

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Destination Development Committee
Irving Convention Center – First Floor Conference Room
500 W. Las Colinas Blvd.
Irving, Texas 75039
Tuesday, August 9, 2022, at 11:30 AM

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

1. Citizen Comments on Items Listed on the Agenda
2. Approval of May 10, 2022, Committee Meeting Minutes
3. R-AB Ordinance Update – Philip Sanders and Jocelyn Murphy, City of Irving
4. Heritage District Project Update – Philip Sanders and Imelda Speck, City of Irving
5. Update on Short-Term Rentals – Shane Diller, City of Irving
6. Review of Irving Hotel Development
7. ICVB/ICC Sales Pipeline Update
8. Strategic Plan Update
9. Committee Chair Report
10. Next Meeting – November 8, 2022

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

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.



**IRVING CONVENTION AND VISITORS BUREAU
MINUTES – DESTINATION DEVELOPMENT COMMITTEE
IRVING GOLF CLUB – THE HIDEOUT GRILL
IRVING, TEXAS 75039
TUESDAY, MAY 10, 2022**

Those in attendance were Committee Chair Greg Malcolm, Committee Vice Chair Nydia Hoskins, Board Vice Chair Bob Bourgeois, Yasir Arafat, Michael Basoco, Sam Reed, and William Mahoney – Committee members; Tom Meehan – ICC staff; Carol Boyer, Lori Fojtasek, Maura Gast, Brenda Lopez, and Diana Pfaff – ICVB staff; Guest: Councilman Oscar Ward.

Committee Chair Greg Malcolm called the meeting to order at 11:32 a.m. There were no citizen comments.

Malcolm asked for a motion to approve the Destination Development Committee meeting minutes of February 11, 2022. On a motion from Board member William Mahoney, and a second from Board member Yasir Arafat, the motion passed unanimously.

R-AB ORDINANCE UPDATE

Executive Director Maura Gast reported the Ordinance is on hold until after the June 18 run-off elections. City staff is working on Ordinance changes. Gast will keep the Committee updated.

SHORT-TERM RENTALS UPDATE

Gast reported there is no further update.

COMMITTEE CHAIR REPORT

Malcolm asked Councilman Oscar Ward for a City Council update. Ward reported the Irving Golf Club was the topic of the recent Parks and Recreation Committee meeting. The Hideout Grill has been a great upgrade to the Club with a full-time cook. The reputation and maintenance on the course is fantastic. He noted the view of downtown Dallas is fabulous from the Clubhouse and the course is the second highest elevation in the City, with University of Dallas being the highest. The Clubhouse is a great amenity for a venue and can be used for meeting space on the evenings and weekends. The patio will be enlarged soon, and he is looking forward to seeing golf tournaments on the course.

Ward also noted the USA Triathlon event was an enormous success and expressed his appreciation to the ICVB for bringing the event to Irving. Assistant Executive Director Lori Fojtasek noted the event had room blocks for their staff, volunteers, and a fan block of rooms as well. The complete hotel pick-up report is not available currently. A room audit was taken at registration and more information will be available. The Omni Las Colinas hosted a dinner with a carb-up menu and had good attendance. It was good exposure for Irving and Levy Plaza. Board member Michael Basoco noted he has been to several charity events in Irving, and they have all been successful and run well.

IRVING GOLF CLUB UPDATE AND TOUR

Malcolm introduced Irving Golf Club Director Eric Wofford. Wofford gave a brief overview of the Irving Golf Club and future improvements:

- This fiscal year is the first the Club is in the black and now \$115,000 better than budget; however, there will be some challenges for next fiscal year.
- The patio will be enlarged from the pavilion area extending to a deck with beams for protection from the sun, and a second patio with high top tables and umbrellas. The goal is to create an atmosphere for events, cocktails, music, tournaments, and a magnificent view for fireworks on the Fourth of July.
- The course is full on weekends with reservations six to seven days in advance, which helps the restaurant business.
- Over half of the staff is tenured and it is a tribute to the team. Most of the staff live in Irving and have a passion for their work.
- Course renovations include:
 - Irrigation replacement
 - New grass
 - Cosmetic work on the front nine holes with grass and greens.
 - Back nine holes have completely changed with new bunkers, greens, grass, and new course design.
 - TifEagle Certified Bermuda grass is heartier for Texas, squeezes out the weeds, and holds water better.
 - The course is in a flood plane and now the greens are elevated to accommodate the flooding.
 - Hired a new superintendent who has done a fantastic job and made some superior changes in the aesthetics of the course.
- Three of the four Irving High School golf programs have named Irving Golf Club as their home. It is a great partnership with practice and play. Three different golf tournaments play at Irving Golf Club, and Frisco high school programs will hold three tournaments.
- Anyone 17 years of age and under plays free. There has been helpful feedback from parents.
- Catch fence has saved \$2,000 a month in saved golf balls.
- Capital Improvements this year include:
 - patio extension;
 - iron rod fence to help with the cart path area; and
 - beautification of the front door area with new landscaping, making it the only entrance area.
- Cart path improvements are planned for next year, which will help save the fairways and cart repairs.

Basoco applauded the use of the space for charity events and noted there is a specific target for that in the community. Wofford replied the goal is to never overbook the weekend with tournaments. This year the total for the calendar year is 53 tournaments, most are during the week. The word is out about the Club, but goal is to have tee times for community golfers.

Wofford reported there will be private lessons and clinics and partnership with Junior PGA and Nike. McMillan has approval with the City for a summer youth camp. COVID protection is still an issue. He noted a round of golf is \$38.00 weekdays and \$48.00 on weekends, which is still inexpensive in comparison to other surrounding area public courses. An increase is included for approval in the new City budget as the competition courses raised prices last year \$2.00-\$7.00. The five-to-ten-year improvement plan includes looking at increasing attendance and events and parking lot safety.

Basoco added young golfers learn core values, integrity, and honesty from the game. A partnership with the high school programs is a great amenity for the City and highlights innovation.

Malcolm thanked everyone for their attendance and Wofford for his report. It was noted a tour of the facility was available after the meeting.

The next Committee meeting is August 9 at the Irving Convention Center.

Malcolm adjourned the meeting at 12:51 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director

MORE FROM HOMEPAGE



Dallas council committee sets vote to limit city resources used to investigate abortions

First c



BUSINESS

Irving wants to make downtown a destination spot, and it will pay business owners to help

Here's how to apply for grants.



Irving is offering economic incentives to downtown business and property owners, such as longtime staple Big State Fountain Grill. The grants will aim to provide aesthetic improvements to the area.



By [Sarah Bahari](#)
8:56 AM on Jul 29, 2022

A new program is helping Irving's downtown business owners improve their properties in an effort to enhance the city's Heritage District.

Business and property owners can apply for grants to improve corridors, building facades and signs.

If approved, applicants are eligible to receive \$5,000 to \$25,000 in reimbursements or up to 50% of the total cost, depending on the program and project.

Applicants must be owners or current tenants of existing buildings along Irving Boulevard or Second Street, from Sowers Road on the west to Strickland Plaza on the east, as well as connecting streets that run between these two roadways.

The city is working to make Heritage District a destination spot with public art, living, shopping, dining and recreation opportunities.

[Construction began last year on a one-mile stretch of Irving Boulevard, and work is expected to run through 2023.](#) When complete, downtown will feature bicycle lanes, expanded sidewalks, more benches and canopy trees.

Business and property owners should apply [online](#).

From: [Lewis McLain](#)
To: [IRVING](#)
Subject: [External] Irving will require short-term rentals to register with city, pay annual fee
Date: Saturday, July 30, 2022 9:14:14 AM

Irving will require short-term rentals to register with city, pay annual fee

dallasnews.com

The city says the changes are intended to protect neighborhood integrity.

Irving will require short-term rentals to register with the city and pay a \$200 annual fee.(Juan Figueroa)

Short-term rentals in Irving will be required to register and pay an annual fee as part of an effort by the city to regulate properties listed on Airbnb, VRBO and other platforms.

The changes come as some neighbors in cities across North Texas have complained of noise, parties and poor maintenance, among other issues, at short-term rentals.

By Oct. 1, owners and operators in Irving must [register their property](#), pay a \$200 annual fee and provide emergency, 24-hour contact information for themselves or an agent who can be reached should an issue arise.

Failing to comply could result in a \$500-a-day fine, city documents say.

The city estimates the fees will add up to roughly \$34,000 a year, according to city documents, which would come from an estimated 170 rentals.

In a prepared statement, the city said the new regulations will ensure short-term rentals “operate in a way that protects the quality of life in neighborhoods.”

The Irving City Council [approved the regulations](#) earlier this year.

Several other North Texas cities are considering similar changes to short-term rentals, typically defined as properties or units rented for fewer than 30 days.

The Dallas City Council could vote to [restrict short-term rentals as early as September](#), and [Fort Worth](#) is now discussing whether to add regulations. Arlington already bans short-term rentals outside a one-mile radius of the city's entertainment district, which was [upheld by an appeals court](#) last year.

Platforms like Airbnb have proven lucrative for some property owners, though, forcing cities to tow the line between owners' rights and neighborhood concerns.

In 2021, [Texas ranked third in the U.S. for new host income at \\$170 million](#), according to Airbnb.

Related: [Irving families can track their child's school bus this year using an app](#)

4906 Morning Glory Way
McKinney TX 75072
USA

[Unsubscribe](#) | [Change Subscriber Options](#)

Armchair Tour: Two Texas Master-Planned Communities Evolve Beyond Office Uses at Las Colinas and Cypress Waters

By [Ron Nyren](#)
July 28, 2022

Text Size: **A A A**

[Print](#)

[Email](#)

[Share](#)

[Facebook](#)

[LinkedIn](#)

[Twitter](#)



Cypress Waters. (Billingsly)

Attendees of ULI's 2022 Fall Meeting in Dallas will have the chance to visit two master-planned communities northwest of the city's downtown: Las Colinas and Cypress Waters. Both began life with unusually large office components as part of their mix and have evolved to encompass a wider range of uses.

"A lot of mixed-use master-planned communities have a strip center or a grocery-anchored retail center on the corner, and maybe a couple of office buildings, but most of the land is dedicated to single-family housing and amenities," says Tim Glass, director of strategic planning for the Las Colinas Association. "Both Las Colinas and Cypress Waters are very heavily weighted towards corporate development. The residential side is very important, but it's almost a complementary use."

Both communities also involved substantial public private partnerships. Las Colinas was planned in the early 1970s on 12,000 acres (4,860 ha) of land. "A lot of Las Colinas is built on a reclaimed floodplain, so a tremendous amount of work had to be done, sculpting the land to make it buildable," Glass says. "It's an amazing civil engineering project that required a tax increment finance district to help finance the work."

The Dallas City Council created a tax increment finance district for the 1,000-acre (400 ha) Cypress Waters in 2010. "The city brought a multijurisdictional approach to connecting this area, the site of a decommissioned power plant and cooling lake, which was not really connected to the rest of the city," Glass says.

The tour will start at Las Colinas Urban Center, which has grown over the last 10 years to encompass a broader mix, including significant residential uses. The city of Irving recently revitalized Williams Square Plaza at the urban center's heart and restored the Mustangs of Las Colinas bronze sculptures of horses that serve as a symbol for the community. "The renovations turned a 1980s-era open granite plaza into a

The Toyota Music Factory entertainment complex is also on the tour, with food venues and shops, a movie theater, and the Pavilion at the Toyota Music Factory. The Pavilion can convert from an intimate 2,500-seat theater to a 4,000-seat indoor theater, and can also open up to the adjacent lawn to accommodate 4,000 more audience members.



(Photo Courtesy of Las Colinas Association)

In Cypress Waters, the tour will include the Sound, the community's commercial/entertainment core. "Cypress Waters has been very deliberate in their urban design to add variety and avoid having that sterile feel of buildings all put up at the same time," Glass says. "They've done cool things with textures and facades and green space to make the place feel authentic and natural."

Both communities are a short distance from Dallas Fort Worth International Airport. "Big companies started relocating to Las Colinas in the 1970s and 1980s, and a big reason for that was the fact that it was near one of the most modern airports in the country," Glass says. Now public transit connections are part of the mix, too: the DART light-rail system opened a station in Las Colinas Urban Center in 2012, and a new DART line with a station serving Cypress Waters is under construction.

[SHOW COMMENTS](#)

Copyright © 2010-2022 Urban Land Institute (ULI). All rights reserved. Use of this website constitutes acceptance of our Terms of Use.

Urban Land Magazine

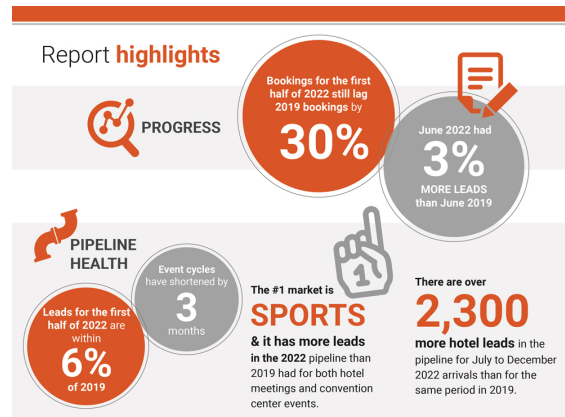
[Topics](#) [Industry Sectors](#) [Inside ULI](#)

[About Urban Land](#) [Archives](#) [Advertise](#) [Editorial Calendar](#) [RSS](#) [Terms of Use](#) [ULI Marketplace](#) [Contact Us](#)



Good News, Bad News in Simpleview Sales Performance Report

August 4, 2022 Tyler Davidson



Christine "Shimo" Shimasaki

While 2022 bookings lag 2019 bookings by 30%, sales leads are approaching 2019 levels in the first half of 2022, according to a new quarterly sales report issued by Simpleview revealing booking data compiled from its 215 DMO clients.



reports that will be issued by Simpleview. The goal of the quarterly reports is to illustrate how leads and booking patterns for meetings and events have changed since the pandemic period began in 2019.

[Related: Recovery on Pace: "Shimo" Shimasaki on the Pace of Meetings Bookings]

Highlights of the inaugural report include the following:

- 2022 bookings still lag 2019 bookings by 30%.
- Leads are within 6% of 2019 in the first half of 2022.
- June 2022 had 3% more leads than June 2019.
- There are over 2,300 more hotel leads for July-December 2022 arrivals than for the same period in 2019.
- The No. 1 market is sports, and it has more leads in 2022 than 2019 had for both hotel meetings and convention center events combined.

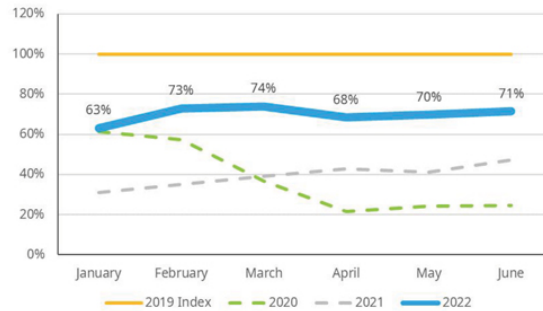
"Our goal for the Simpleview Sales Quarterly report is to provide DMOs with the information needed to support their sales strategy," said Christine "Shimo" Shimasaki, managing director at 2Synergize, a consulting company owned by Simpleview, and also a [Meetings Today 2022 Meetings Trendsetter](#). "We want to provide DMOs with tools to educate their local communities and stakeholders about the opportunities and challenges of our industry's recovery."

[Related: 2022 Meetings Trendsetters]

The next Simpleview Sales Quarterly report will be released in fall 2022. The reports aggregate Simpleview CRM data from 2015 DMOs in Canada and the U.S. that generated 50 or more leads in 2019 and had leads each year from 2019-2022. The report excludes events with fewer than 10 rooms on peak.

Monthly number of bookings through June 2022

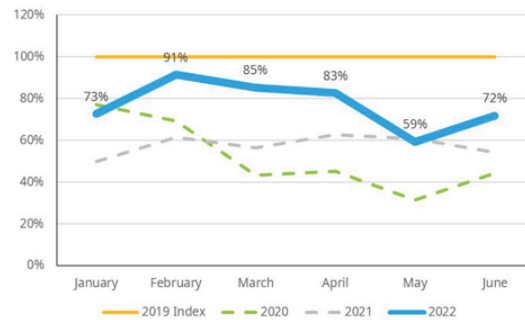
Percentage of 2019 index



Source: Simpleview Sales Quarterly report, July 2022

Monthly booked room nights through June 2022

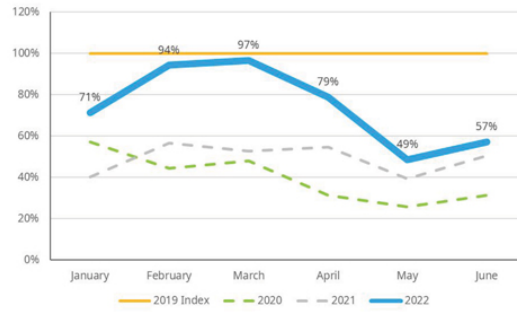
Percentage of 2019 index



Source: Simpleview Sales Quarterly report, July 2022



Monthly **booked attendance** through June 2022 Percentage of 2019 index



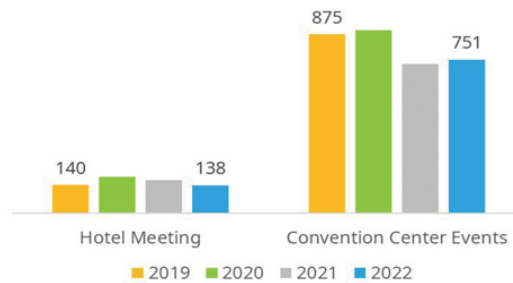
Source: Simpleview Sales Quarterly report, July 2022

What the Numbers Mean

Contextual highlights from the inaugural report include the following:

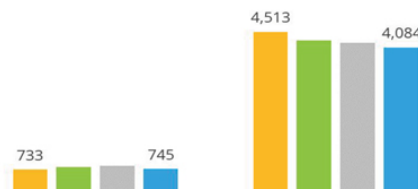
- DMOs have made substantial progress in terms of sales leads in the first six months of 2022, finishing the period only 6% behind the same time period in 2019, which is considered somewhat of a baseline year in determining recovery from the pandemic.
- In Q2 of 2022, DMO leads trailed the same time period in 2019 by a mere 1.8%.
- June 2022 sales leads registered 103% of the June 2019 index.
- Lead room nights in the second quarter of 2022 trailed 2019 numbers by 10.4%, which indicates smaller-sized events, according to Simpleview’s analysis.
- While bookings in the first half of 2022 were only 70% of 2019 numbers, the first half of 2022 was up 77% compared to the same period in 2021, during the height of the pandemic shutdown. Booked room nights are 33% higher during the same time period when comparing 2022 and 2021 numbers.
- The average number of peak rooms for booked convention center events dropped 14% in the first half of 2022 when compared to the same time period in 2019, with attendance down 9.5% compared to 2019 and the average number of peak rooms booked for hotel meetings relatively flat.

Average booked peak rooms through June 2022



Source: Simpleview Sales Quarterly report, July 2022

Average booked attendance through June 2022

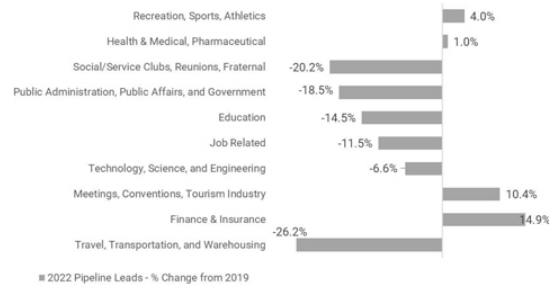


Source: Simpleview Sales Quarterly report, July 2022

Pipeline Health, Event Cycles and Key Markets

According to the inaugural report, there were 5.9% fewer leads, 9.7% fewer room nights and 7.9% less attendance through the first half of 2022 when compared to the same time period in 2019.

Top 10 market segments: **number of hotel meeting leads** percentage variance through June 2022 compared to 2019



Source: Simpleview Sales Quarterly report, July 2022

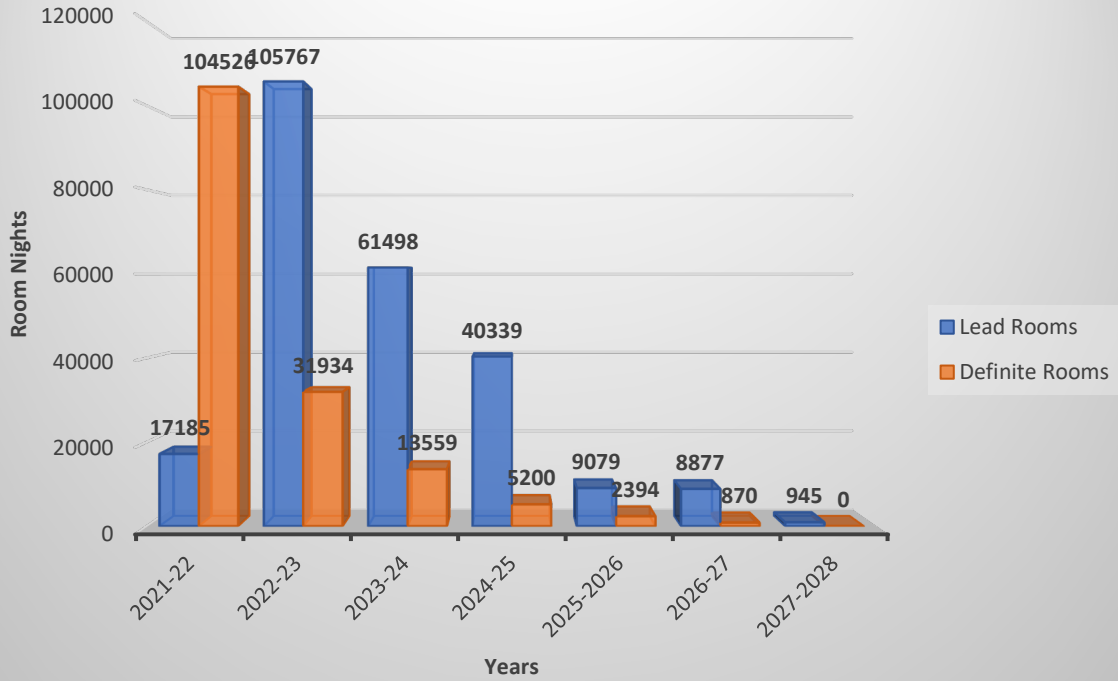
Other highlights include the following:

- A 9.9% drop in lead attendance from 2019 numbers can be attributed to a large number of mega-events in the pipeline in 2019, with more than 80 hotel meetings with 75,000 attendees or greater in 2019, compared to 43 events of that size in 2022.
- Average peak room leads in the pipeline for the first six months of 2021 when compared to 2019 have not changed significantly when averaged across the four DMO categories used by Simpleview, with the largest category (500,000 gross square feet of exhibit space) up 4.2% and the second-largest category (100,000-499,000 gross square feet of exhibit space) down 3.6%.
- Event booking cycles (lead creation date to the meeting start date) have become more short-term, with first-half 2022 cycles an average of three months shorter than in 2019.
- More than 2,300 additional hotel meeting leads are in the pipeline for the last six months of 2022 compared to the same time period in 2019.
- Sports meetings were at the top of the Top 10 market segments in terms of hotel meeting lead percentage variance in the first six months of 2022 when compared to 2019, with 4% more leads. This was followed by Pharma/Medical (1% more) and SMERF (-20%).
- Sports meetings also fared well in the convention center event leads Top 10 segments results, coming in at 10.8% more than in the first six months of 2019. The No. 2 market, Education, however, tumbled 33.5% and Pharma/Medical fell 19.5%.

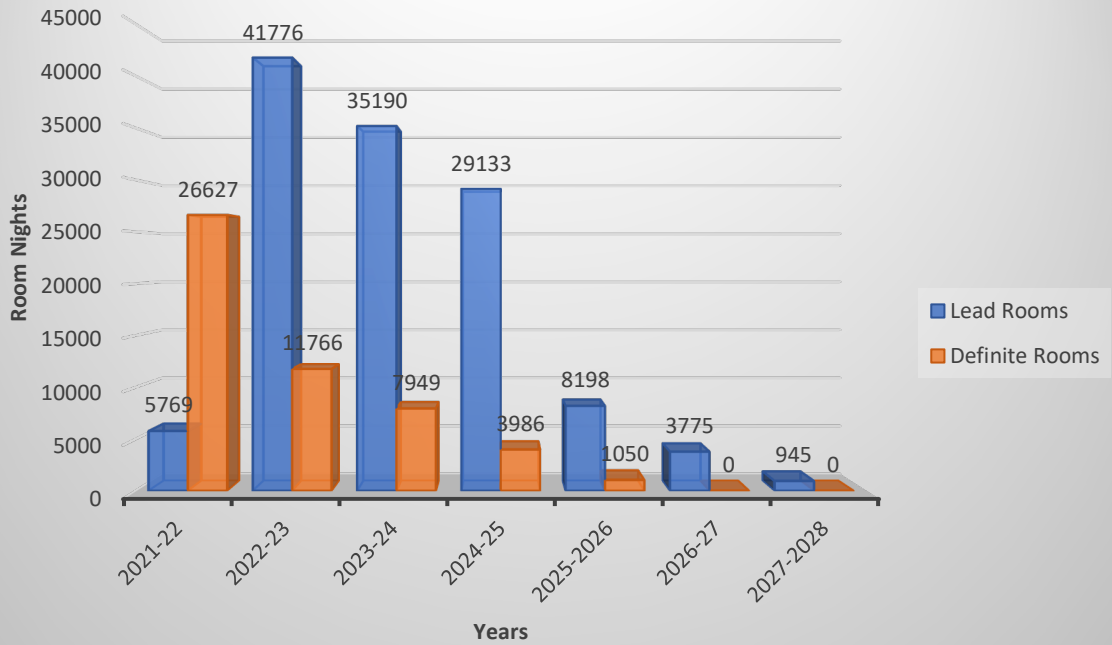
Download the full report: [Simpleview Sales Quarterly Report](#).



ICVB Room Night Pipeline



ICC Room Night Pipeline



ICC Leads Pipeline

