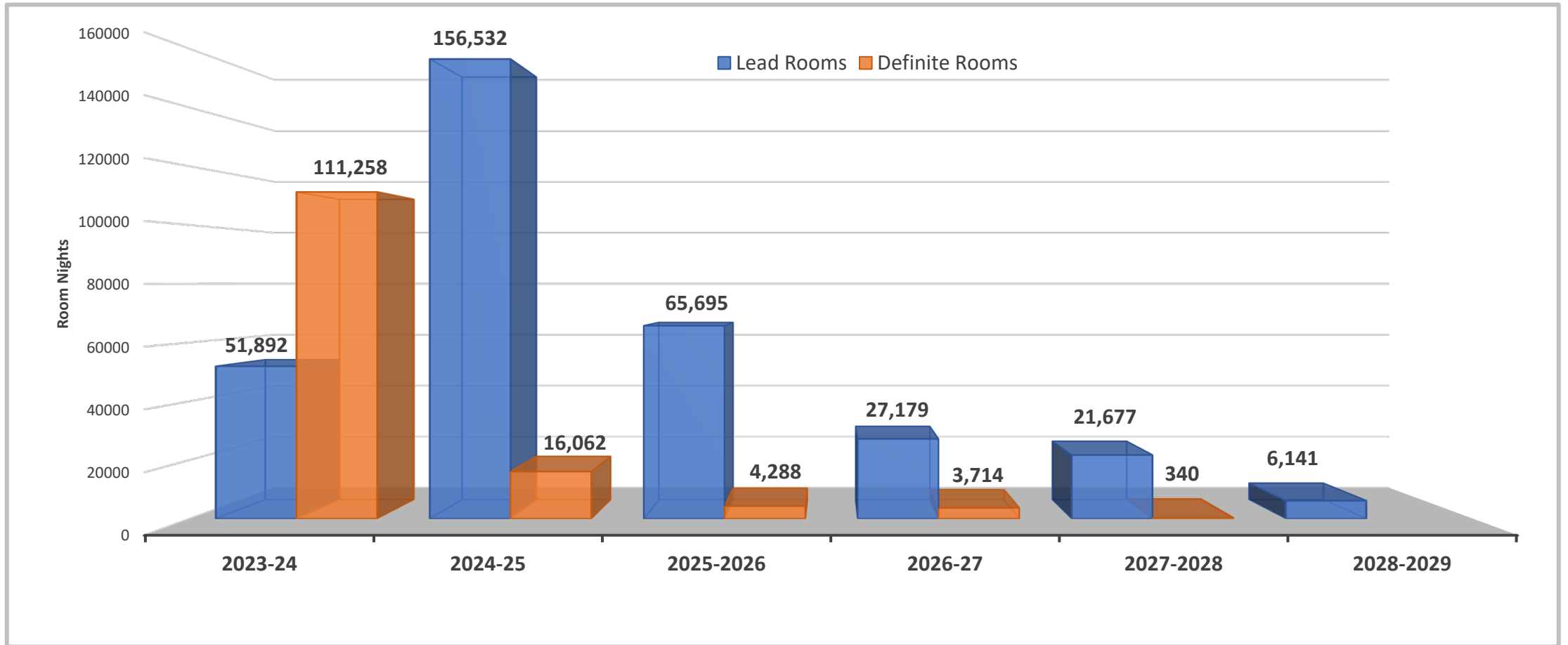
The meeting was adjourned at 12:20 p.m.

Respectfully submitted,

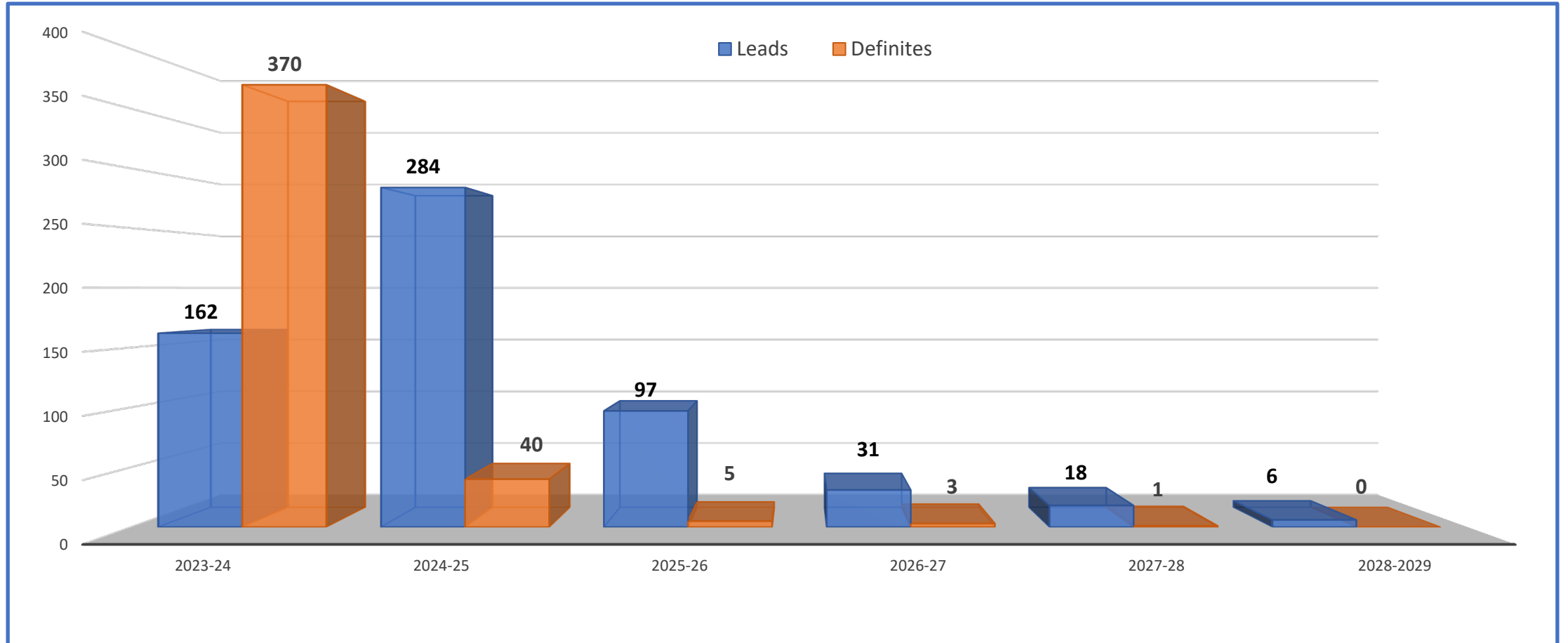


Maura Allen Gast, FCDME  
Executive Director

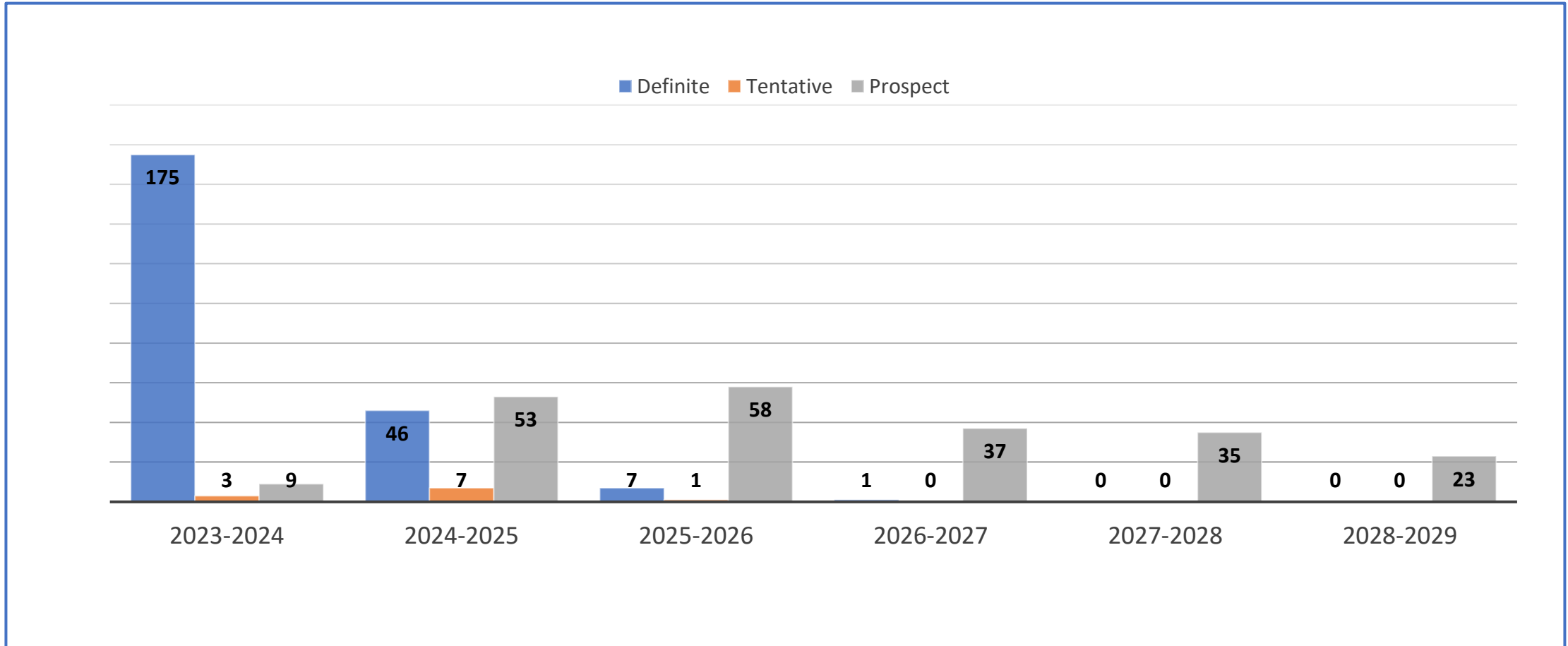
# ICVB Room Night Pipeline



# ICVB Lead Volume Pipeline



# ICC Pipeline





# Convention Center Bookings to Date

## January 2011 – December 2028

• Prospect	65
• Tentative	128
• Contract Sent	10
• Definite	3,249
• Lost Business	3,495
• Cancelled	235

## Current Fiscal Year

• Prospect	0
• Tentative	9
• Contract Sent	3
• Definite	175
• Lost Business	229
• Cancelled	3

# DFW Hotel Development Outlook

Dallas - TX (USA)	
Under Construction Rooms	<b>3,880</b>
12 Mo Delivered Rooms	<b>1,923</b> ↑
12 Mo Occupancy	<b>65.5%</b> ↓
12 Mo Occupancy Chg	<b>-1.3%</b> ↓

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Fort Worth/Arlington - ...	
Under Construction Rooms	<b>2,210</b>
12 Mo Delivered Rooms	<b>1,502</b> ↑
12 Mo Occupancy	<b>66.1%</b> ↓
12 Mo Occupancy Chg	<b>-2.8%</b> ↓

Irving South/Grand Pr... Dallas - TX (USA)	
Under Construction Rooms	<b>262</b>
12 Mo Delivered Rooms	<b>376</b>
12 Mo Occupancy	<b>63.5%</b> ↓
12 Mo Occupancy Chg	<b>-6.0%</b> ↓

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Irving North Area Dallas - TX (USA)	
Under Construction Rooms	<b>500</b>
12 Mo Delivered Rooms	<b>168</b> ↓
12 Mo Occupancy	<b>68.0%</b> ↓
12 Mo Occupancy Chg	<b>-2.1%</b> ↓

Source: CoStar

Hotel Name	Location	Projected Opening	Number of Rooms	Room Variance Required?	Project Status	Last Updated
Hotel Indigo	455 E. John Carpenter Freeway	October 1, 2024	150		4/2/24 Lori/Bobby email. Opening has been delayed 30-60 days due to construction delays. 5/1/2024 Kathy emailed Bobby Sparks, DOS. had some obstacles with the project resulting in a new target opening date of October 01, 2024. They are hoping sooner, but just to be on the safe side. They are targeting accounts beginning in June and will be hiring a DOS around that time as well.	5/1/24
Home2Suites - Expansion	4500-4700 Plaza Drive		32	Yes	Kriya Properties proposing increase in number of rooms from 92 to 132; all existing rooms and new rooms will include a kitchenette for extended stay customers or families who need a larger space. Total meeting space will be 785, down from current 1300. Separate building on same pad. Going to P&Z 3/4/24	3/4/24
Extended Stay, Brand not known	1320 Greenway Drive		200	No	Approved by Irving City Council 3/31/2022. UPDATE: Project came back thru P&Z & City Council as a 5-story, 150-room Home2Suites, with a 7,000 sf office building for the owners on the site. P&Z denied hotel unanimously; postponed at City Council initially, then voted down 12/7/23 by Council.	2/12/24
Marriott AC	335 W John Carpenter Freeway	Jun-26	147	YES	6-story hotel, 147 rooms, 3000 sf meeting space, restaurant, rooftop lounge; shoe-horned next to the Holiday Inn Select behind the Convention Center. Slated to open July 2025 The hotel	2/9/24
TBD	450 E. John Carpenter Freeway	TBD	TBD	TBD	Proposed conversion of a vacant office building to a hotel; in front of Scientology building fronting 114; John Watson is representing the developer. UPDATE: Now intend to remodel the building for boutique assisted living; property is also zoned already for same, therefore allowed by right and will not require any variances for this use. Developer previously converted a Marriott hotel at Park Central in Dallas to assisted living.	6/14/23
Candlewood Suites DFW Airport North	5000 Plaza Drive	Late April 2023	98	TBD	Formerly Hawthorne Suites DFW North Hotel Now OPEN - April 20, 2023	4/27/23
Residence Inn/Courtyard by Marriott dual-property complex	550 E. John Carpenter Freeway		228 combined		11/8 UPDATE: Dual-brand within one building structure. Total 220 keys, 1800 sf meeting space total (largest space @ 1000 sf), sharing all services/amenities. Developer is PEG Companies, western US-based background. Site is across 114 from 545 Carpenter bldg. Marriott will operate. Requesting significant parking variance.	11/8/22
Home2Suites	460 E. John Carpenter		140	Yes	10/13/22 UPDATE No meeting space; to P&Z September 2022 (denied); City Council action indefinitely postponed at the applicant's request. Las Colinas Hospitality LC/DK Patel, Whitestone Hospitality.	10/13/22
Extended Stay America	183 @ Estrada (near the Walmart)		123	YES	UPDATE 7/27/22 ICON Lodging - Sushil Patel; 0 meeting space; to P&Z September 2022 (denied); to City Council 9/15/22 (approved)	7/27/22
Hilton - New Brand - TEMPO	311 W. Carpenter Freeway	2024	138	Likely	UPDATE 7/27/22 ICON Lodging - Sushil Patel; 0 meeting space; to P&Z September 2022 (denied); to City Council 9/15/22 (approved)	5/8/21
Atwell Suites (IHG)	7501 Esters Blvd		125		Owner: Gopal Laxmi, LLC (represented by Sharon Barbosa-Crain); to P&Z Feb 6 2021; to City Council 3/25/21	3/25/21
Staybridge Suites	2350 Valley View Lane		125		11/12/20 City Council meeting; previously was the above-noted Avid/Staybridge combo, now just a Staybridge. Standards meet the then-proposed revised. (125 rooms, no restaurant, min meeting space)	11/12/20
Four Points by Sheraton	183/DFW South/555 Airport Freeway	TBD	125	Yes	Zoning approved but nothing else has happened. Rumor has it that the site is being shopped again. 8/26/20 - Planning dept has recd new plan for what would now be a Hampton Inn. No other details available yet	8/26/20
Northland Properties - Sandman and Sutton Place	Blue Star Site 161 @ 114 (Meridian)	TBD	200+	No	Sandman zoning to Council 7/30/20 - 205 rooms, 715 sf meeting space; Moxie's Restaurant	7/30/20
Tru by Hilton	DFW Airport South/2100 Valley View	2022-23	125	Likely	Approved by City Council 10/24/19. Lowen Hospitality developer. Construction start TBD.	10/24/19
Aloft	635/DFW North	Oct-20	145	Yes	Construction	
AVID/Holiday Inn	DFW North/Plaza Drive @ O'Hare?	TBD	125-150	Yes	Rumored	
Boutique/Full Service - TBD	520 E. Carpenter Freeway	TBD	TBD	TBD	Skypass Travel owners are the developer; may be the same as Conrad Hilton above. Www.mandalayfalls.com	
Hampton Inn & Suites	DFW North; 4500 Plaza Drive	TBD	130	Yes	Approved	
Holiday Inn Express	7800 Carpenter	TBD	TBD	Likely	Rumored	
La Quinta	635 @ Beltline	TBD	TBD	Likely	Deferred; site being shopped	
Radisson Hotel	DFW Airport North; 114 @ Esters; 8230 Esters	TBD	180	Yes	Approved	
TBD	Verizon/Hidden Ridge Campus	TBD	200+	No	Consultant retained to assess flag opportunities	
Conrad Hilton	Urban Center				Rumored; preliminary meetings with various parties; may be the same as Boutique/Full Service TBD below (Skypass)	
Boutique/Full Service - TBD	520 E. Carpenter Freeway	TBD	TBD	TBD	Skypass Travel owners are the developer; may be the same as Conrad Hilton above. Www.mandalayfalls.com	
Comfort Inn DFW North			101		Closed Permanently (has been razed)	