



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, December 17, 2018 @ 11:45 a.m.

**Irving Convention Center
Third Floor - Junior Ballroom C-D**

500 W. Las Colinas Blvd.

(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	No Mtg	FEB 25	MAR 25	APRIL 22	MAY 20	JUNE 24	JULY 22	AUG 26	SEPT 23
CLEM LEAR	X	X										
RON MATHAI	X	X										
BOB BETTIS	X	X										
BOB BOURGEOIS	X	X										
BETH BOWMAN	X	X										
JO-ANN BRESOWAR	X	X										
DIRK BURGHARTZ	+	+										
DAVID COLE	X	X										
KAREN COOPERSTEIN	X	X										
DEBBI HAACKE	X	X										
JOHN HAIGLER	X	X										
TODD HAWKINS	+	X										
CHRIS HILLMAN	+	X										
JULIA KANG	X	X										
JACKY KNOX	+	X										
KIM LIMON	+	X										
RICK LINDSEY	X	X										
GREG MALCOLM	X	X										
JOE MARSHALL	X	X										
HAMMOND PEROT	+	X										
JOE PHILIPP	X	X										
JUDY PIERSON	+	X										
KAREN RILLEY	+	#										
MICHAEL RILLEY	+	#										
LARS ROSENE	=	+										
HOLLY TURNER	X	X										
‡ JOHN DANISH	+	+										

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

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

AGENDA
Irving Convention & Visitors Bureau Board of Directors
Monday, December 17, 2018 at 11:45 a.m.
Irving Convention Center at Las Colinas
Third Floor – Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

Consent Agenda

1. Approving ICVB Board Minutes for November 26, 2018
2. Accepting Irving Convention Center Financial Reports for November 2018
3. Accepting ICVB Financial Reports for September, October and November 2018

Individual Consideration

4. 2018-19 Performance Priorities, Goals & Objectives for Executive Director

Reports

5. Board Chair Report
 - a. Welcome State Representative-Elect Terry Meza
 - b. Tourism Public Improvement District Legislative Update
 - c. Employee Service Recognition – Lori Fojtasek 25 Years
 - d. 2019 Committee Meeting Schedule & Volunteer Process
6. Board Committee Reports
 - a. Board & Business Development – Debbi Haacke
 - Recap of December 7 meeting
 - Next Meeting – March 15
 - b. Community Engagement – Rick Lindsey
 - Recap of Holiday Parade & City Open House
 - Next Meeting – January 15
 - c. Destination Development – Greg Malcolm
 - Next Meeting – February 5
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

- 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 – Mike Zumbaugh
 - 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 – John Haigler
 - 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

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, DECEMBER 17, 2018**

AGENDA ITEMS

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
JUNIOR BALLROOM C-D
NOVEMBER 26, 2018**

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, John Haigler, Todd Hawkins, Chris Hillman, Julia Kang, Jacky Knox, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, Judy Pierson, and Holly Turner – Members of the Board; City Secretary Shanae Jennings, Chief Financial Officer Jeff Litchfield, Deputy City Manager Mike Morrison, Assistant City Manager Philip Sanders, Mayor Rick Stopfer, and City Attorney Christina Weber – City of Irving; General Manager Tom Meehan, and Director of Sales Matt Tungett – SMG/Irving Convention Center; Maura Gast, Carol Boyer, Wendy Foster, Marianne Lauda, Diana Pfaff, and Mike Zumbaugh – ICVB Staff; Guests: Laura Edwards – Crowe, Helena Walsh – ICVB Convention Services Associate.

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

ELECTION OF OFFICERS

Board Member Debbi Haacke nominated Chair Clem Lear for a second term as Chair of the ICVB Board of Directors, with a second from Board Member Jo-Ann Bresowar. Haacke stated Lear's professionalism and leadership has been a great asset to the Board, and with the new developments in Irving and legislative direction in the Board's strategic plan, Lear is a great choice to lead the Board in to this legislative session year. With no other nominations, Lear was unanimously approved as Chair for a second term.

Board Member Bresowar nominated Vice Chair Ron Mathai for a second term, with a second from Board Member David Cole. Bresowar noted his assistance to the Board and to the Chair and his involvement in Board activities and professionalism. With no other nominations, Mathai was unanimously approved as Vice Chair for a second term.

CONSENT AGENDA:

1. APPROVING MINUTES – SEPTEMBER 24 AND OCTOBER 19, 2018
2. ACCEPTING ICC FINANCIAL REPORTS: SEPTEMBER AND OCTOBER 2018
3. ACCEPTING HOTEL OCCUPANCY TAX RESULTS FOR FOURTH QUARTER 2017-18

Lear asked for a motion to accept the Consent Agenda as presented. Bresowar made a motion to accept; second by Board Member Karen Cooperstein. With no opposition and no further discussion, the Consent Agenda was unanimously approved.

4. ACCEPTING THE ICC AUDIT RESULTS 2017-18

Lear introduced Laura Edwards from Crowe, who reviewed the revised financial packet that was distributed as a handout. Edwards noted the independent auditor report that describes the audit in accordance to the contractual basis between the City of Irving and SMG. The audit received the highest level of assurance with an unqualified opinion. Edwards further reviewed the balance sheet and noted the \$305,281 being returned to the ICVB in the capital improvement fund. She noted the only item requiring judgment is for allowance for doubtful event, but there was none to report at year-end. It was a clean audit and received the highest audit opinion. There were not any matters to report to the Board. Haacke noted it is important to recognize the team accomplished \$10 million in revenue and should be congratulated for their efforts. Lear asked for a motion to accept the ICC audit results. Board Member Rick Lindsey made a motion, with a second from Haacke. With no further opposition and no further discussion, the motion was unanimously approved.

Cole asked if all City Council members receive a copy of the audit report, and Executive Director Maura Gast replied they had not in the past. Cole suggested they receive a copy for review.

INDIVIDUAL CONSIDERATION:

5. APPROVING BUDGET ADJUSTMENT TRANSFER OF \$305,281

Lear asked for a motion to approve the Budget Adjustment Transfer of \$305,281, achieved as a result in the financial performance of the Irving Convention Center. Haacke made a motion to approve, with a second from Cooperstein. With no further opposition and no further discussion, the motion was unanimously approved.

6. 2019 LEGISLATIVE AGENDA TOURISM PUBLIC IMPROVEMENT DISTRICT

Gast noted an article on page 52 of the Board packet, referencing the City of Frisco's pursuit of the TPID, and added that Dallas, Arlington, and Fort Worth all have the legislation in effect. As was discussed during the Board's strategic planning process and adopted as part of the final plan, the TPID will allow for additional marketing and booking incentives to generate greater visitor revenues. The ICVB will pursue having Irving included in the next legislative session and working through the Hotel Association to put a plan together. The item will be added to the December 13 City Council meeting agenda. Gast noted the legislation currently is crafted and set based on population. Lear suggested all Board members read the article and get clarification if needed.

BOARD CHAIR REPORT

Lear introduced Convention Services Associate Helena Walsh, who is receiving her five-year service award. Gast noted she and her husband, Bert, are both part of the Convention Services team. Walsh is a great part of the team and often covers the CVB front desk. She brings great joy to everything she does. Senior Convention Services Manager Wendy Foster and Lear presented the award to Walsh with congratulations from the full Board.

Lear echoed previous comments on congratulations to the ICVB and ICC staff for an outstanding year. She noted the increase in media and social media spots. She also congratulated Gast on being awarded the Top 25 Women in the Meetings Industry by Northstar Meetings Group.

Lear thanked the Board and CVB staff for the recent High Spirited Citizen 30th Anniversary Celebration. She commented on the beautiful Christmas and holiday decorations around Irving and the Convention Center. She reminded the Board of the City holiday parade and open house on December 1, and the Toyota Music Factory tree lighting on December 2. She noted the next Executive Committee meeting is scheduled for Friday, December 13, and the Board meeting will be held on Monday, December 17. The Irving Hospitality Industry Annual Meeting will be held at the Convention Center on February 15.

BOARD DEVELOPMENT COMMITTEE

Committee Chair Haacke reported the Committee is focused on several programs from the strategic plan that will be helpful to the CVB. Haacke, Gast, Lear and Cooperstein participated in the North Texas Legislative Summit on October 15. The next Board Development Committee meeting will be held on December 7 at the Irving Convention Center at 9:00 a.m. Discussion will be held to consider a potential Committee name change to more accurately reflect their priorities and responsibilities, along with the planning and execution of the strategic plan. The Committee will be represented at the Irving-Las Colinas Chamber of Commerce legislative send-off on Wednesday, December 12.

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Lindsey reported the High Spirited Citizen 30th Anniversary celebration was a great success and recognized over 400 program participants. The event hosted over 100 people, of which 65 were High Spirited Citizens. Glory House catered the event and did a fantastic job of making the occasion special. Mayor Stopfer presented a proclamation to Board Chair Lear. It was an honor for all who attended. Lindsey thanked Pfaff and team for a job well done. He reminded the Board of the holiday parade on December 1 and the High Spirited Citizens will ride in a horse-drawn wagon. If anyone wishes to participate, a waiver form needs to be completed and returned in advance. The next Community Engagement Committee meeting date is to be determined and will be communicated later.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the Committee met on November 6 and had an informative and interesting tour of Texas Live! and the downtown Arlington, Texas area, along with a presentation about the project by the Arlington CVB. The next Destination Development Committee meeting date is to be determined and will be communicated later.

CITY REPORTS

Mayor Rick Stopfer reported economic development and retention are priorities for the City. Irving has more Fortune 500 companies per capita than any other city in the United States. He noted the City's website has a breakdown of new developments in the eight Irving corridors and shows the districts and developments that have been submitted and in process. He recommended everyone look at the website and review the page to realize how development is spread across the City. He further noted: several hotel construction projects are moving forward; Pioneer development is looking great and they are focused on environmental development; Hwy 183/114/Loop 12 construction is going well, and the Diamond Interchange construction will be starting soon. He also commented on the growth and development in schools in our area. The museum and downtown Irving area re-development is moving forward, recreation facilities are having over \$1 million in renovations, and the City is on track with golf course and Heritage Park renovations to be sure they are updated with what our residents need.

Stopfer reported on issues with the levees when the lakes are drained, and it raises water levels, and water needs to be treated at the treatment plant. The treatment plant uses tons of chlorine for water treatment and there was a delay in chlorine delivery, which caused a breakdown. There was miscommunication between government entities and an investigation is being conducted on the City for spillage. There was a sewage pipe back up in the Valley Ranch area and lines are being installed. He congratulated the City staff and their ability to be ready and step in to fix issues when needed.

Stopfer reported that DART is focused on the Cotton Belt and environmental clearance has been approved. The RIF loan should be in place and enable the project to move forward. Next on the DART agenda will be the BNSF railroad from downtown to Farmers Branch, Carrollton and out to Frisco. It is an important project to be able to bring the connection through Irving.

City Manager Chris Hillman introduced Assistant City Manager Philip Sanders, who comes with over two decades in economic development and experience. He will be a great partner with the Chamber and the Planning and Zoning Committee. He noted the great economic development efforts and partnership with the Chamber. He reported the TIF extension was completed and approved at the last City Council meeting for another 20 years. He thanked Board Member Jacky Knox, Board Member John Haigler, the Mayor and City Council for their efforts. He gave special thanks to Chief Financial Officer Jeff Litchfield, who put together several presentations and analyses for the project. Hillman reported the second Irving 360 class has graduated and he is looking forward to next year's class. There was good feedback from the participants and the City will regularly reach out to them to continue to engage them in the City. Hillman distributed a pocket-sized card with all the City's hotline phone numbers for reference, including one for potholes. In response to a question from Cooperstein, he directed calls regarding feral hogs be referred to the City's Animal Services Department.

Litchfield gave an update on the Hotel Occupancy Tax Audit. A presentation was given on the subject to the October 17 Audit and Finance Committee. The City does quarterly hotel occupancy tax collections. An audit was done with 22 hotels, with 13 or 59% in reported deficiencies, totaling \$110,164. Additionally, one hotel may be owed a refund. Nine hotels will receive letters of commendation with no issues reported, and 13 hotels have received letters of deficiency. To date 25% of those deficiencies has been collected. The next round of audits has been started on a quarterly, four-year cycle. Gast clarified the \$110,164 was over a four-year period. After the four-year cycle, an evaluation will be conducted to determine continuation of the audit. In response to a question from Bresowar, Litchfield stated a hotel can be added back into an audit any time there is cause for concern. He added consistency will be important going forward. Vice Chair Ron Mathai asked about the standard penalty, and Litchfield replied it is a percentage and a standard amount. Lindsey asked about the cost of the audit, and Litchfield replied it runs between \$2,000 and \$2,200 per audited hotel property.

BUREAU MANAGEMENT AND STAFF

Lear congratulated Assistant Executive Director/Marketing and Communications Diana Pfaff for her involvement as Chair of the recent Irving Schools Foundation benefit, and noted she is also on the Board of the DFW Humane Society, which hosted its Black Collar Affair recently. She congratulated Pfaff for her leadership and input on these Irving charity events. She also noted the Irving Salvation Army Super Lunch will be held on December 11 at the Irving Convention Center with Carol Boyer as chair and encouraged everyone to purchase tickets. She congratulated the CVB staff on their charity efforts, along with their outstanding regular jobs.

Gast reported for Assistant Executive Director/Sales and Services Lori Fojtasek and noted the September 2018 year-end Sales report on page 70 of the Board packet. She reminded that going forward into the current fiscal year as was discussed during the budget presentation, sales will be weaning off airline crew incentives to preserve limited business development incentive funds for traditional group bookings.

Gast shared a Save the Date invitation on December 13 for a joint meeting with City Council, Irving-Las Colinas Chamber, and the CVB Board to hear David M. Sander, Ph.D discuss issues faced by inner ring or first tier suburbs and the potential problems and opportunities they face, which will be worthwhile information for Boards and Commissions to have.

Pfaff reported the year-end numbers for Marketing and Communications are off the chart. Digital RFPs are the highest to date with 418,109 associated room nights, and 62% of room nights. Website traffic increased to an all-time high of 485,925 total sessions and 376,542 total users visiting both websites, which is a 59% increase over last year. The newly redesigned blog has 60,000 page views for the year. Advertising engagement increased, largely due to Marketing Director Monty White's efforts and ended the year with 50,120 advertising impressions, 14,775 site visits, a 632% increase in impressions over the previous year and a 196% gain in site visits. Google AdWords paid search campaign is performing well with 623,838 impressions, 69,317 site visits that accounted for 116 RFPs. This was a 223% increase in site visits and 50% in RFPs over last year.

Pfaff reported earned media ended the year with just over 1 billion media impressions and a public relations value just over \$20 million. The CVB co-sponsored with the Chamber at the Park Place Luxury and Super Car Show at the Four Seasons Resort in October, and also partnered with the Four Seasons for a press trip with several high-end writers during the event. An article has already been published from the press tour in *Paper City* and it is included in the Board packet. She added the article for Gast's recognition in the 2018 Top 25 Women in the Meetings Industry is also included, as well as the Taste of the Toyota Music Factory social media influencer recap. She added congratulations to Marketing Manager Kayla Mansour, who handles the social media posts, on the birth of a baby boy.

Assistant Executive Director/Administration & Finance Mike Zumbaugh reviewed the September STR report, noting the October data had not been received as of the meeting date. He reported Irving's Occupancy is higher than Texas and the United States at 74.4%. September's Occupancy is down compared to last year. He believes Texas numbers are down due to Hurricane Harvey last year. Average Daily Rate in Irving was \$109.03, up 2.3% in September compared to last year. From the AirBNB data, he reported there were 289 active listings in Irving, which is a 49.75% increase over last year's figure of 193. The hotel comparable subset reported the YTD average daily rate through September of \$88.17, up 8.0% over last year, with YTD occupancy of 64.0%, up 10.8% from last year. Bresowar asked if there is tracking of AirBNBs and Gast said there has been discussion at Council committees on what is happening and how to license them, what is the volume and what is the amount of money being left on the table. She replied the CVB is using the STR and AirDNA reports to be prepared as best we can as the City continues to research this issue. Other cities in the Dallas-Fort Worth area have attempted to regulate them and have had the law overturned. The State legislature will likely take its own actions this upcoming session that may determine how the city will be able to move forward.

He reported Accounting Director Marianne Lauda has wrapped up year-end numbers and has been fully engaged in the training and conversion efforts of the new accounting software at the City.

CONVENTION CENTER

General Manager Tom Meehan reported it was another great year, as noted in the audit report. He thanked Edwards and the team from Crowe and expressed his appreciation for their partnership each year. He reported the ICC has returned over \$300,000 to the CVB this year in performance savings and noted this is the first year Convention Center's gross revenue has gone over \$10 million. Of that significant number, 60% is from Food and Beverage. He attributed the success to Executive Chef Eduardo Alvarez and his team to make that possible. He reported the building is going through some repair projects, starting with carpet replacement on Level 4. The third-floor carpet replacement will come later this year.

Director of Sales Matt Tungett reported October had a good start for the new fiscal year with 21 events booked. Fan Days numbers were up over last year, and the return of University of Dallas after a brief hiatus was a big win. Both events have rebooked for future dates. The ICC and CVB held a joint local sales blitz with 81 appointments over five days with good outcomes. Meehan and Tungett are hosting holiday luncheons in Austin and attending a national sales meeting in New Orleans. He congratulated ICC Sales Managers Aleese McMahan, Casey Villaseñor, and Collista Garcia for recording the highest shop call scores for the SMG organization.

INDUSTRY AND BOARD PARTNERS

HOTEL REPORTS

Malcolm reviewed Revenue Per Available Room (RevPAR) and reported October was up \$90.47, which equates to a 2.4% increase in Occupancy. November is pacing behind, and he is hoping December will be better.

Board Member Kim Limon reported November is up in Average Daily Rate 5.2%, finishing 1.9% up for the month. RevPAR is up 9.9% for the year, but down in November and December is unpredictable.

Board Member Holly Turner reported staffing updates, and announced new Director of Sales Melissa Malone, and new culinary team with Executive Chef Peter Andino from the W in downtown Dallas, and new Executive Sous Chef Raphael Bravo. The Omni will continue with wonderful food and beverage programs and excited to see what the new teams will bring.

RESTAURANT REPORT

Board Member David Cole reported the protection of customers in the recent romaine lettuce recall is number one for health and safety. Restaurants are taking it seriously and customers are unhappy. Hopefully, the recall will end shortly with no outbreaks.

DCURD

Board Member Jacky Knox reported upstream releases from USACE lakes are expected to continue through December. The Lake Carolyn storm water pump station emergency generator project design engineering is complete. The bidding process will begin in January to award a contract by February 2019. The project is scheduled for construction completion in one year. The project is a critical component of flood control protection for Lake Carolyn and the Urban Center areas. The cost is estimated to be \$10 million and is funded by the current TIF #1 term. Williams Square updating and redesign continues to move forward. Three of the four public meetings have been held. An APT study is scheduled to commence in February. The focus of the study is to review new and existing technology that can utilize the existing APT infrastructure for expansion of services. The existing TIF #1 funding is integral to the various waterway maintenance projects, as well as the previously mentioned projects. The extension will enable a continuation of and provision for much needed future infrastructure maintenance and improvements. Valley Ranch sump improvements are scheduled to be complete within the next 60 days. The current phase of Cowboy Canal Wall replacement is in progress. IFCD I east and west cell levees received a USACE approval of the recently completed 408 Project, which removes those levees from a de-certified status.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman reported on behalf of Chamber Chair Lars Rosene. Rosene is working in California with crisis communication for non-profits to locate and care for animals caught in the current fire events. Bowman gave a recap of the mid-term elections and impact on Irving with new representation. The Chamber's Legislative Send-Off is scheduled for December 12 from 4:30 – 6:00 p.m. at the Las Colinas Country Club. The majority are freshman representation Senator-elect Nathan Johnson, Representative-elect Julie Johnson, Representative-elect Terry Meza, Representative-elect Jessica Gonzalez and returning Senator Kelly Hancock, Senator Royce West and Representative Rafael Anchia. Bowman encouraged everyone to attend the send-off and continue to educate our legislative representatives on Irving, Texas.

Economic Development reported 22 recruitment wins that created 2,359 job opportunities and \$308 million in capital investments. The team successfully had 14 retention expansion wins, projects generating \$104 million in new investment. There were 36 total project wins, with 3,800 jobs to Irving, with more than \$412 million in capital investment. Fiscal year 2018 results represent a 154% return on the City of Irving's public investment into economic development services provided by the Chamber. Bowman congratulated the economic development team for record numbers and Chamber partners in keeping assets home in Irving. Irving's unemployment dropped 3.3% down from 3.4% in July. Texas and National rates are 3.9%. The Chamber will host a cyber-security roundtable on December 5 and encouraged all to attend. She expressed her gratitude to work with the CVB, Irving Arts, University of Dallas and local non-profits to bring the third annual Share Tank program together, and winners will be announced on December 14. The State of the City will be held on January 29 at the Irving Convention Center.

IRVING ARTS CENTER

Executive Director Todd Hawkins congratulated the CVB Board Chair and Vice Chair on their re-elections and reported Judy Pierson was also nominated for the Chair of the Irving Arts Board for another year. He reported the Irving museum project is moving forward and the construction contract has been authorized by the City Council. He reported input will be received from strategic planning for the museum and permanent exhibition. The Ruth Paine house was recently showcased on the Travel Channel television series "Mysteries at the Museum." The 26th annual holiday decorating program is underway at the Irving Arts Center and Board members are invited to be judges for the Lone Star Christmas contest. Voting will take place through December 3. "Two Step Your Way Through Time in Historic Texas Dance Halls" is open December 1. The Holiday Open House is on December 7, with a free concert from Ryders in the Sky at 7:30 p.m. and the winners of the Lone Star Christmas contest will be announced.

TIF REPORT

Board Member John Haigler reported the November 15 City Council approved the TIF #1 extension for 20 years. DCURD will receive \$9 million, which will leave \$60-64 million for economic development and reimbursement dollars. The reimbursement to the ARK Group of \$44 million is scheduled to be paid before the end of the year, and he believes the ARK Group is on target for the project completion. The Council also approved an amended and restated interlocal agreement between the City and DCURD concerning desiltation of district waterways and other public infrastructure projects.

LAS COLINAS ASSOCIATION REPORT

Board Member Hammond Perot noted his one-year anniversary of being here in Irving and on this Board. The economy is doing well, and he anticipates that to keep moving forward. In average, 48,000 people that live in Las Colinas and 40% of that are from Pan Asia, 50% of that number are foreign-born. Las Colinas continues to grow and be a highly diverse community. There is still 70% vacant office space and LCA will continue to look at how to recruit new tenants to the area. Strategic planning will continue to focus on the Urban Center and include wayfinding. The designs for a dog park are underway and expected to start construction next summer. Phase I of a branding exercise is complete, which reviewed designs to ensure walkability and sustainability, and changing of signs in the community, and will now start the process to redefine and hone-in on the brand going forward. It is expected to be a five-year plan and be completed in conjunction with the LCA's 50th anniversary "Jubilee" celebration. He announced the return of the charity bowl-a-thon this year, and looking to add a 5K run in October, and some additional new events to the Urban Center. He reported original neighborhoods with fixed income revenues continue to be a challenge to maintain. The LCA is looking at working with homeowners in a pilot program to help with maintaining those properties.

SWEARING IN OF BOARD MEMBERS

City Secretary Shanae Jennings gave the oath of office and swearing in of returning ICVB Board Members Bob Bettis, Jo-Ann Bresowar, Debbi Haacke, Greg Malcolm, Ron Mathai, and Joe Philipp.

With no further discussion, Lear adjourned the meeting at 1:54 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: December 12, 2018

Monthly Financial Summary

For Period Ending November 30, 2018

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	149,333	68,131	33,945	50,400	113,250	129,088	183,615	106,775	45,420	111,500	159,870	120,270	1,271,596		
Service Income	54,972	45,310	46,456	10,029	60,981	104,848	59,522	38,066	29,066	35,066	39,066	58,522	581,904		
Service Expenses	(104,721)	(110,920)	(49,564)	(58,278)	(74,378)	(82,154)	(76,673)	(58,300)	(47,475)	(49,300)	(52,885)	(69,980)	(834,628)		
Total Direct Event Income	99,584	2,521	30,837	2,151	99,853	151,782	166,464	86,541	27,011	97,266	146,051	108,812	1,018,872		
Ancillary Income															
F & B Concessions	36,083	4,486	5,350	12,586	8,000	35,895	39,995	20,540	7,500	7,500	4,000	16,500	198,435		
F & B Catering	259,698	219,548	479,322	315,397	314,706	118,039	292,244	391,375	373,600	150,550	171,239	161,788	3,247,506		
Parking: Self Parking	47,590	5,619	35,000	24,287	27,250	45,553	20,343	23,200	21,200	14,400	25,604	23,680	313,727		
Electrical Services	15,176	2,883	5,800	23,227	21,715	22,195	16,250	3,000	24,000	750	2,250	3,000	140,246		
Audio Visual	-	-	-	-	-	-	-	-	-	-	-	-	-		
Internet Services	555	125	250	1,050	405	5,310	1,670	1,500	1,250	900	780	950	14,745		
Total Ancillary Income	359,102	232,661	525,722	376,547	372,076	226,992	370,502	439,615	427,550	174,100	203,873	205,918	3,914,658		
Total Event Income	458,686	235,182	556,559	378,698	471,929	378,774	536,966	526,156	454,561	271,366	349,924	314,730	4,933,531		
Other Operating Income	21,305	33,334	45,394	52,536	45,837	77,058	61,110	45,200	37,056	41,000	39,200	123,994	623,024		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	479,991	268,516	949,953	431,234	517,766	805,832	598,076	571,356	840,367	312,366	389,124	786,974	6,951,555		
Operating Expenses															
Employee Salaries and Wages	230,208	211,994	235,551	235,551	235,551	235,551	235,551	235,551	235,551	235,551	235,551	264,454	2,826,615		
Benefits	55,020	61,618	74,107	74,107	74,107	74,107	74,107	74,107	74,107	74,107	74,107	105,680	889,281		
Less: Event Labor Allocations	(67,492)	(77,786)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	15,676	(518,411)		
Net Employee Wages and Benefits	217,736	195,826	266,457	266,457	266,457	266,457	266,457	266,457	266,457	266,457	266,457	385,810	3,197,484		
Contracted Services	63,247	63,778	52,045	52,045	52,045	52,045	52,045	52,045	52,045	52,045	52,045	29,119	624,549		
General and Administrative	37,849	41,516	47,018	56,351	49,231	47,470	41,959	49,999	53,379	86,620	53,760	127,643	692,736		
Operations	61,736	37,486	70,260	45,260	45,260	45,260	45,260	45,260	45,260	45,260	52,260	41,560	580,121		
Repair & Maintenance	63,632	46,729	46,096	46,096	46,096	46,096	46,096	49,596	46,096	58,096	46,096	27,924	568,649		
Supplies	23,696	27,123	15,667	14,917	14,917	15,417	14,917	22,917	23,417	22,917	22,917	3,335	222,157		
Insurance	6,373	6,476	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	12,154	100,000		
Utilities	42,583	40,959	47,917	47,917	47,917	47,917	47,917	47,917	47,917	47,917	47,917	60,206	575,001		
Other	-	-	417	417	417	417	417	417	417	417	417	1,247	5,000		
SMG Management Fees	43,521	41,556	35,986	35,986	35,986	35,986	35,986	35,986	35,986	35,986	35,986	22,880	431,831		
Total Operating Expenses	560,373	501,449	590,196	573,779	566,659	565,398	559,387	578,867	579,307	624,048	586,188	711,878	6,997,529		
Net Income (Loss) From Operations	(80,382)	(232,933)	359,757	(142,545)	(48,893)	240,434	38,689	(7,511)	261,060	(311,682)	(197,064)	75,096	(45,974)		
Net Income After Other Income (Expenses)	(80,382)	(232,933)	359,757	(142,545)	(48,893)	240,434	38,689	(7,511)	261,060	(311,682)	(197,064)	75,096	(45,974)	(1,395,000)	(1,440,974)
Budget Forecast Comparison by Month															
2019	355,094	(45,974)													
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 November 30, 2018

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	9,768	9,147	621	7,799
Events	19	19	0	18
Event Days	30	30	0	26
Direct Event Income	2,521	71,053	(68,532)	11,053
Ancillary Income	<u>232,661</u>	<u>305,503</u>	<u>(72,842)</u>	<u>314,783</u>
Total Event Income	235,182	376,556	(141,374)	325,836
Other Operating Income	<u>33,334</u>	<u>64,477</u>	<u>(31,143)</u>	<u>64,477</u>
Adjusted Gross Income	268,516	441,033	(172,517)	390,313
Indirect Expenses	<u>(501,449)</u>	<u>(571,148)</u>	<u>69,699</u>	<u>(458,438)</u>
Net Income (Loss) From Operations	<u><u>(232,933)</u></u>	<u><u>(130,115)</u></u>	<u><u>(102,818)</u></u>	<u><u>(68,125)</u></u>

IRVING CONVENTION CENTER/SMG
Financial Statements Year to Date Highlights
For the Two Months Ending November 30, 2018

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	41,985	39,938	2,047	38,430
Events	40	39	1	49
Event Days	60	58	2	70
Direct Event Income	102,107	215,564	(113,457)	105,563
Ancillary Income	591,770	568,069	23,701	713,262
Total Event Income	693,877	783,633	(89,756)	818,825
Other Operating Income	54,639	145,570	(90,931)	194,568
Adjusted Gross Income	748,516	929,203	(180,687)	1,013,393
Indirect Expenses	(1,061,816)	(1,144,961)	83,145	(1,104,934)
Net Income (Loss) From Operations	(313,300)	(215,758)	(97,542)	(91,541)

IRVING CONVENTION CENTER/SMG

Balance Sheet
November 30, 2018

ASSETS

Current Assets

Cash	\$	1,140,017
Accounts Receivable		580,132
Prepaid Assets		53,790
Inventory		61,388

Total Current Assets 1,835,327

Total Assets \$ **1,835,327**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	956,259
Accrued Expenses		255,055
Deferred Income		0
Advance Ticket Sales/Deposits		938,318
Other Current Liabilities		0

Total Current Liabilities 2,149,632

Long-Term Liabilities

Long Term Liabilities		0
-----------------------	--	---

Total Long-Term Liabilities 0

Total Liabilities 2,149,632

Equity

Net Funds Received	10,113,638
Retained Earnings	(10,114,643)
Net Income (Loss)	(313,300)

Total Equity (314,305)

Total Liabilities & Equity \$ **1,835,327**

IRVING CONVENTION CENTER/SMG
Income Statement
For the Two Months Ending November 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	68,131	95,954	(27,823)	217,464	263,054	(45,590)	153,054
Service Revenue	45,310	23,129	22,181	100,282	66,600	33,682	66,600
Service Expenses	(110,920)	(48,030)	(62,890)	(215,639)	(114,090)	(101,549)	(114,091)
Total Direct Event Inco	2,521	71,053	(68,532)	102,107	215,564	(113,457)	105,563
Ancillary Income							
F & B Concessions	4,486	11,500	(7,014)	40,573	40,660	(87)	35,383
F & B Catering	219,548	269,372	(49,824)	479,246	460,136	19,110	616,138
Parking	5,619	9,020	(3,401)	53,212	41,217	11,995	37,107
Electrical Services	2,883	12,261	(9,378)	18,059	22,126	(4,067)	22,126
Audio Visual	0	0	0	0	0	0	(1,422)
Internet Services	125	3,350	(3,225)	680	3,930	(3,250)	3,930
Total Ancillary Income	232,661	305,503	(72,842)	591,770	568,069	23,701	713,262
Total Event Income	235,182	376,556	(141,374)	693,877	783,633	(89,756)	818,825
OTHER OPERATING INCOME							
Advertising	0	0	0	0	0	0	0
Other Income	33,334	64,477	(31,143)	54,639	145,570	(90,931)	194,568
Total Other Operating In	33,334	64,477	(31,143)	54,639	145,570	(90,931)	194,568
Adjusted Gross Income	268,516	441,033	(172,517)	748,516	929,203	(180,687)	1,013,393
INDIRECT EXPENSES							
Salaries & Wages	211,994	239,709	27,715	442,199	479,418	37,219	364,102
Payroll Taxes & Benefit	61,618	71,466	9,848	116,637	142,932	26,295	42,549
Labor Allocations to Ev	(77,786)	(43,201)	34,585	(145,278)	(86,402)	58,876	(60,774)
Net Salaries and Benefit	195,826	267,974	72,148	413,558	535,948	122,390	345,877
Contracted Services	63,778	52,045	(11,733)	127,026	104,090	(22,936)	165,032
General and Administrat	41,516	46,953	5,437	79,363	101,571	22,208	147,601
Operating	37,486	50,468	12,982	99,222	95,936	(3,286)	84,497
Repairs & Maintenance	46,729	45,888	(841)	110,361	91,776	(18,585)	128,996
Operational Supplies	27,123	15,167	(11,956)	50,819	30,334	(20,485)	49,993
Insurance	6,476	8,333	1,857	12,849	16,666	3,817	10,804

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Two Months Ending November 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Utilities	40,959	48,334	7,375	83,541	96,668	13,127	100,343
SMG Management Fees	41,556	35,986	(5,570)	85,077	71,972	(13,105)	71,791
	<u>501,449</u>	<u>571,148</u>	<u>69,699</u>	<u>1,061,816</u>	<u>1,144,961</u>	<u>83,145</u>	<u>1,104,934</u>
Total Indirect Expenses							
Net Income (Loss)	<u>(232,933)</u>	<u>(130,115)</u>	<u>(102,818)</u>	<u>(313,300)</u>	<u>(215,758)</u>	<u>(97,542)</u>	<u>(91,541)</u>

November 2018 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
DFW Church Worship Service	Warren Instructional Network Training	Gamestop SSC Meeting			Catholic Action for Faith and Family	
	Irving Fire Fighters Exam			Agile Camp		
Hi India Garba / Falguni Pathak Dandia Dhoom		Renny McLean Ministry				
4	5	6	7	8	9	10
Catholic Action for Faith and Family	DBJ NTX HQ		TD Industries Q4 Meeting		LungForce Expo	Texas PRIMA 2018 Annual Conference & Exhibition
			2018 IIAD Jim Millerman Insurance Convention		ASUG	
			BOMA Allied Council Business Exchange			
11	12	13	14	15	16	17
Texas PRIMA 2018 Annual Conference & Exhibition				MJBI Gala	USA Judo Dallas Invitational and National President's Cup 2018	
			City of Irving Annual Service Awards Banquet			
18	19	20	21	22	23	24
USA Judo Dallas Invitational and National President's Cup 2018					Dallas Fantasy Fair	
Greater DFW FCA Coaches Appreciation and Leadership Dinner						
25	26	27	28	29	30	1



ICVB FINANCIAL STATEMENTS

For Period Ending: September 30, 2018

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
BALANCE SHEET
SEPTEMBER 30, 2018

ASSETS

Cash	36,633
Petty Cash	250
Investments	1,046,000
Receivables:	
Hotel and Motel Tax	2,072,918
Miscellaneous	305,356
Accrued Interest	3,045
Total Assets	<u>3,464,202</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	441,707
Accrued Wages and Benefits	234,252
Due to City of Irving General Fund	82,917
	<u>758,876</u>

FUND BALANCE

Reserved for Encumbrances	173,740
Unreserved	2,531,586
Total Fund Balance	<u>2,705,326</u>

Total Liabilities and Fund Balance	<u>3,464,202</u>
------------------------------------	------------------

Notes:

Receivables-Miscellaneous:

 Subsidy refund from SMG - 305,281

Accounts Payable:

 SMG management incentive fee - 154,788

 Miscellaneous - 286,919

Due to City of Irving General Fund:

 Administrative fee (4%) for the 4th qtr hotel tax - 82,917

Reserved for Encumbrances:

 Destination Analysts - 35,000

 Media Advertising - 83,098

 Specialty Advertising Items - 51,265

 Miscellaneous - 4,377

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
<u>REVENUES:</u>								
Hotel/Motel Taxes:								
Current Year	8,485,907	8,485,907	2,071,476	8,393,297	0	92,610	98.91%	8,259,219
Penalties and Interest	0	0	0	6,046	0	(6,046)	0.00%	5,931
Prior Years	0	0	1,442	1,442	0	(1,442)	0.00%	58,624
Interest	17,000	17,000	6,813	32,771	0	(15,771)	192.77%	22,354
State of Texas Events Trust Fund	50,000	50,000	0	9,622	0	40,378	19.24%	0
Miscellaneous	5,000	5,000	75	24,912	0	(19,912)	498.24%	17,210
Total Revenues	<u>8,557,907</u>	<u>8,557,907</u>	<u>2,079,806</u>	<u>8,468,090</u>	<u>0</u>	<u>89,817</u>	<u>98.95%</u>	<u>8,363,338</u>
TOTAL REVENUES AND TRANSFERS IN	<u>8,557,907</u>	<u>8,557,907</u>	<u>2,079,806</u>	<u>8,468,090</u>	<u>0</u>	<u>89,817</u>	<u>98.95%</u>	<u>8,363,338</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
<u>EXPENDITURES:</u>								
Salaries	2,106,626	2,133,789	347,001	2,117,945	0	15,844	99.26%	2,000,367
Benefits	561,825	586,714	83,218	579,622	0	7,092	98.79%	545,452
Supplies	61,900	52,987	9,224	32,715	2,813	17,459	67.05%	54,581
Equipment Maintenance	6,900	6,900	1,001	5,006	0	1,894	72.55%	6,478
Miscellaneous	180,095	183,950	6,150	173,242	0	10,708	94.18%	159,638
Equipment Rentals	7,900	5,625	1,325	3,801	0	1,824	67.57%	2,475
Special Services	1,675,881	1,927,220	376,814	1,791,137	35,780	100,303	94.80%	1,585,490
Facility Management Services	1,395,000	1,395,000	42,969	1,089,719	0	305,281	78.12%	1,079,751
Advertising Projects	140,000	107,000	5,309	38,559	51,265	17,176	83.95%	181,866
Sponsorships / Partnerships	174,000	161,920	21,000	96,966	0	64,954	59.89%	343,783
Media Advertising	680,000	650,126	91,787	556,292	83,097	10,737	98.35%	719,109
Travel	680,265	635,166	75,443	449,695	0	185,471	70.80%	402,969
Promotions / Special Events	1,171,000	1,583,593	203,077	1,084,430	785	498,378	68.53%	1,102,370
Memberships	82,615	101,785	5,280	76,538	0	25,247	75.20%	76,140
Total Expenditures	<u>8,924,007</u>	<u>9,531,775</u>	<u>1,269,598</u>	<u>8,095,667</u>	<u>173,740</u>	<u>1,262,368</u>	<u>86.76%</u>	<u>8,260,469</u>
<u>TRANSFERS OUT:</u>								
Transfer to ICVB Reserve Fund	200,000	200,000	0	200,000	0	0	100.00%	200,000
Transfer to ICC Reserve/CIP Fund	900,000	1,215,249	465,249	1,215,249	0	0	100.00%	1,238,528
Total Transfers Out	<u>1,100,000</u>	<u>1,415,249</u>	<u>465,249</u>	<u>1,415,249</u>	<u>0</u>	<u>0</u>	<u>100.00%</u>	<u>1,438,528</u>
TOTAL EXPENDITURES AND TRANSFERS OUT	<u>10,024,007</u>	<u>10,947,024</u>	<u>1,734,847</u>	<u>9,510,916</u>	<u>173,740</u>	<u>1,262,368</u>	<u>88.47%</u>	<u>9,698,997</u>

Percent of year completed = 100%

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2018

SUMMARY:

Beginning Fund Balance at October 1, 2017	3,748,152
Revenues and Transfers In	8,468,090
Expenditures and Transfers Out	<u>(9,510,916)</u>
Ending Fund Balance at September 30, 2018	2,705,326
Encumbrances	<u>(173,740)</u>
Unreserved Fund Balance at September 30, 2018	<u><u>2,531,586</u></u>

NOTES:

Year End

Fund Balance decreased 1,042,826 from the prior year.

Year-to-Date Expenditures:

Excluding encumbrances - 86.88% expended

Including encumbrances - 88.47% expended

Adjusted Budget

The adjusted budget includes prior year encumbrances in the amount of 607,768.

Transfer to ICC Reserve/CIP Fund - After approval by the Board and Council, the budget was adjusted by 315,249 which is the FY17 subsidy refund.

Revenues & Transfers In (YTD)

Hotel Tax: The 1st, 2nd, and 3rd quarters (October 2017 - June 2018) have been received. Taxes for the 4th quarter (July - September 2018) have been accrued.

State of Texas Events Trust Fund: Funds received were for the 2017 USA Wrestling Event.

Expenditures & Transfers Out (YTD)

Special Services: Administrative Cost Reimbursement - 336,031; Advertising Agency (MSC) - 597,382; Outside Services - 798,292; Miscellaneous - 59,432

Promotions / Special Events: Business Development Incentive Program - 700,748; Local Programs - 169,091; Toyota Music Factory Events - 139,719; Miscellaneous - 74,872

IRVING CONVENTION AND VISITORS BUREAU
RESERVE FUND
BALANCE SHEET
SEPTEMBER 30, 2018

ASSETS

Cash	2,050
Investments	1,142,300
Accrued Interest Receivable	<u>1,874</u>
Total Assets	<u><u>1,146,224</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Unreserved	<u>1,146,224</u>
Total Fund Balance	<u><u>1,146,224</u></u>
 Total Liabilities and Fund Balance	 <u><u>1,146,224</u></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 - Headquarter hotel grand opening event - \$75,000
- 2 - 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 TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	3,000	3,000	6,972	15,327	0	(12,327)	510.90%	5,979
Transfer from ICVB General Fund	200,000	200,000	0	200,000	0	0	100.00%	200,000
<u>TOTAL REVENUES AND TRANSFERS IN</u>	<u>203,000</u>	<u>203,000</u>	<u>6,972</u>	<u>215,327</u>	<u>0</u>	<u>(12,327)</u>	<u>106.07%</u>	<u>205,979</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
None	0	0	0	0	0	0	0.00%	0
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	<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 = 100%

SUMMARY:

Beginning Fund Balance at October 1, 2017	930,897
Revenues and Transfers In	215,327
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at September 30, 2018	1,146,224
Encumbrances	<u>0</u>
Unreserved Fund Balance at September 30, 2018	<u>1,146,224</u>

NOTES:

Fund Balance increased 215,327 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU
COMPUTER REPLACEMENT FUND
BALANCE SHEET
SEPTEMBER 30, 2018

ASSETS

Cash	2,470
Investments	272,500
Accrued Interest Receivable	<u>447</u>
Total Assets	<u><u>275,417</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Unreserved	<u>275,417</u>
Total Fund Balance	<u>275,417</u>

Total Liabilities and Fund Balance	<u><u>275,417</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 TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent*	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	1,200	1,200	1,735	4,177	0	(2,977)	348.08%	1,959
<u>TOTAL REVENUES AND TRANSFERS IN</u>	<u>1,200</u>	<u>1,200</u>	<u>1,735</u>	<u>4,177</u>	<u>0</u>	<u>(2,977)</u>	<u>348.08%</u>	<u>1,959</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Computers/Software	16,500	16,500	0	0	0	16,500	0.00%	14,853
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	<u>16,500</u>	<u>16,500</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>16,500</u>	<u>0.00%</u>	<u>14,853</u>

*Percent of year completed = 100%

SUMMARY:

Beginning Fund Balance at October 1, 2017	271,240
Revenues and Transfers In	4,177
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at September 30, 2018	275,417
Encumbrances	<u>0</u>
Unreserved Fund Balance at September 30, 2018	<u>275,417</u>

NOTES:

Fund Balance increased 4,177 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU
CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND
BALANCE SHEET
SEPTEMBER 30, 2018

ASSETS

Cash	1,385
Investments	1,742,000
Accrued Interest Receivable	<u>2,722</u>
Total Assets	<u><u>1,746,107</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	<u>28,576</u>
Total Liabilities	<u>28,576</u>

FUND BALANCE

Assigned	<u>1,717,531</u>
Total Fund Balance	<u>1,717,531</u>

Total Liabilities and Fund Balance	<u><u>1,746,107</u></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 ICVB General Fund or ICVB Reserve Fund.

Per the ICVB 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 TWELVE MONTH PERIOD ENDING SEPTEMBER 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent*	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	3,200	3,200	8,275	19,298	0	(16,098)	603.06%	6,348
Miscellaneous	0	0	8,016	32,444	0	(32,444)	100.00%	0
Transfer from ICVB General Fund	900,000	1,215,249	965,249	1,215,249	0	0	100.00%	1,238,528
<u>TOTAL REVENUES AND TRANSFERS IN</u>	<u>903,200</u>	<u>1,218,449</u>	<u>981,540</u>	<u>1,266,991</u>	<u>0</u>	<u>(48,542)</u>	<u>103.98%</u>	<u>1,244,876</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Capital Expenditures	798,000	798,000	465,759	727,218	0	70,782	91.13%	726,820
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	<u>798,000</u>	<u>798,000</u>	<u>465,759</u>	<u>727,218</u>	<u>0</u>	<u>70,782</u>	<u>91.13%</u>	<u>726,820</u>

*Percent of year completed = 100%

SUMMARY:

Beginning Fund Balance at October 1, 2017	1,177,758
Revenues and Transfers In	1,266,991
Expenditures and Transfers Out	<u>(727,218)</u>
Ending Fund Balance at September 30, 2018	1,717,531
Encumbrances	<u>0</u>
Unreserved Fund Balance at September 30, 2018	<u><u>1,717,531</u></u>

NOTES:

Fund Balance increased 539,773 over the prior year.

Revenues & Transfers In:

Miscellaneous: SMG issued a refund to the ICVB for FY16 invoices that were billed twice under two different CIP #s.

Irving Convention and Visitors Bureau

Check Register Report - September 2018

Generated: 10/29/2018 5:40:20 PM



Batch: 7443

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059586	09/06/18	DALLAS MARRIOTT LAS COLINAS	\$	230.00
80059587	09/06/18	DMO PROZ	\$	11,127.44
80059588	09/06/18	DOUBLETREE DALLAS DFW AIRPORT	\$	20.00
80059589	09/06/18	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	\$	120.00
80059590	09/06/18	FAIRFIELD INN & SUITES DFW SOUTH	\$	155.00
80059591	09/06/18	FAIRFIELD INN & SUITES LAS COLINAS	\$	420.00
80059592	09/06/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	6,149.00
80059593	09/06/18	GRAND CHAPTER OF TEXAS, ORDER OF EASTERN STAR	\$	7,602.00
80059594	09/06/18	HAWTHORN SUITES DFW	\$	70.00
80059595	09/06/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	145.00
80059596	09/06/18	SHERATON DFW AIRPORT HOTEL	\$	80.00
11 payments Batch Total: \$				26,118.44

Batch: 7451

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059597	09/13/18	AMERICAN EXPRESS	\$	46,679.25
80059598	09/13/18	ARES TRAVEL INC.	\$	1,250.00
80059599	09/13/18	BH DFW PROPERTY LP (WESTIN)	\$	620.00
80059600	09/13/18	BT HOTEL LAS COLINAS LLC (NYLO)	\$	1,208.00
80059601	09/13/18	SUSAN D. CUTTS	\$	850.00
80059602	09/13/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	545.00
80059603	09/13/18	FEDERAL EXPRESS CORPORATION	\$	65.75
80059604	09/13/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	2,015.00
80059605	09/13/18	GREATER IRVING/LAS COLINAS CHAMBER OF COMMERCE	\$	4,664.44
80059606	09/13/18	GUARANTEED EXPRESS, INC.	\$	14.44
80059607	09/13/18	HOTEL ASSOCIATION OF NORTH TEXAS	\$	250.00
80059608	09/13/18	IRVING - LAS COLINAS ROTARY CLUB	\$	100.00
80059609	09/13/18	DEBORA C. MANUSAMA	\$	682.72
80059610	09/13/18	PETTY CASH	\$	75.00
80059611	09/13/18	ROSELLE PLIEGO	\$	139.59
80059612	09/13/18	PRE-TRIB RESEARCH CENTER	\$	1,425.00
80059613	09/13/18	SOURCE STRATEGIES, INC.	\$	550.00
80059614	09/13/18	SPORTS CLUB AT FOUR SEASONS	\$	800.00
18 payments Batch Total: \$				61,934.19

continued on next page

Batch: 7457

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059615	09/20/18	CAROL BOYER	\$	81.35
80059616	09/20/18	CHRISTIAN CONGREGATION OF JEHOVAH'S WITNESSES	\$	17,750.00
80059617	09/20/18	CONNECT	\$	3,500.00
80059618	09/20/18	SUSAN D. CUTTS	\$	450.00
80059619	09/20/18	KATHERINE DIPIETRO	\$	62.59
80059620	09/20/18	DOUBLETREE DALLAS DFW AIRPORT	\$	1,554.00
80059621	09/20/18	LORI M. FOJTASEK	\$	95.57
80059622	09/20/18	WENDY FOSTER	\$	325.72
80059623	09/20/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	6,865.00
80059624	09/20/18	GUARANTEED EXPRESS, INC.	\$	13.44
80059625	09/20/18	HIDDEN VALLEY PROMOTIONS, LLC	\$	300.00
80059626	09/20/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	170.00
80059627	09/20/18	CHERYL HOPKINS	\$	65.00
80059628	09/20/18	IRVING CONVENTION CENTER	\$	17,527.89
80059629	09/20/18	IRVING CONVENTION CENTER	\$	348,250.00
80059630	09/20/18	IRVING CONVENTION CENTER	\$	5,463.33
80059631	09/20/18	MARIANNE LAUDA	\$	90.30
80059632	09/20/18	KATHY LEVINE	\$	65.00
80059633	09/20/18	LORI MANSELL	\$	559.01
80059634	09/20/18	KAYLA MANSOUR	\$	70.34
80059635	09/20/18	MEETING PROFESSIONALS INTERNATIONAL	\$	9,315.00
80059636	09/20/18	MEETINGS TODAY	\$	5,200.00
80059637	09/20/18	NORTHSTAR TRAVEL MEDIA, LLC	\$	1,666.00
80059638	09/20/18	OMNI MANDALAY HOTEL	\$	490.00
80059639	09/20/18	PCMA SERVICES	\$	14,330.00
80059640	09/20/18	DIANA PFAFF	\$	65.00
80059641	09/20/18	DEBBIE ROBERTS	\$	92.02
80059642	09/20/18	KELLY ROCHE	\$	421.15
80059643	09/20/18	LORI SIRMEN	\$	210.18
80059644	09/20/18	STAPLES	\$	2,549.81
80059645	09/20/18	CAROL STODDARD	\$	65.00
80059646	09/20/18	TRIPADVISOR, LLC	\$	5,903.90
80059647	09/20/18	TUCKER & ASSOCIATES, LLC	\$	4,071.10
80059648	09/20/18	VERIZON WIRELESS	\$	844.78
80059649	09/20/18	WFAA-TV INC	\$	6,470.00
80059650	09/20/18	MONTY WHITE	\$	191.99
80059651	09/20/18	MICHAEL ZUMBAUGH	\$	85.12

continued on next page

Batch: 7457

37 payments Batch Total: \$ 455,229.59

Batch: 7470

<u>Number</u>	<u>Date</u>	<u>Payee</u>	<u>Amount</u>
80059652	09/28/18	AERIAL PHOTOGRAPHY	\$ 97.00
80059653	09/28/18	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	\$ 70.00
80059654	09/28/18	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	\$ 5,410.59
80059655	09/28/18	CONFERENCE DIRECT	\$ 3,000.00
80059656	09/28/18	D MAGAZINE PARTNERS LP	\$ 5,400.00
80059657	09/28/18	DALLAS PRODUCERS ASSOCIATION	\$ 150.00
80059658	09/28/18	DALLAS SECURITY TRADERS ASSN	\$ 930.00
80059659	09/28/18	DOUBLETREE DALLAS DFW AIRPORT	\$ 1,087.00
80059660	09/28/18	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	\$ 290.00
80059661	09/28/18	FEDERAL EXPRESS CORPORATION	\$ 233.04
80059662	09/28/18	WENDY FOSTER	\$ 100.00
80059663	09/28/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$ 3,875.00
80059664	09/28/18	GREATER IRVING/LAS COLINAS CHAMBER OF COMMERCE	\$ 8,880.00
80059665	09/28/18	JOSEPH HAUBERT	\$ 1,000.00
80059666	09/28/18	HIDDEN VALLEY PROMOTIONS, LLC	\$ 1,225.00
80059667	09/28/18	HILTON GARDEN INN LAS COLINAS	\$ 405.00
80059668	09/28/18	HOME2 SUITES BY HILTON IRVING/DFW AIRPORT N.	\$ 180.00
80059669	09/28/18	HOMEWOOD SUITES IRVING DFW AIRPORT NORTH	\$ 225.00
80059670	09/28/18	INSIDE OUT MEDIA INC.	\$ 9,988.14
80059671	09/28/18	IRVING CONVENTION CENTER	\$ 353,893.80
80059672	09/28/18	MALONEY STRATEGIC COMMUNICATIONS	\$ 26,683.20
80059673	09/28/18	MEETING PROFESSIONALS INTERNATIONAL	\$ 500.00
80059674	09/28/18	NORTH TEXAS DIGNITARY ESCORT	\$ 525.00
80059675	09/28/18	NORTH TEXAS FENCING TOURNAMENT COALITION	\$ 1,675.00
80059676	09/28/18	OMNI MANDALAY HOTEL	\$ 5,670.00
80059677	09/28/18	ROSELLE PLIEGO	\$ 235.28
80059678	09/28/18	R FOX DESIGNS, LP	\$ 2,999.00
80059679	09/28/18	SHERATON DFW AIRPORT HOTEL	\$ 845.00
80059680	09/28/18	SIMPLEVIEW	\$ 20,833.66
80059681	09/28/18	STR, INC	\$ 2,812.50
80059682	09/28/18	THE FULCRUM GROUP INC.	\$ 115.00
80059683	09/28/18	TIGER OAK MEDIA, INC	\$ 5,000.00
80059684	09/28/18	TUCKER & ASSOCIATES, LLC	\$ 62.19

33 payments Batch Total: \$ 464,395.40

99 payments TOTAL: \$ 1,007,677.62



ICVB FINANCIAL STATEMENTS

For Period Ending: October 31, 2018

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
BALANCE SHEET
OCTOBER 31, 2018

ASSETS

Cash	17,252
Petty Cash	250
Investments	296,000
Receivables:	
Hotel and Motel Tax	2,072,918
Miscellaneous	305,356
Total Assets	<u>2,691,776</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	236,038
Accrued Wages and Benefits	19,260
Due to City of Irving General Fund	82,917
	<u>338,215</u>

FUND BALANCE

Reserved for Encumbrances	477,505
Unreserved	1,876,056
Total Fund Balance	<u>2,353,561</u>

Total Liabilities and Fund Balance	<u>2,691,776</u>
------------------------------------	------------------

Notes:

Receivables-Miscellaneous:

 Subsidy refund from SMG - 305,281

 Miscellaneous - 75

Accounts Payable:

 SMG management incentive fee - 154,788

 Miscellaneous - 81,250

Due to City of Irving General Fund:

 Administrative fee (4%) for the 4th qtr hotel tax - 82,917

Reserved for Encumbrances:

 Destination Analysts - 35,000

 Media Advertising - 62,038

 Simpleview - 255,494

 Tucker - 50,642

 Miscellaneous - 74,331

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE ONE MONTH PERIOD ENDING OCTOBER 31, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
<u>REVENUES:</u>								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	0	0	0	8,593,019	0.00%	0
Penalties and Interest	0	0	0	0	0	0	0.00%	0
Prior Years	0	0	0	0	0	0	0.00%	0
Interest	26,450	26,450	0	0	0	26,450	0.00%	0
State of Texas Events Trust Fund	25,000	25,000	0	0	0	25,000	0.00%	0
Miscellaneous	13,000	13,000	0	0	0	13,000	0.00%	0
Total Revenues	8,657,469	8,657,469	0	0	0	8,657,469	0.00%	0
<u>TOTAL REVENUES AND TRANSFERS IN</u>	8,657,469	8,657,469	0	0	0	8,657,469	0.00%	0
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
<u>EXPENDITURES:</u>								
Salaries	2,257,287	2,257,287	119,686	119,686	0	2,137,601	5.30%	108,211
Benefits	564,825	564,825	33,565	33,565	0	531,260	5.94%	31,538
Supplies	46,975	49,788	5,813	5,813	0	43,975	11.68%	10
Equipment Maintenance	6,300	6,300	0	0	0	6,300	0.00%	(167)
Miscellaneous	179,025	179,025	34,511	34,511	0	144,514	19.28%	34,267
Equipment Rentals	6,900	6,900	0	0	3,300	3,600	47.83%	0
Special Services	1,824,765	1,860,545	17,119	17,119	411,382	1,432,044	23.03%	133,475
Facility Management Services	1,395,000	1,395,000	0	0	0	1,395,000	0.00%	0
Advertising Projects	146,400	197,665	51,402	51,403	0	146,262	26.01%	0
Sponsorships / Partnerships	125,000	125,000	47,059	47,059	0	77,941	37.65%	43,966
Media Advertising	580,000	663,098	21,061	21,061	62,038	579,999	12.53%	22,911
Travel	666,580	666,580	9,308	9,308	0	657,272	1.40%	0
Promotions / Special Events	1,080,150	1,080,935	12,240	12,240	785	1,067,910	1.20%	24,608
Memberships	91,215	91,215	0	0	0	91,215	0.00%	6,000
Total Expenditures	8,970,422	9,144,163	351,764	351,765	477,505	8,314,893	9.07%	404,819
<u>TRANSFERS OUT:</u>								
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	400,000	0	0	0	400,000	0.00%	0
Total Transfers Out	525,000	525,000	0	0	0	525,000	0.00%	0
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	9,495,422	9,669,163	351,764	351,765	477,505	8,839,893	8.58%	404,819

Percent of year completed = 8.33%

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE ONE MONTH PERIOD ENDING OCTOBER 31, 2018

SUMMARY:

Beginning Fund Balance at October 1, 2018	2,705,326
Revenues and Transfers In	0
Expenditures and Transfers Out	<u>(351,765)</u>
Ending Fund Balance at October 31, 2018	2,353,561
Encumbrances	<u>(477,505)</u>
Unreserved Fund Balance at October 31, 2018	<u><u>1,876,056</u></u>

NOTES:

Adjusted Budget

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

Revenues & Transfers In

Hotle/Motel Taxes: Taxes for the 1st quarter (Oct-Dec) are due February 1 and will be reflected on the February 2018 report.

Irving Convention and Visitors Bureau

Check Register Report - October 2018

Generated: 12/3/2018 2:55:07 PM



Batch: 7475

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059685	10/04/18	BT HOTEL LAS COLINAS LLC (NYLO)	\$	1,585.00
80059686	10/04/18	CONNECT	\$	21,000.00
80059687	10/04/18	SUSAN D. CUTTS	\$	675.00
80059688	10/04/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	1,020.00
80059689	10/04/18	FENCON	\$	1,825.00
80059690	10/04/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	6,040.00
80059691	10/04/18	HAMPTON INN - LAS COLINAS	\$	530.00
80059692	10/04/18	BRENDA LOPEZ	\$	100.00
80059693	10/04/18	PATHWAYS CORE TRAINING	\$	1,135.00
80059694	10/04/18	PETTY CASH	\$	7.79
80059695	10/04/18	SHERATON DFW AIRPORT HOTEL	\$	1,095.00
80059696	10/04/18	TEXAS DEPARTMENT OF TRANSPORTATION	\$	2,679.29
80059697	10/04/18	TEXAS MANUFACTURED HOUSING ASSOCIATION, INC	\$	1,140.00
80059698	10/04/18	THE FULCRUM GROUP INC.	\$	10,066.28
14 payments Batch Total: \$				48,898.36

Batch: 7477

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059699	10/05/18	MALONEY STRATEGIC COMMUNICATIONS	\$	25,796.48
1 payment Batch Total: \$				25,796.48

Batch: 7482

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059700	10/11/18	AAERO AIRPORT BROCHURE AND DISPLAY INC	\$	1,200.00
80059701	10/11/18	AMERICAN EXPRESS	\$	41,874.17
80059702	10/11/18	BT HOTEL LAS COLINAS LLC (NYLO)	\$	280.00
80059703	10/11/18	COGNIZANT TECHNOLOGY SOLUTIONS U.S. CORP	\$	11,065.00
80059704	10/11/18	CROWDRIFT INC.	\$	2,083.00
80059705	10/11/18	DALLAS MARRIOTT LAS COLINAS	\$	1,190.00
80059706	10/11/18	DELTA AIR LINES, INC.	\$	4,880.00
80059707	10/11/18	DESTINATION ANALYSTS, INC	\$	15,000.00
80059708	10/11/18	DOUBLETREE DALLAS DFW AIRPORT	\$	927.00
80059709	10/11/18	ELEMENT DFW AIRPORT NORTH	\$	635.00
80059710	10/11/18	ENVOY AIR INC.	\$	3,821.00
80059711	10/11/18	FEDERAL EXPRESS CORPORATION	\$	381.27

continued on next page

Batch: 7482

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059712	10/11/18	FLOWERS OF LAS COLINAS	\$	71.99
80059713	10/11/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	3,917.00
80059714	10/11/18	FREEMAN DECORATING COMPANY	\$	12,571.86
80059715	10/11/18	GUARANTEED EXPRESS, INC.	\$	43.68
80059716	10/11/18	HAMPTON INN - LAS COLINAS	\$	665.00
80059717	10/11/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	260.00
80059718	10/11/18	IRVING - LAS COLINAS ROTARY CLUB	\$	112.00
80059719	10/11/18	LA BUENA VIDA YOUTH LEADERSHIP FOUNDATION	\$	1,000.00
80059720	10/11/18	MCKESSON CORPORATION	\$	1,065.00
80059721	10/11/18	NORTH TEXAS DIGNITARY ESCORT	\$	1,750.00
80059722	10/11/18	OMNI MANDALAY HOTEL	\$	4,250.00
80059723	10/11/18	PITNEY BOWES GLOBAL FINANCIAL SVCS, LLC	\$	825.12
80059724	10/11/18	ROSELLE PLIEGO	\$	237.42
80059725	10/11/18	SHERATON DFW AIRPORT HOTEL	\$	3,750.00
80059726	10/11/18	SPORTS CLUB AT FOUR SEASONS	\$	800.00
80059727	10/11/18	TIGER OAK MEDIA, INC	\$	2,500.00
28 payments Batch Total:			\$	117,155.51

Batch: 7487

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059728	10/18/18	AMERICAN AIRLINES	\$	8,020.00
80059729	10/18/18	ERIN BENDER	\$	45.50
80059730	10/18/18	BH DFW PROPERTY LP (WESTIN)	\$	2,707.00
80059731	10/18/18	CAROL BOYER	\$	117.43
80059732	10/18/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,178.00
80059733	10/18/18	KATHERINE DIPIETRO	\$	191.76
80059734	10/18/18	DOUBLETREE DALLAS DFW AIRPORT	\$	236.00
80059735	10/18/18	LORI M. FOJTASEK	\$	222.24
80059736	10/18/18	WENDY FOSTER	\$	93.33
80059737	10/18/18	MAURA GAST	\$	53.58
80059738	10/18/18	GUARANTEED EXPRESS, INC.	\$	89.39
80059739	10/18/18	CHERYL HOPKINS	\$	240.91
80059740	10/18/18	IRVING CONVENTION CENTER	\$	19,899.74
80059741	10/18/18	MARIANNE LAUDA	\$	108.93
80059742	10/18/18	KATHY LEVINE	\$	65.00
80059743	10/18/18	LORI MANSELL	\$	190.00
80059744	10/18/18	KAYLA MANSOUR	\$	79.60

Batch: 7487

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059745	10/18/18	DIANA PFAFF	\$	65.00
80059746	10/18/18	RESIDENCE INN BY MARRIOTT DALLAS/LAS COLINAS	\$	745.00
80059747	10/18/18	DEBBIE ROBERTS	\$	130.74
80059748	10/18/18	KELLY ROCHE	\$	257.59
80059749	10/18/18	LORI SIRMEN	\$	329.89
80059750	10/18/18	STAPLES	\$	1,056.09
80059751	10/18/18	CAROL STODDARD	\$	71.32
80059752	10/18/18	THE TRADE GROUP	\$	410.00
80059753	10/18/18	TRIPADVISOR, LLC	\$	4,453.91
80059754	10/18/18	UNIVERSITY AVIATION ASSOCIATION	\$	1,688.00
80059755	10/18/18	VERIZON WIRELESS	\$	530.11
80059756	10/18/18	WFAA-TV INC	\$	6,470.00
80059757	10/18/18	MONTY WHITE	\$	65.00
80059758	10/18/18	MICHAEL ZUMBAUGH	\$	103.66
31 payments Batch Total: \$				50,914.72

Batch: 7498

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059759	10/25/18	AUSTIN CONVENTION & VISITORS BUREAU	\$	523.76
80059760	10/25/18	BARBERSTOCK SYSTEMS INC.	\$	2,397.00
80059761	10/25/18	CITY OF GRAPEVINE	\$	635.45
80059762	10/25/18	CONFERENCE DIRECT	\$	3,900.00
80059763	10/25/18	CROWDRIFT INC.	\$	2,083.00
80059764	10/25/18	SUSAN D. CUTTS	\$	506.25
80059765	10/25/18	CVENT INC	\$	9,308.41
80059766	10/25/18	DALLAS MARRIOTT LAS COLINAS	\$	715.00
80059767	10/25/18	ELEMENT DFW AIRPORT NORTH	\$	80.00
80059768	10/25/18	FEDERAL EXPRESS CORPORATION	\$	89.79
80059769	10/25/18	FLOWERS OF LAS COLINAS #101	\$	71.99
80059770	10/25/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	420.00
80059771	10/25/18	IRVING CONVENTION CENTER	\$	28,575.52
80059772	10/25/18	IRVING SCHOOLS FOUNDATION	\$	100.00
80059773	10/25/18	MEETING PROFESSIONALS INTERNATIONAL	\$	750.00
80059774	10/25/18	RESERVE ACCOUNT	\$	3,000.00
80059775	10/25/18	SHERATON DFW AIRPORT HOTEL	\$	1,649.00
80059776	10/25/18	STR, INC	\$	2,812.50
80059777	10/25/18	TEXAS HOTEL & LODGING ASSN	\$	47,058.75

Processed

Batch: 7498

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059778	10/25/18	TEXAS OPTOMETRIC ASSOCIATION	\$	580.00
80059779	10/25/18	THE RICHEY COMPANY	\$	38,596.66
80059780	10/25/18	TIGER OAK MEDIA, INC	\$	4,000.00
80059781	10/25/18	TUCKER & ASSOCIATES, LLC	\$	4,000.00
80059782	10/25/18	UNIVERSITY OF OKLAHOMA	\$	3,700.00
24 payments Batch Total: \$				155,553.08
98 payments Sub Total: \$				398,318.15

SUMMARY

98 payments TOTAL: \$ 398,318.15



ICVB FINANCIAL STATEMENTS

For Period Ending: November 30, 2018

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
BALANCE SHEET
NOVEMBER 30, 2018

ASSETS

Cash	198,462
Petty Cash	250
Investments	1,521,000
Accounts Receivable - Miscellaneous	<u>305,523</u>
Total Assets	<u>2,025,235</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	168,053
Due to City of Irving General Fund	<u>71</u>
	<u>168,124</u>

FUND BALANCE

Reserved for Encumbrances	726,792
Unreserved	<u>1,130,319</u>
Total Fund Balance	<u>1,857,111</u>
Total Liabilities and Fund Balance	<u>2,025,235</u>

Notes:

Receivables-Miscellaneous:

Subsidy refund from SMG - 305,281
Miscellaneous - 242

Accounts Payable:

SMG management incentive fee - 154,788
Miscellaneous - 13,265

Reserved for Encumbrances:

Destination Analysts - 35,000
Maloney Strategic Communications - 310,249
Media Advertising - 25,713
Safeguard Business Systems - 29,145
Simpleview - 217,576
Tucker & Associates - 50,642
Miscellaneous - 58,467

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWO MONTH PERIOD ENDING NOVEMBER 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
<u>REVENUES:</u>								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	0	0	0	8,593,019	0.00%	0
Penalties and Interest	0	0	0	0	0	0	0.00%	0
Prior Years	0	0	0	0	0	0	0.00%	0
Interest	26,450	26,450	1,277	1,277	0	25,173	4.83%	1,372
State of Texas Events Trust Fund	25,000	25,000	0	0	0	25,000	0.00%	9,622
Miscellaneous	13,000	13,000	167	167	0	12,833	1.28%	1,257
Total Revenues	8,657,469	8,657,469	1,444	1,444	0	8,656,025	0.02%	12,251
<u>TOTAL REVENUES AND TRANSFERS IN</u>	8,657,469	8,657,469	1,444	1,444	0	8,656,025	0.02%	12,251
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
<u>EXPENDITURES:</u>								
Salaries	2,257,287	2,257,287	163,805	283,491	0	1,973,796	12.56%	151,420
Benefits	564,825	564,825	45,524	79,089	0	485,736	14.00%	43,413
Supplies	46,975	49,788	813	6,626	0	43,162	13.31%	505
Equipment Maintenance	6,300	6,300	117	117	0	6,183	1.86%	338
Miscellaneous	179,025	179,025	1,153	35,664	0	143,361	19.92%	1,141
Equipment Rentals	6,900	6,900	288	288	3,300	3,312	52.00%	0
Special Services	1,824,765	1,860,545	154,530	171,650	668,633	1,020,262	45.16%	46,344
Facility Management Services	1,395,000	1,395,000	0	0	0	1,395,000	0.00%	0
Advertising Projects	146,400	197,665	763	52,164	29,146	116,355	41.14%	998
Sponsorships / Partnerships	125,000	125,000	0	47,059	0	77,941	37.65%	0
Media Advertising	580,000	663,098	36,324	57,385	25,713	580,000	12.53%	28,470
Travel	666,580	666,580	28,907	38,215	0	628,365	5.73%	42,578
Promotions / Special Events	1,080,150	1,080,935	61,344	73,583	0	1,007,352	6.81%	46,301
Memberships	91,215	91,215	4,328	4,328	0	86,887	4.74%	9,752
Total Expenditures	8,970,422	9,144,163	497,896	849,659	726,792	7,567,712	17.24%	371,260
<u>TRANSFERS OUT:</u>								
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	400,000	0	0	0	400,000	0.00%	0
Total Transfers Out	525,000	525,000	0	0	0	525,000	0.00%	0
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	9,495,422	9,669,163	497,896	849,659	726,792	8,092,712	16.30%	371,260

Percent of year completed = 16.7%

IRVING CONVENTION AND VISITORS BUREAU
GENERAL FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE TWO MONTH PERIOD ENDING NOVEMBER 30, 2018

SUMMARY:

Beginning Fund Balance at October 1, 2018	2,705,326
Revenues and Transfers In	1,444
Expenditures and Transfers Out	<u>(849,659)</u>
Ending Fund Balance at November 30, 2018	1,857,111
Encumbrances	<u>(726,792)</u>
Unreserved Fund Balance at November 30, 2018	<u><u>1,130,319</u></u>

NOTES:

Adjusted Budget

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

Revenues & Transfers In

Hotle/Motel Taxes: Taxes for the 1st quarter (Oct-Dec) are due February 1 and will be reflected on the February 2018 report.

Irving Convention and Visitors Bureau

Check Register Report - November 2018

Generated: 12/3/2018 5:57:49 PM



Batch: 7506

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059783	11/01/18	AERIAL PHOTOGRAPHY	\$	97.00
80059784	11/01/18	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	\$	5,410.59
80059785	11/01/18	CONNECT	\$	12,950.00
80059786	11/01/18	SUSAN D. CUTTS	\$	893.75
80059787	11/01/18	EAST AFRICA CHAMBER OF COMMERCE	\$	990.00
80059788	11/01/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	220.00
80059789	11/01/18	KLEERTECH	\$	12,690.77
80059790	11/01/18	OMNI MANDALAY HOTEL	\$	565.00
80059791	11/01/18	LORI SIRMEN	\$	384.32
80059792	11/01/18	SOCIETY FOR MARKETING PROFESSIONAL SVCS	\$	828.00
80059793	11/01/18	VOLUNTEERS OF AMERICA	\$	1,720.00
11 payments Batch Total: \$				36,749.43

Batch: 7512

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059794	11/08/18	AMERICAN ASSOCIATION OF NURSE PRACTITIONERS	\$	235.00
80059795	11/08/18	ARES TRAVEL INC.	\$	1,250.00
80059796	11/08/18	BH DFW PROPERTY LP (WESTIN)	\$	1,420.00
80059797	11/08/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	3,400.00
80059798	11/08/18	DALLAS MARRIOTT LAS COLINAS	\$	540.00
80059799	11/08/18	FASTSIGNS - IRVING / LAS COLINAS	\$	114.20
80059800	11/08/18	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	3,475.00
80059801	11/08/18	MEETINGS TODAY	\$	7,000.00
80059802	11/08/18	OMNI MANDALAY HOTEL	\$	2,830.00
80059803	11/08/18	PATHWAYS CORE TRAINING	\$	1,065.00
80059804	11/08/18	PCMA SERVICES	\$	2,500.00
80059805	11/08/18	ROADRUNNER CHARTERS, INC.	\$	5,103.00
80059806	11/08/18	SIMPLEVIEW	\$	20,833.66
80059807	11/08/18	TUCKER & ASSOCIATES, LLC	\$	68.35
80059808	11/08/18	UNIVERSITY OF DALLAS	\$	2,226.00
80059809	11/08/18	WE ARE MEETINGS, LLC	\$	4,000.00
16 payments Batch Total: \$				56,060.21

Batch: 7519

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059810	11/15/18	AMERICAN EXPRESS	\$	79,917.83
80059811	11/15/18	CAROL BOYER	\$	74.86
80059812	11/15/18	BT HOTEL LAS COLINAS LLC (NYLO)	\$	970.00
80059813	11/15/18	KATHERINE DIPIETRO	\$	84.57
80059814	11/15/18	FEDERAL EXPRESS CORPORATION	\$	6.25
80059815	11/15/18	WENDY FOSTER	\$	143.25
80059816	11/15/18	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	1,555.00
80059817	11/15/18	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	867.00
80059818	11/15/18	INTERACTIVE360	\$	250.00
80059819	11/15/18	IRVING - LAS COLINAS ROTARY CLUB	\$	112.00
80059820	11/15/18	IRVING CONVENTION CENTER	\$	4,490.73
80059821	11/15/18	MARIANNE LAUDA	\$	128.01
80059822	11/15/18	KATHY LEVINE	\$	65.00
80059823	11/15/18	MALONEY STRATEGIC COMMUNICATIONS	\$	12,425.30
80059824	11/15/18	LORI MANSELL	\$	85.00
80059825	11/15/18	KAYLA MANSOUR	\$	75.81
80059826	11/15/18	MCKESSON CORPORATION	\$	1,310.00
80059827	11/15/18	MILLER HOSPITALITY CONSULTING, LLC	\$	3,378.68
80059828	11/15/18	DIANA PFAFF	\$	65.00
80059829	11/15/18	SIMPLEVIEW	\$	20,833.66
80059830	11/15/18	MICHAEL ZUMBAUGH	\$	481.44

21 payments Batch Total: \$ 127,319.39

Batch: 7520

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059831	11/15/18	DAVID H. HOLCOMBE	\$	400.00

1 payment Batch Total: \$ 400.00

Batch: 7524

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059832	11/16/18	MALONEY STRATEGIC COMMUNICATIONS	\$	79,903.30

1 payment Batch Total: \$ 79,903.30

Batch: 7526

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059833	11/19/18	VERIZON WIRELESS	\$	575.69

1 payment Batch Total: \$ 575.69

Batch: 7532

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059834	11/29/18	AERIAL PHOTOGRAPHY	\$	97.00
80059835	11/29/18	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	\$	6,562.00
80059836	11/29/18	ARES TRAVEL INC.	\$	1,250.00
80059837	11/29/18	ARIZONA CARDINALS FOOTBALL CLUB LLC	\$	580.00
80059838	11/29/18	BH DFW PROPERTY LP (WESTIN)	\$	3,611.00
80059839	11/29/18	BMW CCA	\$	1,170.00
80059840	11/29/18	BOY SCOUTS OF AMERICA	\$	405.00
80059841	11/29/18	BT HOTEL LAS COLINAS LLC (NYLO)	\$	455.00
80059842	11/29/18	CROWDRIFF INC.	\$	2,083.00
80059843	11/29/18	SUSAN D. CUTTS	\$	706.25
80059844	11/29/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	4,169.00
80059845	11/29/18	FAMILY LIFE	\$	2,400.00
80059846	11/29/18	FEDERAL EXPRESS CORPORATION	\$	342.18
80059847	11/29/18	GUARANTEED EXPRESS, INC.	\$	16.32
80059848	11/29/18	HIDDEN VALLEY PROMOTIONS, LLC	\$	2,600.00
80059849	11/29/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	276.00
80059850	11/29/18	HILTON GARDEN INN LAS COLINAS	\$	290.00
80059851	11/29/18	IRVING SCHOOLS FOUNDATION	\$	1,250.00
80059852	11/29/18	MEETING PROFESSIONALS INTERNATIONAL	\$	9,440.00
80059853	11/29/18	NORTH STAR CONSULTING, INC	\$	390.00
80059854	11/29/18	PATHWAYS CORE TRAINING	\$	375.00
80059855	11/29/18	ROSELLE PLIEGO	\$	260.18
80059856	11/29/18	SELLINGER'S POWER GOLF, LTD	\$	1,930.00
80059857	11/29/18	SHERATON DFW AIRPORT HOTEL	\$	850.00
80059858	11/29/18	STAPLES	\$	173.27
80059859	11/29/18	THE NAVIGATORS	\$	2,652.00
80059860	11/29/18	THE POTTER'S HOUSE OF DALLAS, INC.	\$	1,825.00
80059861	11/29/18	TIGER OAK MEDIA, INC	\$	1,000.00
80059862	11/29/18	TRIPADVISOR, LLC	\$	4,326.94
80059863	11/29/18	TUCKER & ASSOCIATES, LLC	\$	4,000.00
80059864	11/29/18	UNIVERSITY OF DALLAS	\$	329.00

31 payments Batch Total: \$ 55,814.14

82 payments Sub Total: \$ 356,822.16

SUMMARY

82 payments TOTAL: \$ 356,822.16

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 17, 2018**

BOARD REPORTS

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



DRAFT - 2019 ICVB Board & Committee Meetings

January 15	Community Engagement Committee, 11:30 a.m., ICC
January 25	Executive Committee, 9 a.m., ICC
January 28	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
<i>January 29</i>	<i>Irving Chamber State of the City Luncheon, Irving Convention Center</i>
February 5	Destination Development, 11:30 a.m., ICC
February 15	Irving Hospitality Industry Annual Meeting, 11:00, ICC
February 22	Executive Committee, 9 a.m., ICC
February 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
March 15	Board & Business Development; 9 a.m., ICC
<i>March 19</i>	<i>City of Irving Boards & Commissions Banquet</i>
March 22	Executive Committee, 9 a.m., ICC
March 25	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
April 2	Community Engagement, 11:30 a.m., ICC
April 19	Executive Committee, 9 a.m., ICC
April 22	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
May 7	Destination Development, 11:30 a.m., ICC
*May 17	Executive Committee, 9 a.m., ICC
*May 20	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
June 7	Board & Business Development; 9 a.m., ICC
June 21	Executive Committee, 9 a.m., ICC
June 24	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start (TENTATIVE: Budget Presentation)
July 9	Community Engagement, 11:30 a.m., ICC
July 19	Executive Committee, 9 a.m., ICC
**July 29	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
August 6	Destination Development, 11:30 a.m., ICC
<i>August 21-22</i>	<i>City Council Budget Retreat</i>
August 23	Executive Committee, 9 a.m., ICC
August 26	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
September 13	Board & Business Development; 9 a.m., ICC
September 20	Executive Committee, 9 a.m. ICC
September 23	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
October 1	Community Engagement, 11:30 a.m., ICC
October 25	SPECIAL MEETING: Executive Director Performance Evaluation, 9 a.m., ICC.
November 5	Destination Development, 11:30 a.m., ICC
November 15	Executive Committee, 9 a.m. ICC
*November 18	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start
December 6	Board & Business Development; 9 a.m., ICC
December 13	Executive Committee, 9 a.m. ICC
*December 16	Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start

**Board meeting one week early due to holidays.*

***Board meeting date conflicts with Destinations International Annual Meeting.*



City Holiday/No Trash Collection

There will be no residential trash, curbside recycling or brush collection Dec. 24-25 and Jan 1. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Libraries
- Heritage Aquatic Center
- Irving Animal Care Campus
- Recreation centers

The North Lake Natatorium will be closed Dec. 17-Jan. 2. All offices and services will resume normal business hours Dec. 26 and Jan. 2. ■



page 6

Recap on the emergency repairs the City of Irving made to the Brockbank Channel after damage due to the heavy fall storms.

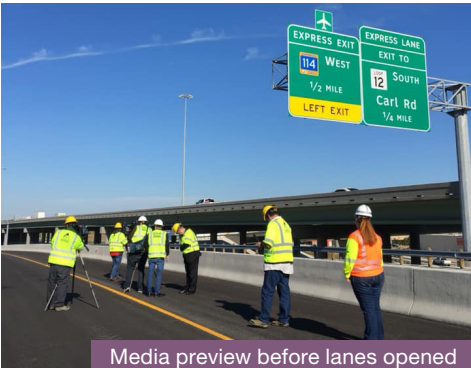
RESIDENTIAL
CUSTOMER

PRINTED
BY
U.S. POSTAGE
PAID
IRVING, TX
PERMIT NO. 883

IRVING CITY Spectrum

DECEMBER 2018 / VOL 25 / NO 12

f t y i CityofIrving.org



Media preview before lanes opened



Midtown Express TEXpress Lanes

Midtown Express Project Update

Massive \$850 million, 27.8 mile, Midtown Express project is almost complete.

The project — which includes three roadways: State Highway 183, State Highway 114 and Loop 12 — passes through five cities: Bedford, Euless, Fort Worth, Irving and Dallas in Tarrant and Dallas counties. It is anticipated to be finished by the end of the year.

Portions of general-purpose lanes and frontage roads were reconstructed in the project, and TEXpress lanes were built on all three roadways. At the heart of the project were improvements to SH 183, which was built in 1959 and has been relatively unchanged since 1973, when an additional mainlane in each direction was added. One of the biggest challenges facing the team during construction was keeping traffic flowing through this major corridor. The project had more than 12,000 lane closures and 173 traffic switches, with the team working 24 hours a day, seven days a week. Much of the work was phased or performed overnight to minimize effects on peak-time traffic.

The project required rehabilitation of 44 bridges, building 26 new bridges and completing four direct-connect ramps. Crews set 1,869 bridge beams and moved 2.7 million cubic yards of dirt and 47 miles of utilities. Once the entire

project is complete, the team will have worked more than 4 million man-hours using 800 pieces of construction equipment, including 240 vehicles, 18 bulldozers and 26 excavators.

The Texas Department of Transportation opened the TEXpress lanes on SH 114 last fall and opened additional TEXpress lanes on SH 183 and Loop 12 in October. The TEXpress lanes operate 24 hours a day, seven days a week and provide drivers an option. Motorist can choose to take the mainlanes at no cost or pay to use the TEXpress lanes. Until early 2019, pricing will follow an approved fixed toll rate schedule. After the fixed-rate period, traffic speeds will be managed through dynamic pricing, meaning the price will fluctuate based on congestion in the TEXpress lanes. High occupancy vehicles (HOVs) and motorcycle drivers with a valid toll tag who register and activate their HOV status at DriveOnTEXpress.com or through a mobile app (Drive On TEXpress), can receive a 50 percent discount during weekday peak periods.

Visit DriveMidtown.com for more information on the Midtown Express project. ■

JOIN IRVING MAYOR AT THE 2019 STATE OF THE CITY

Join the Irving business community from 11:30 a.m. to 1 p.m. Jan. 29 for the 2019 State of the City held at the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd. Mayor Rick Stopfer and WFAA Anchor John McCaa will discuss the vibrant growth and myriad successes Irving-Las Colinas experienced in 2018.

This event is open to the public. Individual tickets are available to Irving-Las Colinas Chamber of Commerce members for \$75 each and \$85 for nonmembers.

To reserve a seat, call (214) 217-8484 or visit Local.IrvingChamber.com/Events. ■



IRVING 360° CIVIC ACADEMY OFFERS BACKSTAGE PERSPECTIVE ON CITY OPERATIONS

The 2018 class of the Irving 360° Civic Academy will receive certificates of achievement during the Dec. 13 City Council meeting.

The 10-week, interactive course conducted by the City of Irving was designed to give participants a behind-the-scenes look at daily operations and encourage civic engagement. Nearly 100 community members applied to participate in the program; 30 were selected.

During the classes, participants engaged with city staff on topics including arts and museums; budget and finance; communications; economic development; elections and boards; government structure; libraries; parks and recreation; public safety; solid waste; tourism; transportation and water utilities. Participants toured City Hall, and classes were held at city facilities including the Hunter Ferrell Landfill Administration Building, Irving Arts Center, Irving Convention Center at Las Colinas and the Valley View Municipal Complex.

Participants said they enjoyed meeting city officials while learning about the mechanics of daily municipal operations. Class members also learned about the many engagement opportunities departments offer and the ability to share vital city information with members of the community. The staff appreciated the opportunity to network with residents and learn about their interest in the City of Irving.

The city encourages those who are interested in participating in the future to keep an eye out for the next civic academy opportunity in fall 2019.

Irving also offers multiple engagement opportunities including volunteering, boards and commissions, the Citizens Fire Academy and the Citizens Police Academy. Visit CityofIrving.org for more information. ■



‘Tis the Season to Celebrate with Holiday Happenings

The city’s holiday festivities are in full swing. The Police and Fire Blue Christmas events and the Holiday Extravaganza let residents enjoy classic holiday traditions of hot chocolate, Santa Claus and a tree lighting.

Chili Cook-off

The Police and Fire Blue Christmas organization’s eighth annual chili cook-off will be held from 9 a.m. to 4 p.m. Dec. 1 at Heritage Park, 217 S. Main St. The contestant fee is \$25 for the chili competition and \$10 for beans, plus the donation of an unwrapped toy. Residents can taste contestants’ chili for \$5.

The family event will include a bounce house, face painting, a cake walk, silent auction, car show, games and pictures with Santa Claus. All event proceeds go toward helping Irving children and families in need during Christmas. For more information, visit IrvingPoliceAndFireBlueChristmas.org.

Holiday Extravaganza

The Holiday Extravaganza begins at 4 p.m. Dec. 1 with a parade through the Heritage District. Residents can enjoy traveling to “Irving’s” North Pole as part of the theme this year.

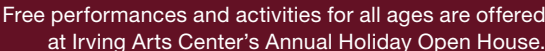
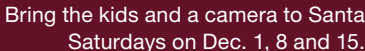
After the parade, from 5 to 6:30 p.m. attendees can visit Irving City Hall, 825 W. Irving Blvd., for a Holiday Open House. City employees will have booths with information about city services and will give away holiday treats.

Visitors will be able to complete crafts in Santa’s workshop, write a letter to Santa, stay warm with a cup of hot cocoa and enjoy food provided by In-N-Out Burger (while supplies last). In addition, residents can visit with elves and see magical entertainment before the tree lighting and fireworks show conclude the evening’s festivities. For more information, visit IrvingEvents.org.

Pancake Breakfast

The Police and Fire Blue Christmas organization’s annual Fireman’s Pancake Breakfast will be served from 9 to 11 a.m. Dec. 9 at Plymouth Park Baptist Church, 1714 N. Story Road. Irving firemen will serve pancakes, bacon, sausage and various beverages to attendees. In addition, the event will feature Santa Claus arriving in a fire truck, along with a raffle, silent auction, live DJ and door prizes.

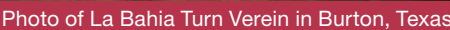
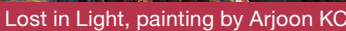
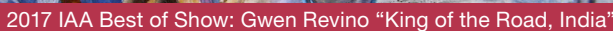
Admission is \$10 for adults and \$5 for children 10 and younger. Visit IrvingPoliceAndFireBlueChristmas.org for more information. ■



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 or call (972) 252-7558.

Every second Sunday, Irving Arts Center hosts Family Funday, offering free craft projects that are fun for the whole family. Drop in during Second Sunday Funday anytime between the hours of 1 and 4 p.m. for holiday-themed craft projects. Guided tours of the exhibitions will be offered at 2:30 p.m. All supplies are provided.

For tickets and more information about these upcoming performances, visit IrvingArtsCenter.com.



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.

nd March 2.



nd March 2.

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS				
Members interested in year-round programs may contact the instructor for space availability and to register for classes.				
DAY	TIME	CLASS	AGE	FEE
Wed	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.
Thu	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
	6-7 p.m.	Yoga I	18-up	\$35 mo.
	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.
Fri	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:45-6:45 p.m.	Jazzercise	18-up	\$49 mo.
Sat	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
Sun	2-3 p.m.	Jazzercise	18-up	\$49 mo.

Mon	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Tue	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Wed	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Thu	10:30 a.m.-3 p.m. / 7-9:45 p.m.
Fri	10:30 a.m.-3 p.m. / 7:30-9:45 p.m.
Sat	11 a.m.-2 p.m.
Sun	1-4:45 p.m.

Open gym schedule is subject to change without notice. Call for daily updates on open gym hours.

MUSTANG PARK RECREATION CENTER / 2223 Kinwest Parkway / (972) 556-1334
Hours: Mon, Wed : 6 a.m.–10 p.m. / Tue, Thu, Fri : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m. /
 Sun: 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
PRESCHOOL CLASSES				
Mon	9:15-10 a.m.	Good Arts	3-6	\$5
	10-11 a.m.	Obstacle Courses	3-6	\$5
	11 a.m.-noon	Nature Crafts	3-6	\$5
	1:15-2 p.m.	Finger Painting	3-6	\$5
	2-2:45 p.m.	Dot to Dot	3-6	\$5
Tue	9:15-10 a.m.	Playtime Palooza	3-6	\$5
	10-11 a.m.	Paper Plate Crafts	3-6	\$5
	11 a.m.-noon	Stories and Snacks	3-6	\$5
	noon-1 p.m.	Puzzle Time	3-6	\$5
Wed	9:15-10 a.m.	Problem Solvers	3-6	\$5
	10-11 a.m.	Little Cookie Monsters	3-6	\$5
	11 a.m.-noon	Circle Time	3-6	\$5
	noon-1 p.m.	Preschool Science	3-6	\$5
Thu	9:15-10 a.m.	Bikes and Tikes	3-6	\$5
	10-11 a.m.	ABCs and 123s	3-6	\$5
	11 a.m.-noon	Neon Art	3-6	\$5
	1:15-2 p.m.	Wood Crafts	3-6	\$5
	2-2:45 p.m.	Gym Time	3-6	\$5
Fri	9:15-10 a.m.	Building Games	3-6	\$5
	10-11 a.m.	Bead Projects	3-6	\$5
	11 a.m.-noon	Fuse Beads	3-6	\$5
	noon-1 p.m.	Coloring Fun	3-6	\$5
Sat	9:15-10 a.m.	Fun Food	3-6	\$10
	10-11 a.m.	T-Ball Basics	3-6	\$5

Mon	3:15-4 p.m.	Gym Games (M-F)	6-12	\$15
	4-5 p.m.	Tissue Paper Art	6-12	\$5
	7-8 p.m.	Table Tennis	12-15	\$5
Tue	4-5 p.m.	Slime Time	6-12	\$5
	6:15-7 p.m.	Bake and Take	6-12	\$10
Wed	6:15-7 p.m.	Table Tennis	6-11	\$5
Thu	4-5 p.m.	Puzzle Solvers	6-12	\$5
Fri	4:30-6 p.m.	Indoor Soccer League	6-12	\$30
	6-9 p.m.	Dinner and a Movie	6-12	\$5/night
Sat	11 a.m.-noon	Jump Rope Jumpers	6-12	\$5
	noon-1 p.m.	Video Game Sports	6-12	\$5
	1-2 p.m.	Baking Creations	10-15	\$10
	2-3 p.m.	Teen Fitness	11-16	\$5
	3-4 p.m.	Happy Planning	10-14	\$20

Mon	6:15-7 p.m.	Adult Coloring	18-up	\$5
Tue	7-8 p.m.	Core Fitness	18-up	\$5
Wed	7-8 p.m.	Cardio Hour	18-up	\$5

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS				
Members interested in year-round programs may contact the instructor for space availability and to register for classes.				
DAY	TIME	CLASS	AGE	FEE
Mon	9 a.m.-noon	RARE Learning-Early Learners (M-F)	3-5	TBA
	10 a.m.-noon	Mom and Tots - Play and Learn Camp (M,W,F)	24-36 mo.	\$99 mo.
	noon-1 p.m.	Camp Gladiator (M,T,Th)	18-up	\$69 mo.
	5-5:30 p.m.	Keyboarding/Piano	5-15	\$85 mo.
	5-6 p.m.	Indoor Tennis	7-up	\$40 mo.
	5:30-6 p.m.	Keyboarding/Piano	5-15	\$85 mo.

LEE PARK RECREATION CENTER / 3000 Pamela Drive / (972) 721-2508
Hours: Mon–Fri : 9 a.m.–10 p.m. / Sat : 9 a.m.–5 p.m. / Sun : 1–5 p.m.

DAY	TIME	CLASS	AGE	FEE
PRESCHOOL CLASSES				
Mon	10 a.m.-noon	Preschool Mini Camp (M,W,F)	3-5	\$30
Tue	10-11 a.m.	T-Ball Skills	3-5	-0-
	11 a.m.-noon	Blocks and Legos	3-5	\$5
	noon-1 p.m.	Big Wheel Express	3-5	-0-
Thu	10-11 a.m.	Gym Adventures	3-5	-0-
	11 a.m.-noon	Messy Play Day	3-5	\$5
	noon-1 p.m.	Building with Legos and Blocks	3-5	-0-
Sat	9:15-10 a.m.	Winter Crafts	3-5	\$5
	10-11 a.m.	Learning with Play-Doh	3-5	\$5

Mon	1-2 p.m.	Home School Diamond Games	6-14	-0-
	2-3 p.m.	Home School Racquetball Skills	6-14	-0-
	3:15-6 p.m.	Afterschool Program	K-5	\$180/6 weeks
	4-5 p.m.	Youth After Hours	9-13	-0-
	6-7 p.m.	Basics of Bumper Pool	10-15	-0-
	7-8 p.m.	Ping Pong Challenge	13-17	-0-
Tue	2-3 p.m.	Home School P.E. Tennis	6-14	-0-
	6-7 p.m.	Recycle Crafts	10-15	\$5
	7-8 p.m.	Domino Derby	13-17	-0-
Wed	4-5 p.m.	Field Day	7-12	-0-
	6-7 p.m.	Strength Fitness	13-17	\$5
	7-8 p.m.	Family Board Games	10-up	-0-
Thu	2-3 p.m.	Home School Gym Class	6-14	-0-
	4-5 p.m.	Stay Active	9-13	-0-
	6-7 p.m.	Just Sew It!	10-up	\$10
	7-8 p.m.	Card Craze	13-17	-0-
Fri	2-3 p.m.	Home School Physical Education	6-14	-0-
	4-5 p.m.	Indoor Soccer Skills	7-12	-0-
Sat	11 a.m.-noon	Volleyball Drills	6-11	-0-
	1-2 p.m.	Relay Races	7-12	-0-
	2-3 p.m.	Kickball Kraze	9-13	-0-
	3-4 p.m.	Teen Boot Camp	13-17	\$5

Mon	8-9 p.m.	Cardio Strength	18-up	\$5
	9-9:45 p.m.	Treadmill 5K Training	18-up	\$5
Tue	9:15-10 a.m.	Senior Strength and Flexibility	50-up	\$10
	8-9 p.m.	Intro. to Racquetball	18-up	\$5
	9-9:45 p.m.	Core Fitness	18-up	\$5
Wed	8-9 p.m.	Aerobic Exercise	18-up	\$5
	9-9:45 p.m.	Walk, Jog and Run	18-up	\$5
Thu	8-9 p.m.	Total Body Toning	18-up	\$5
	9-9:45 p.m.	Elliptical Endurance	18-up	\$5
Sat	4-4:45 p.m.	Free Weights	18-up	\$5

YEAR-ROUND PROGRAMS OFFERED BY OUTSIDE INSTRUCTORS				
Members interested in year-round programs may contact the instructor for space availability and to register for classes.				
DAY	TIME	CLASS	AGE	FEE
Mon	9:15-10 a.m.	Yoga for Seniors (M,W,F)	50-up	\$25 mo.
	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
	6-7 p.m.	Yoga II (M,W)	18-up	\$35 mo.
	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.
	6:30-7:30 p.m.	Zumba Fitness (M,W)	18-up	\$20 mo.
Tue	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.
	6-9 p.m.	USA Go Ju Karate (T,F)	6-up	\$35 mo.
	6:15-7:15 p.m.	Jazzercise	18-up	\$49 mo.
Wed	9:30-10:30 a.m.	Jazzercise	18-up	\$49 mo.
	5:15-6:15 p.m.	Jazzercise	18-up	\$49 mo.

FLU SEASON IS HERE

The Centers for Disease Control and Prevention (CDC) says to expect flu activity to ramp up just in time for the holidays and run through late spring.

The CDC recommends that people get their flu vaccinations now, before the heavy influenza onset arrives.

Irving Fire Department Chief Victor Conley believes everyone should be vaccinated. “People give many reasons for not getting a flu vaccination. One of the most common we hear is they believe the vaccination gives them the flu,” said Conley.

The CDC says the vaccine does not cause the flu. However, it is possible to have a mild reaction to the vaccine — a low-grade fever or mild headache.

“I think the real reason, quite frankly, is a fear of needles,” Conley said. “I tell people the few seconds of discomfort from the shot beats days and days of feeling miserable while they try to cope with fever, cough, headaches, body aches and extreme fatigue.”

The flu can be particularly difficult for at-risk populations, such as small children and people over age 65.

Irving residents can be vaccinated at their doctors’ offices, as well as at various pharmacies around the city. Dallas County Health and Human Services provides a number of low-cost immunization clinics. The locations can be found on the agency’s website at DallasCounty.org/HHS. ■



RESIDENTS REMINDED OF THEFT PREVENTION DURING HOLIDAYS

With the holiday shopping season in full swing, residents are reminded not to leave valuables in their vehicles — especially in plain sight.

Auto burglary cases can be very difficult to solve as there is usually very little physical evidence left behind. To reduce the risk of vehicle burglaries during the holiday season, the Irving Police Department is raising awareness of ways to deter criminal activity.

Time is valuable, and canceling and replacing credit cards, debit cards, checks, driver licenses and other personal information that can be used to steal a person’s identity is a hassle. Not only is there the expense of replacing stolen items, but thieves often cause damage to the vehicle, such as broken locks or windows.

Thieves know that valuables often are hidden in the console and under seats. The best way to avoid being a victim is to take all valuables when exiting the vehicle.

For more crime prevention tips, visit CityofIrving.org/836. ■



Posadas



Mary Poppins Christmas

Library Briefs, Holiday Activities, Girls Who Code

Dec. 8 | Posadas with Children’s Author Xavier Garza
2:30 p.m. | East Branch Library, 440 S. Nursery Road
The annual Posadas holiday tradition continues with crafts, Latin dance with Ballet Folklórico Dos Tierras, music, cuisine and a visit from celebrated children’s author, artist and storyteller Xavier Garza.

Dec. 12 | Craftworks Junior – Holiday Crafts
4 p.m. | West Irving Library, 4444 W. Rochelle Road
Kids and teens are invited to make fun and easy holiday crafts. All supplies provided.

Dec. 15 | Lit’s Alive: Mary Poppins Christmas
2 p.m. | South Irving Library, 601 Schulze Drive
Revel in a whimsical celebration inspired by the film and book “Mary Poppins” by P.L. Travers. Listen to cheerful live music, make festive crafts and wrap up the event with a screening of the critically acclaimed film starring Julie Andrews.

Dec. 18 | Color Me Calm: Christmas
6:30 p.m. | South Irving Library, 601 Schulze Drive | Ages 18 and older
Take some stress out of the holidays with a relaxing come-and-go coloring time.

Girls Who Code Website Edition
Young women, in grades 6-12, can expand their knowledge in website coding with classes sponsored by the organization Girls Who Code. Registration for its winter class in coding websites using HTML and CSS runs during normal business hours through Dec. 7 at the Valley Ranch Library, 401 Cimarron Trail. Registration may end early once all spots become filled. Teens who qualify for the class must register in-person at the Valley Ranch Library Reference Desk.

The classes will take place from 2:30 to 4 p.m. on the following dates:

- Dec. 8 and 22
- Jan. 5 and 19
- Feb. 2 and 16
- March 2 and 16

Additional rules and registration guidelines apply. Visit the Valley Ranch Library to register or pick up additional informational literature. Participants are expected to bring their own laptops and chargers. Those who are not able to attend the class can follow along from home. Stop by the Valley Ranch Library to learn more.

Winterfest at Valley Ranch Library

Valley Ranch Library, 401 Cimarron Trail, expands its annual tradition into a monthlong Winterfest holiday program series for the entire community to enjoy. Winterfest features the best holiday family entertainment along with new seasonal events for teens and adults. December nights shine bright with puppet shows, concerts and DIY crafting events. Check out these event highlights.

Dec. 4 | Santa Claus Comes to Town
7 p.m. | Free, but tickets are required.
Take a family photo with Saint Nick. Tickets will be dispersed beginning 45 minutes prior to Santa’s arrival. Attendees must supply their own camera to take the picture.

Dec. 12 | Ring in the Holidays with Mrs. Claus
7 p.m. | All ages
Experience an enchanted night of storytelling, puppetry and yuletide magic.

Dec. 14 | Book Page Wreaths
4 p.m. | Adults only
Make a beautiful holiday wreath decoration for outdoor or indoor use. All supplies provided.

Dec. 15 | Cook the Book Holiday Cookie Exchange
noon | Register at library reference desk | Adults Only
The library selects the cookbook while attendees choose



and make a recipe for all to partake! This month the cookbook club hosts its first holiday cookie exchange.

Dec. 26 | Wednesday Afternoon Live
3 p.m. | All ages
Celebrate the classic “If You Give A Mouse ...” series and make a winter craft.

Dec. 27 | Build Your Own Snow Globe
5:30 p.m. | Teens in grades 6-12
Immortalize a classic Christmas scene year-round with handmade snow globes.

For more information, call (972) 721-4612. ■

Disability Parking Regulations

The Irving Police Department reminds motorists of parking regulations regarding marked disability parking spaces.



Violations can result in fines of up to \$522. It is illegal to park vehicles in a disability parking space:

- Without displaying the appropriate plate or placard, even if a driver or passenger of the vehicle has a disability.
- While displaying an expired plate or placard, even if a driver or passenger of the vehicle has a disability.
- When neither the driver nor any passenger has a disability, even if the vehicle displays the appropriate plate or placard.

Visit CityofIrving.org/Municipal-Court or call Municipal Court Services at (972) 721-2451 for more information. ■



Save a Homeless Pet's Life by Fostering

A few months ago, Archie could fit in the palm of a hand.

The 1-day-old puppy was abandoned at the Irving Animal Care Campus in August. Too young to stay at the shelter, a foster volunteer took Archie home to provide the love and round-the-clock care he needed to grow.

An Irving Animal Services (IAS) foster saved Archie. He is now a 4-month-old spunky pup in a home of his own. Fosters also help shelter animals that need:

- Time to recover from surgery or illness.
- Bottle-feeding.
- Some training or socialization.
- Heartworm treatment.

Fostering Benefits All

Fostering a shelter animal benefits the pet and shelter. When a shelter animal goes to a foster home, Irving Animal Care Campus (IACC) has a vacancy to rescue another homeless animal.

The foster program is a short-term commitment that carries no fees or expenses. IAS covers medical costs and basic supplies such as a collar, leash, food and medication. The shelter environment can be stressful for some animals, and bringing them to a home setting is what they need to blossom. Foster pet parents can see

Home for the Holidays

Dec. 18-22

All animals \$15 to adopt that week.

firsthand the pet's personality and in turn help the animal find a compatible family.

Additionally, animals in the foster program have the opportunity to socialize in an environment that has children, more than one pet, or provides interaction with different animals. These are factors that can help increase the pet's chances of being adopted. For more information about fostering, visit CityofIrving.org/136/Foster.

Foster for the Holidays

This holiday season, give a homeless animal a home during IAS "Foster for the Holidays" from Dec. 22 to Jan. 2.

The special holiday fostering event allows an IACC animal to spend 12 days in a home with a warm bed and showered with love. Interested residents should email volunteer4pets@cityofirving.org or call (972) 721-2256.

Cannot foster? Residents can donate needed items for the animals at the shelter during IACC's annual Comfort and Joy Donation Drive. For more information, visit CityofIrving.org/3350/Comfort-and-Joy-Drive. ■

Winter Weather Preparedness

As the cold season approaches, residents are reminded to prepare for the possibility of winter weather.

Even though winter weather can be fun to play in, it also can cause vehicle accidents and hypothermia. The weight of snow and ice could potentially knock down power lines causing electrical outages for an extended period of time.

The city offers residents the following tips to assist in preparing for inclement weather and staying safe.

Winter Weather Safety Tips:

- Wear several layers of loose-fitting, lightweight, warm clothing instead of one heavy layer.
- Ensure that outer garments are water-repellent.
- Ensure heating sources are working properly and that they are well ventilated. It is important to have them serviced regularly.
- Avoid driving on overpasses and bridges. These often freeze more quickly than roads.
- Winterize all vehicles. Flush the cooling system, replace the coolant, the wiper blades, etc.
- Prepare a "Go Kit" (blanket, gloves, hat, etc.) for the vehicle in the event of being stranded.



- Insulate outside faucets and pipes; keep inside faucets dripping when the temperature falls below freezing.
- Ensure animals have plenty of food, water and shelter for extreme weather conditions.
- Check on the elderly and children during this time as they can be extra vulnerable to cold weather.

Visit CityofIrving.org/Emergency-Management for more information about winter weather or disaster preparedness. Additional resources can be found at Ready.gov and KnoWhat2Do.com. ■

Cooler Temperatures Call for Less Irrigation

Residents may now water lawns between 10 a.m. and 6 p.m. on assigned watering days. Each year, time-of-day watering restrictions are scheduled to ease between Nov. 1 and April 1 so that residents may water during what is typically the warmest time of the day. It is important to avoid irrigating when temperatures approach the freezing mark, which often occurs at night.

While time-of-day restrictions provide guidelines that optimize irrigation, it is important to know that lawns (dormant turf grass) do not require any irrigation during cooler months. Shrubs and trees need water only every 4 to 6 weeks. Irrigation systems should be turned off completely and operated manually only if there is no precipitation for more than four weeks.

Designated watering days are assigned based on street addresses as follows: odd addresses irrigate on Sunday and Wednesday; even addresses water on Tuesday and Saturday. Watering is always prohibited on Monday, Thursday and Friday.

Water conservation outside is just as important in the winter as it is in warmer months. See the following tips:

- Plants that are irrigated in the evening and remain wet all night are more likely to develop fungal problems.
- Irrigating during any form of precipitation is prohibited by city ordinance.
- Irrigation systems should be turned off to prevent accidental activation which could cause dangerous ice on streets and walkways.
- If hand-washing vehicles, use a bucket and sponge; rinse with a hose using a positive shut-off nozzle.

Indoor water conservation should include the following:

- Installation of low-flow shower heads and faucets, as well as faucet aerators to reduce water use.
- Repairing leaks from dripping faucets and running toilets can save water and can reduce water bill.
- Run only full loads when using the dishwasher.

Visit CityofIrving.org/798/Water-Conservation to learn more about water conservation. ■

CHRISTMAS TREE ROUNDUP PROVIDES ECO-SOLUTION FOR TREES

After the flurry of gift giving and turkey stuffing, residents will have an opportunity to properly dispose of fresh-cut Christmas trees for recycling during Irving's annual Christmas Tree Roundup.

Fresh-cut Christmas trees will be collected as a part of Irving's regular weekly brush/bulky waste pickup Dec. 27-Jan. 11. Weekly brush/bulky waste collection is offered the same day as curbside recycling. To find out more about curbside recycling and weekly brush/bulky waste collection, call (972) 721-8059.

Residents also have the option to take Christmas trees to any of the following drop-off locations Dec. 22-Jan. 5:

- Cottonwood Park, 4051 N. Story Road
- Hunter Ferrell Landfill, 110 E. Hunter Ferrell Road (hours are 7 a.m. to 5:30 p.m. daily; closed Dec. 24-25 and Jan. 1)
- Las Colinas Service Center, 5964 Riverside Drive (southern section of the parking lot)
- Southwest Park, 2800 W. Shady Grove Road

Whether placing at the curb or dropping off, residents must remove all obstructions, such as tree stands, lights, tinsel, nails and ornaments. All plastic bags covering the tree also must be removed.

All fresh-cut Christmas trees collected as part of this program will be mulched and made available for a nominal fee at the Hunter Ferrell Landfill. For more information about the Christmas Tree Roundup or other city recycling programs, call (972) 721-8059. ■



LIGHT UP THE HOLIDAYS AT CENTENNIAL PARK

Irving's Centennial Park at 444 W. Second St., is lit up for the holidays. This year's display is open to the public from dusk to 10 p.m. Dec. 1-25, weather permitting. The free light display affords a leisurely stroll through one of the jewels of Irving's Heritage District, Centennial Park.

It takes thousands of strands of lights to cover the trees. In addition, Centennial Park's walls, fences and bridge are covered with lights, and walkways are lighted on each side to keep pathways visible for visitors after dark.

This holiday tradition is staffed 24/7. On-duty employees wear uniforms day and night, clearly identifying them as city staff, and visitors can ask any questions they have about the decorations.

Holiday Light Facts

- Open to the public from dusk to 10 p.m. Dec. 1-25, weather permitting.
- Free admission.
- Up to 60,000 lights decorate 200 trees, displays, walkways and other areas.
- Portable restrooms available.
- No bike riding through the display.

For more information, contact the Parks and Recreation Department at (972) 721-2501. ■



MARTIN LUTHER KING JR. 2019 OBSERVANCE

Each January the Irving Parks and Recreation Department holds a special event to recognize and appreciate the life and achievements of Dr. Martin Luther King, Jr. This annual observance takes place at the Irving Arts Center, 3333 N. MacArthur Blvd., featuring a variety of music and dance performances.

6 p.m. | Jan. 20

This year, the City of Irving will host an essay contest promoting the theme “United Together.” There will be three age categories: grades 3-5, grades 6-8 and grades 9-12. Judging will be based on clarity, grammar and how well the theme is developed depending on the age of the writer. The essay should be no more than a page in length or 500 words. Deadline for entry is Jan. 4.

For more information, visit IrvingEvents.org or call (972) 721-2501. ■



PROPER GREASE AND OIL DISPOSAL

The majority of sanitary sewer overflows are due to grease buildup from homes and apartments. Help prevent costly sewer overflows by following a few simple steps.

- DO:**
- Put oil and grease in collection containers; wipe oil and grease from kitchen utensils, equipment, food scrapers and brooms.
 - Keep grease out of wash water; place food scraps in the trash.
 - Flush only toilet paper and human waste down toilet.
 - Dispose of towels, diapers, all wipes and cleaning cloths, and feminine products in the trash.
 - Recycle used oil through the city’s Special Waste Collection program. For more information, call (972) 721-8059.

- DO NOT:**
- Pour oil or grease down drains; always place used oil in a container and dispose of it in the trash.
 - Use hot water to rinse grease from any surface.
 - Allow food scraps down the drain.
 - Flush disposable or “flushable” cleaning cloths, wipes, diapers, feminine products or paper towels down the toilet.

For more information, visit CityofIrving.org/698 or call (972) 721-2281. ■



Before Repair



After Repair

City Makes Emergency Repairs on Brockbank Channel after Heavy Fall Rain Storms



Fall brought an unprecedented amount of rain across North Texas. But with the cooler temperatures and much needed moisture, excessive water runoff caused damage across the region, including Irving’s Brockbank Channel.

The City of Irving Traffic and Transportation Department’s Streets Division made expeditious repairs to a damaged portion of the channel, saving both time and money. The \$25,000 project saved the city nearly \$120,000 by using an in-house crew rather than procuring an outside vendor. The project also helped protect residents’ homes and property.

Assessing the damage
After the late September rains that washed through the Dallas-Fort Worth area, Streets Division crew members reviewed infrastructure throughout the city. During their assessment, crews noticed that an area of the Brockbank Channel had taken the brunt of the increased water runoff.

The runoff damaged the drainage structure, causing a 5- to 6-foot-deep hole along the channel floor, as well as cracks and erosion to the channel walls. As more rain loomed in the forecast, crews set a plan in place with the necessary staff, equipment and materials to complete the job.

Repair and rebuild
A new concrete mixing truck and equipment, that provides on-site production of concrete, played a big role in the repairs. Funding for purchase of the equipment was included in the Fiscal Year 2017-18 budget, and City Council approved the purchase in December 2017. The truck aids in the city’s efficiency, productivity and delivery of service.

With the help of the concrete mixing truck, Streets’ crews were able to repair the channel on-site as needed, as well as use the necessary amount of concrete. This critical piece of equipment provided crews a cost-efficient, reliable source for concrete delivery.

Crews worked quickly over the course of two days to rebuild the channel floor and to rebuild and reinforce the channel walls. In addition to the restructured concrete walls, crews laid 120 bags of cement, weighing 100 pounds each, on top of the wall to secure the property from possible future erosion.

The reconstruction of the Brockbank Channel, phase 3, will include this entire area as part of a four-phase drainage channel improvement project along the Delaware Creek Basin. Project bids have been awarded and construction will begin in December. The project is slated for completion in 2021.

- Quick facts**
The City of Irving Streets Division took immediate action to repair a fractured area of Brockbank Channel. Here is what it took to complete the \$25,000 emergency repair project:
- 100 cubic yards of cementitious flex base (gravel and cement mixed) or the equivalent of 10 truckloads of material.
 - 90 cubic yards of concrete produced using the city’s newest concrete mixing truck.
 - 12,000 pounds of cement bags positioned above the channel wall.
 - 15 Streets Division employees
 - Two full days of work
 - More than 300 man-hours

For more information on the city’s ongoing infrastructure initiative, visit CityofIrving.org/2255/Investing-in-our-Future. ■

Mulching Leaves Keeps Nutrients in the Soil

Cooler weather equals falling leaves, and lawns and gardens will benefit from proper leaf management.

Correct Leaf Management
The best leaf management is to mow and mulch leaves into the turf. Using a mulching mower is best but not essential. Turf can take a large volume of leaves before there is excess. Excess leaves would be when the lawn is about to be completely covered and smothered by the ground-up leaves.

At the point of excess, the leaves should still be mulched on the lawn or driveway, and then raked, picked up and distributed as mulch in flower beds and vegetable gardens.

When no more mulch is needed in the flower and vegetable beds, the remaining ground-up leaves can be added to a compost pile. Add dry molasses (approximately 20 pounds per 1,000 square feet) to the beds and the compost pile to help the material break down and become humus more efficiently.

- Leaf Management Mistakes**
- Do not bag leaves and send them to the landfill.
 - Do not rake leaves and set them on fire.
 - Do not rake leaves and put into the compost pile, leaving them whole, except as a last resort.
 - Do not blow leaves onto a neighbor’s property or into the storm drains or streets.
 - If there are too many clippings, rake them into mulch layers around trees and shrubbery.

- Leaves are Excellent for Mulch**
Mulch is a material that is used to protect the soil and inhibit weed growth by covering the ground. Good mulches include wood chips, leaves, grass clippings and compost. They can benefit the lawn and garden by preventing erosion, suppressing weeds, retaining soil moisture, moderating soil temperature and adding nutrients as they break down slowly.
- Create a self-mulching lawn. Wait to mow until the grass is between 2 and 4 inches high. Then mow off only the top one-third of the grass and do not bag the clippings. This way, the clippings will feed the soil and not smother the grass.
 - Put a 3- to 4-inch layer of mulch around your trees, shrubs and garden plants. To prevent diseases and pest infestation, mulch should not be piled up against the stems or trunks of plants. For best results, use long-lasting mulches (wood chips, wood shavings, evergreen needles, etc.).
 - Mulch all areas that are not covered in grass or thick ground cover.
 - Use a layer of coarse mulch 3 inches or more in depth for weed control.
 - When converting grassy areas to mulch, smother the grass with a thick layer of cardboard or newspaper rather than killing it with chemicals. Some hardy grasses must be rooted out for successful removal.

For more information, visit CityofIrving.org/BeGreen. ■

From: [Carol Stoddard](#)
To: [Diana Pfaff](#); [Maura Gast](#)
Subject: Fwd: Christmas Parade
Date: Tuesday, December 04, 2018 8:40:13 AM

And this is why we do it. :)

Sent from my iPhone

Begin forwarded message:

From: "Marilyn Willems" <mhwillems@aol.com>
Date: December 3, 2018 at 8:16:10 PM CST
To: <cstoddard@irvingtexas.com>
Subject: Christmas Parade
Reply-To: <mhwillems@aol.com>

The High Spirited Wagon for the Christmas Parade was sooo much fun. I enjoyed the event and must say how pleasantly surprised I was to see the huge crowds enjoying the parade and scrambling for the goodies we tossed out. Such fun and a good time by all.

Thanks, can't wait for next year.

Marilyn Willems

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 17, 2018**

**BUREAU MANAGEMENT
AND
STAFF REPORTS**



ICVB Memorandum

Date: December 10, 2018
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Assistant Executive Director/Sales & Services
RE: Sales & Services Department Board Report for November 2018

Convention Sales & Services Staff Activities

Leads Generated	November	YTD
Irving CVB – Hotel Leads	120	283
Irving Convention Center Leads	21	51

November

Room Nights Generated	Monthly Goal	November 2018 Actuals	November 2017 Actuals	FY2017-18 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	November Convention Center	Convention Center YTD Actuals
Definite Room Nights	18588	19627	17264	223060	34902	30113	4413	6268
Lost Room Nights		23570	6652		39860	22417	7991	16201

Travel & Activity

November	Organization	Event	Location
11/1-3/18	Meeting Professionals International	Texas Hill Country Chapter Conference	San Antonio, TX
11/5-8/18	Collinson Publishing	Connect Texas Tradeshow	Lubbock, TX
11/12-15/18	Collinson Publishing	Connect Faith	Ontario, CA
11/16-18/18	Meeting Professionals International	CMP Conclave	Birmingham, AL

Customer Services Activity November 2018

Groups Served	
November	18
YTD	41

Proclamations/Welcomes/Flags:

- Welcome and Proclamation – Global Federation of Women’s Clubs
October 27, 2018, Lori Fojtasek

Pending

- Welcome - North Texas Teen Book Festival,
March 23, 2018, Mayor Rick Stopfer

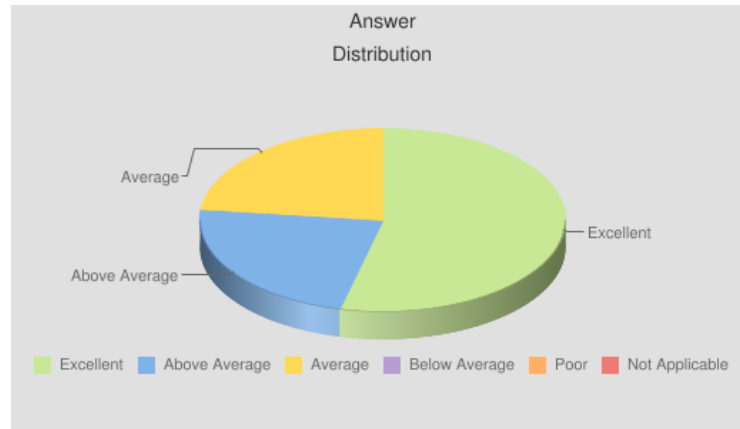
November Servicing & Inventory:

Service Type	# of Groups Served in November	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	14	4000+ Badges/Lanyards
Pens	12	3200
Bags	8	1600+
Promotional Materials	8	2300+
Staffing Services	11	418 Event Hours

Event Location: Hotels: 11 Irving Convention Center: 5 Other: 2

Customer Service Satisfaction Survey Results November 1-30, 2018

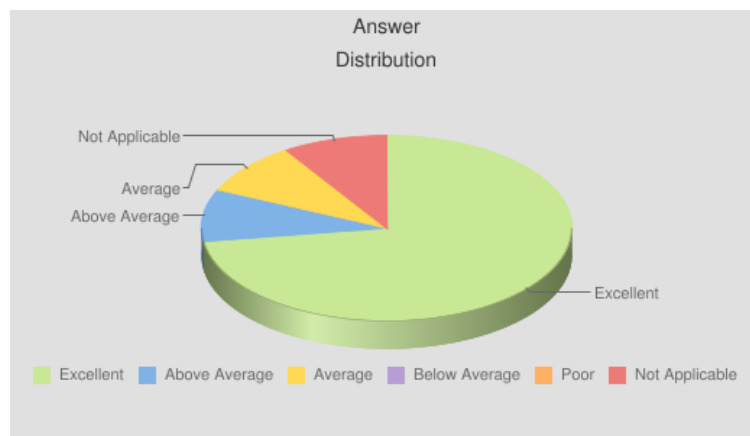
1. How was your overall destination experience?



11/01/2018 – 11/30/2018

Score: 86.2 / 100.0

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



11/01/2018 – 11/30/2018

Score: 94.4 / 100.0

Definite Bookings
November 2018 – March 2019

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
United Network for Organ Sharing	UNOS December 2018 Board Directors' Meeting	12/1/2018	12/3/2018	800	263
Mercedes-Benz USA	Mercedes-Benz USA - Golf	12/1/2018	12/5/2018	285	885
McKesson Corporation	LTL FY19	12/2/2018	12/6/2018	25	125
American College of Emergency Physicians	ACEP - Educational Planning Room Block December 2018	12/2/2018	12/3/2018	20	37
Bosch Security Systems, Inc.	Bosch Security Systems KA Team Meeting	12/3/2018	12/4/2018	12	24
Flowserve Corporation	December 2018 Irving	12/3/2018	12/5/2018	10	10
Greystar Management Services, LP	National Leadership Development Cohort	12/4/2018	12/6/2018	35	35
Nectar Service Corporation	Nectar CAB & PAC	12/4/2018	12/5/2018	50	100
BioTE Medical	Dec-18	12/6/2018	12/8/2018	200	310
Classic Elegance Coaches	Classic Elegance - Eagles	12/8/2018	12/9/2018	50	22
National Football League	NFL Officials Eagles	12/9/2018	12/10/2018	12	12
Fresenius Medical Care	December 2018-Clinical Manager's Training West Training	12/10/2018	12/14/2018	60	240
American Red Cross	American Red Cross - Donor Recruitment Training	12/10/2018	12/13/2018	15	48
MCR Hotels	MCR Hotels Holiday Event	12/11/2018	12/14/2018	250	130
Classic Elegance Coaches	Classic Elegance - Buccaneers	12/22/2018	12/23/2018	50	22
Tampa Bay Buccaneers Football Team	Tampa Bay Buccaneers vs Dallas Cowboys 2018	12/22/2018	12/23/2018	200	184
National Football League	NFL Officials Buccaneers	12/23/2018	12/24/2018	12	12
International Youth Fellowship	2018 English Camp and Student Group	12/25/2018	12/29/2018	1000	330
Drive Nation Sports	Drive Nations Sports International Tournament	12/26/2018	12/31/2018	20	75
Cotton Bowl Athletic Association	Cotton Bowl University Room Block 2018	12/27/2018	12/29/2018	150	231
CUNA Mutual Insurance	January Annuity National Sales Team Meeting	1/2/2019	1/4/2019	55	102
Dallas Star Elite Hockey Club	NHL Youth Cup Hockey Tournament 2019	1/3/2019	1/6/2019	500	714

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Pathways Core Training Inc.	Pathways Monthly January 2019	1/4/2019	1/19/2019	100	272
Texas Tactical Police Officers Association	TTPOA - 2019 Winter Retreat	1/4/2019	1/5/2019	30	40
Mosaic Sales Solutions	Mosaic North America January 2019 Training	1/6/2019	1/10/2019	81	240
Mohawk Industries	Mohawk Industries - 2019 Annual Product Meeting	1/8/2019	1/11/2019	900	410
The Life Coach School	The Life Coach School January 2019	1/8/2019	1/12/2019	100	131
Challenge Youth Planning	Challenge Youth Conference	1/10/2019	1/14/2019	600	320
Flying Eagles	Flying Eagles Reunion	1/10/2019	1/13/2019	400	230
McKesson Corporation	Accelerate FY19 Session I	1/13/2019	1/17/2019	23	69
Mayo Medical Laboratories	2019 MML Business Plans Central/West	1/14/2019	1/17/2019	90	160
Society for Information Management	2019 SIM Advanced Practices Council	1/14/2019	1/15/2019	24	48
Jack Henry & Associates	Jack Henry Banking-2019 Mid-Year Sales Meeting	1/14/2019	1/16/2019	125	220
Texas Aggregates and Concrete Association	Texas Aggregates and Concrete Association	1/14/2019	1/16/2019	30	55
Hilti North America	Division 55 Jan 2019 Wave	1/15/2019	1/17/2019	120	120
Southwest Conference Rural Letter Carriers Association	Annual Conference for 2019	1/17/2019	1/20/2019	250	267
Boy Scouts of America	Boy Scouts - World Scout - Committee Meetings	1/17/2019	1/21/2019	70	247
Kimley-Horn and Associates, Inc.	Kick-Off 2019 TX	1/17/2019	1/17/2019	600	170
United States Australian Football League	USAFL Annual Board Meeting 2019	1/17/2019	1/20/2019	10	13
Kempke's Music	Kempke's Music Winter	1/20/2019	1/22/2019	150	125
Meeting Planners International	MPI All Team Summit - January 2019	1/21/2019	1/26/2019	85	69
McKesson Corporation	U.S. Pharma & Specialty Health Senior Leadership Meeting	1/21/2019	1/23/2019	69	207
National Athletic Trainers' Association	NATA Joint Committee Meeting 2019	1/22/2019	1/27/2019	410	618
Gaelco Darts USA	Gaelco Darts Tournament #1 2019	1/23/2019	1/28/2019	310	315
Art of Movement (Dance)	Art of Movement 2019	1/24/2019	1/27/2019	248	276
Sarnova	Bound Tree Winter 2019 ATS Meeting	1/28/2019	1/30/2019	100	390

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Youth America Grand Prix	Youth America Grand Prix 2019 - ATTENDEES	1/29/2019	2/3/2019	200	105
American Society of Pediatric Hematology Oncology	ASPHO 2019 Review Course	1/29/2019	2/2/2019	200	483
Whole Heart Ministries	Whole Heart Ministries	1/31/2019	2/3/2019	800	485
Youth America Grand Prix	Youth America Grand Prix 2019 - STAFF Rooms	1/31/2019	2/3/2019	80	45
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/1/2019	2/11/2019	200	583
Pathways Core Training Inc.	Pathways Monthly February 2019	2/1/2019	2/16/2019	100	272
John Deere Company World Headquarters	CEO Summit-2019	2/2/2019	2/7/2019	300	900
IF: Gathering	IF: Gathering	2/6/2019	2/10/2019	4000	2520
McKesson Corporation	SRS/SBRT Educational Workshop	2/6/2019	2/9/2019	100	105
The American Academy of Otolaryngic Allergy	2019 AAOA Interactive Allergy and Rhinology Course	2/7/2019	2/9/2019	150	215
Frank Glazier Football Clinics, Inc.	Glazier Clinics 2019	2/7/2019	2/10/2019	500	347
Boy Scouts of America	National Executive Board & Committee Meeting Feb 2019	2/10/2019	2/12/2019	100	153
TexSom	TEXSOM International Wine Awards	2/16/2019	2/20/2019	200	310
LSG Sky Chefs	HR Conference	2/18/2019	2/20/2019	35	84
Texas & New Mexico Hospice Organization	Texas & New Mexico Hospice Organization	2/20/2019	2/24/2019	350	585
Freedom Founders	Freedom Founders February 2019	2/20/2019	2/24/2019	350	200
Alpha Sigma Alpha Sorority	Alpha Sigma Alpha	2/21/2019	2/23/2019	250	100
Big 12 Conference	CFO COORDINATORS ANNUAL WINTER MEETING 2019	2/21/2019	2/24/2019	400	286
Southern Baptists of Texas Convention	Evangelism Conference	2/22/2019	2/28/2019	3500	465
AON Service Corporation	ARS US Leadership Meeting	2/24/2019	3/1/2019	300	750
Diversified Crop Insurance Services	Adjuster Training	2/25/2019	2/28/2019	100	300
McKesson Corporation	EPL FY19	2/25/2019	3/1/2019	10	40
The Maize Inc.	Corn Party - Annual Site Owner's Conference	2/26/2019	3/2/2019	375	785

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McTeggart Irish Dancers of North Texas	2019 Texas State Championship Feis	3/1/2019	3/2/2019	200	130
Panini America	2019 Panini Winter Distributor's Meeting	3/5/2019	3/6/2019	35	24
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies	3/6/2019	3/9/2019	200	228
Texas Steel Guitar Association	Annual Meeting for 2019	3/6/2019	3/10/2019	400	811
Texas Steel Guitar Association	Annual Meeting for 2019 - Overflow Rooms	3/7/2019	3/9/2019	400	60
Christian Association for Psychological Studies	CAPS 2019	3/10/2019	3/17/2019	650	634
Women Business Leaders of the US Healthcare Industry Foundation	18th Annual WBL Summit March 2019	3/10/2019	3/15/2019	300	770
Ascension Health	Ascension Board Meeting 2019-March - Dallas	3/11/2019	3/13/2019	15	26
Pathways Core Training Inc.	Pathways Monthly March 2019 #2	3/12/2019	3/16/2019	100	102
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting	3/13/2019	3/15/2019	60	82
Aselia Con	Aselia Con	3/15/2019	3/17/2019	800	150
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/20/2019	3/25/2019	700	320
National Foundation Repair Association	NFRA - 2019 Annual Conference	3/20/2019	3/22/2019	160	90
Spotlight Dance	Spotlight Dance Cup	3/21/2019	3/24/2019	50	68
NBM Incorporated	The NBM Show - March 2019	3/24/2019	3/31/2019	4000	595
SMU Dedman School of Law	SMU Dedman School of Law	3/26/2019	3/29/2019	450	620
Texas City Management Association	Texas City Management Association, William "King" Cole II - Advanced Workshop	3/27/2019	3/28/2019	75	40
American Cut Glass Association - Lone Star Chapter	American Cut Glass Association - Lone Star Chapter	3/27/2019	3/31/2019	180	100
Competition Travel Group	Competition Travel Group - UNKNOWN	3/29/2019	3/31/2019	40	80
National Electronics Service Dealers Association	NPSC 2019	3/31/2019	4/5/2019	150	611
Dallas Baptist University	Dallas Baptist University Golf Tournament 2019	3/31/2019	4/2/2019	90	70

**Items highlighted above are Target Industries for Irving

Marketing Communications

To: Maura Gast, Executive Director

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

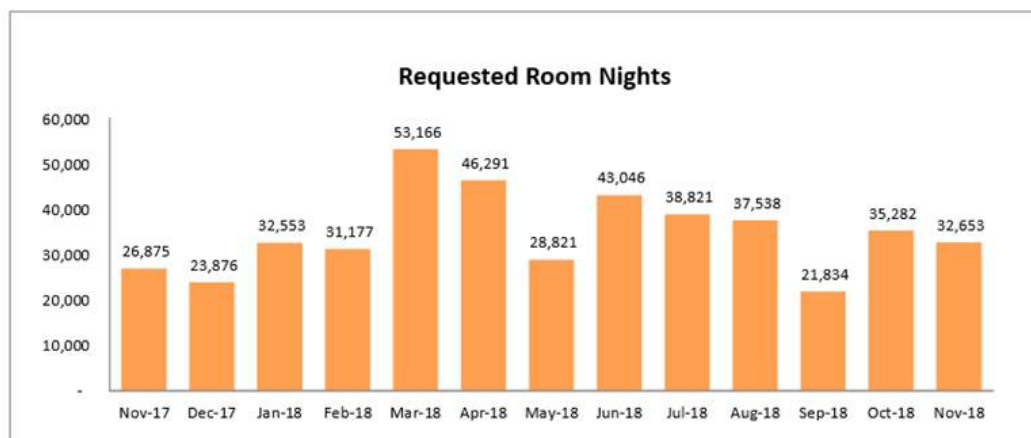
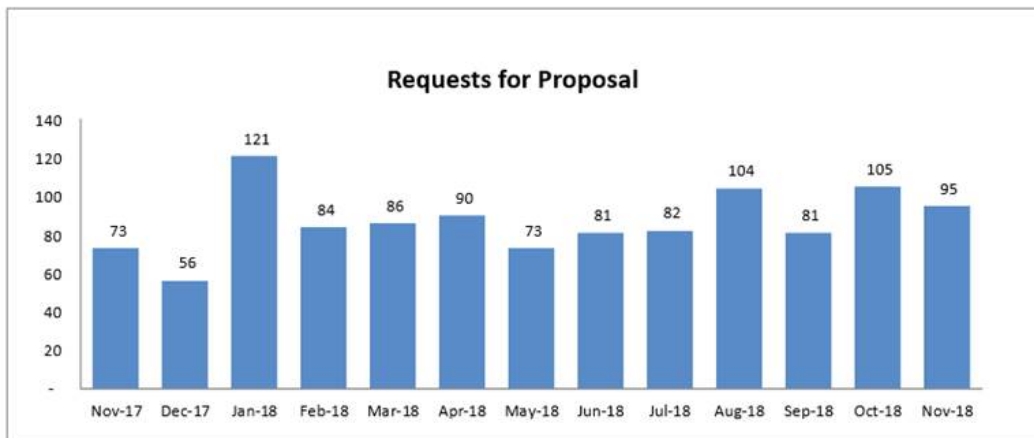
Date: December 12, 2018

Re: November 2018 Board Report

Marketing and Advertising Analytics

RFPS

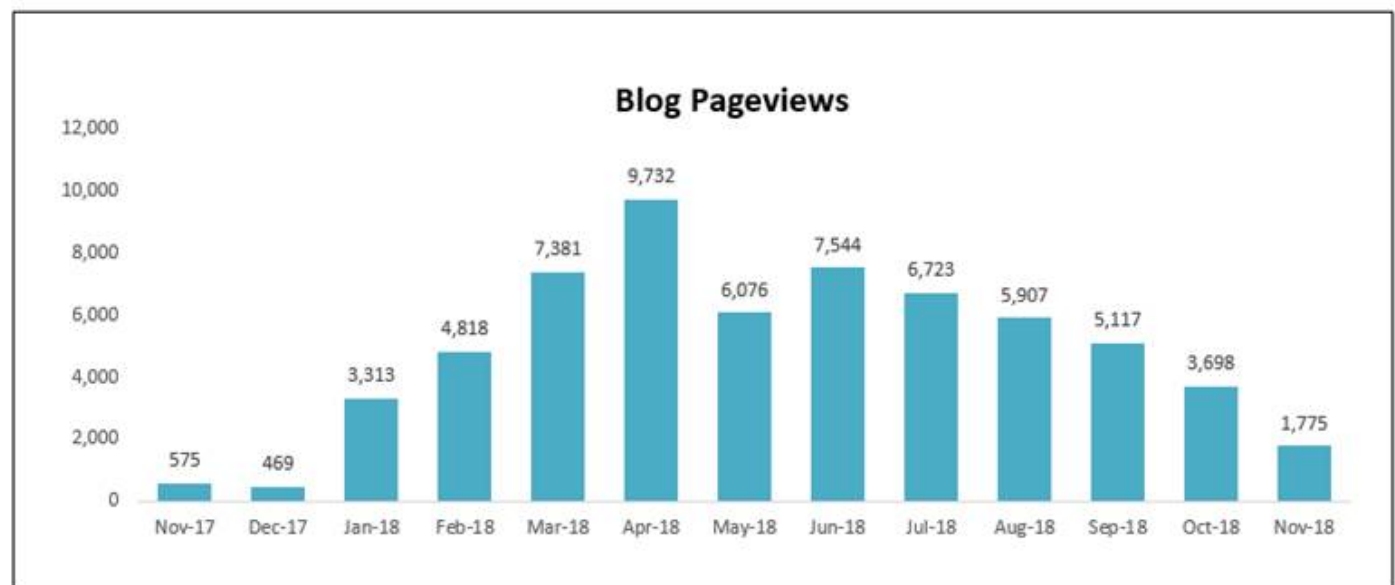
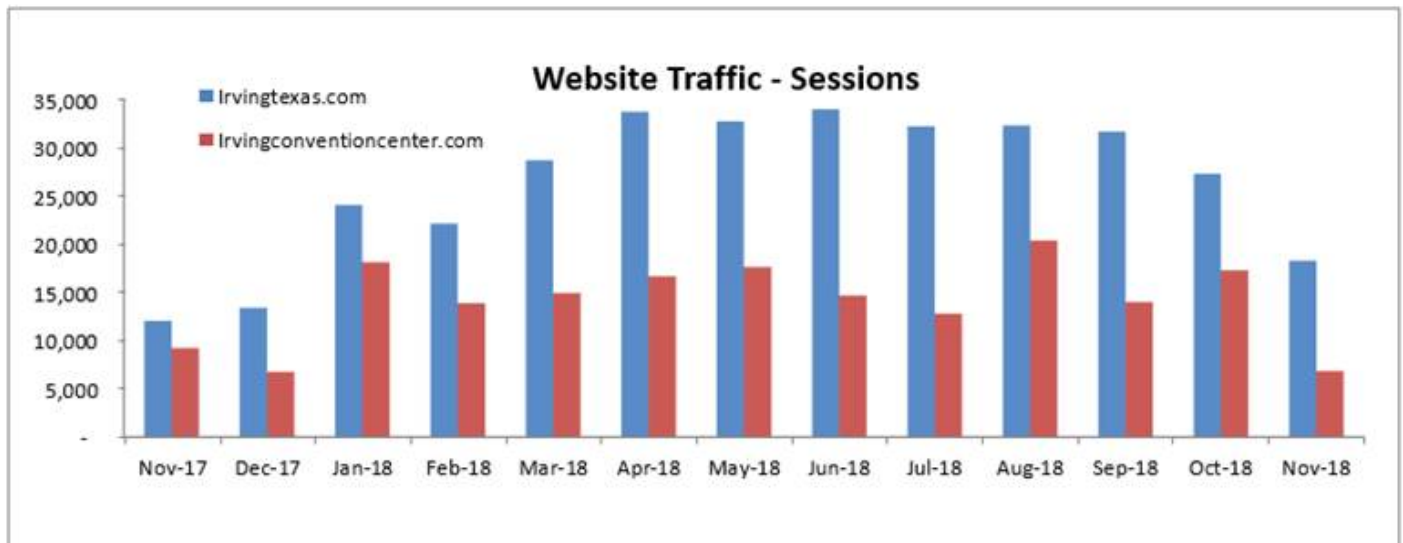
The number of RFPs received in November decreased slightly this past month to **95 RFPs** (above average) and **32,653 associated room nights** (below average), which is expected as we head into the holiday season. Year-over-year November 2018 performed better than November 2017 with an increase of 22 RFPs and 5,778 associated room nights.



Website Traffic

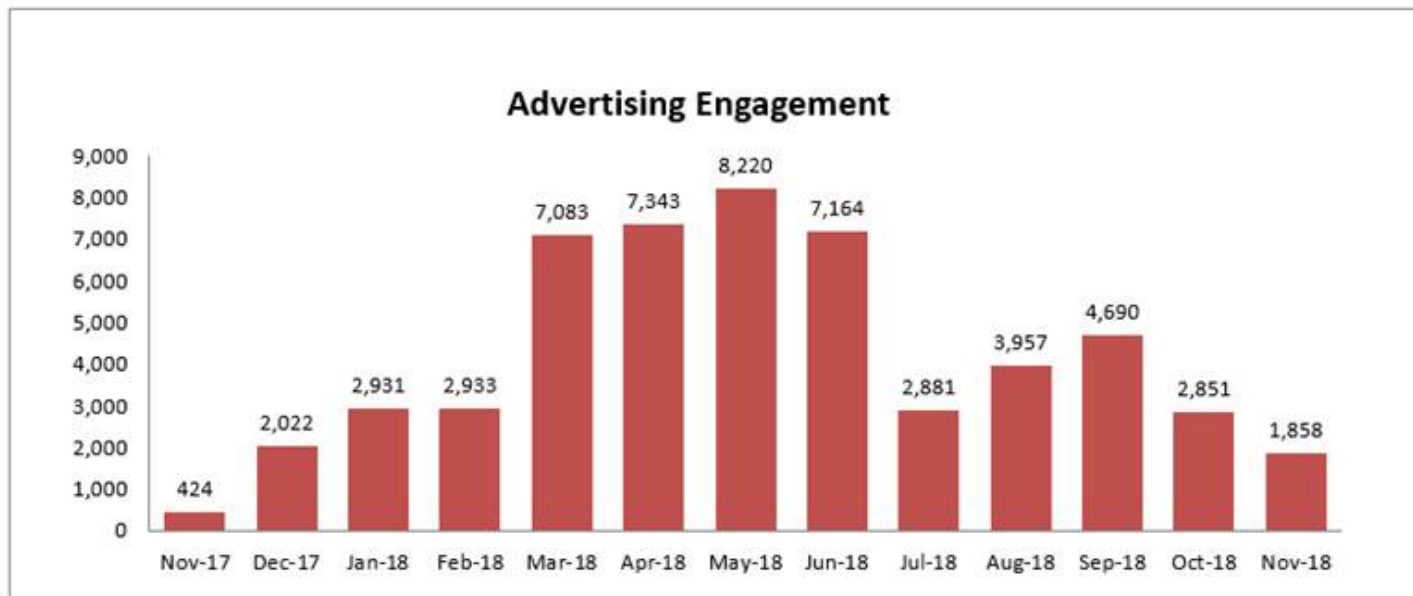
Website traffic also decreased in November with **25,126 total sessions** and **24,068 total users** visiting both websites. The Visit Irving website had 18,287 sessions and 17,546 users (below average) while the Irving Convention Center had 6,839 sessions and 6,522 users (below average). Year-over-year performance showed an increase in both sessions and users to the Visit Irving website, while the Convention Center website saw a decrease in sessions and users from November 2017 to November 2018.

Blog traffic in November had **1,775 pageviews** and **1,561 unique pageviews**. The average time visitors spent on the blog was three minutes and 16 seconds (above average) and the bounce rate was low at 23.67%. The top two blog posts were "5 Brunch Spots in Irving You Need to Try this Sunday," with 226 pageviews and "We Tried the 3-Day Juice Cleanse at Freshii – Here's What Happened," with 189 pageviews.



Advertising and Paid Search

Advertising engagement saw **1,858 advertising impressions** and **416 site visits**. MPI was the top performer in November with 656 impressions and 113 site visits, followed by Naylor with 174 impressions and AJR Media with 118 impressions. The Google AdWords paid search campaign had **38,763 impressions** and **5,042 site visits** in November, which generated **13 RFP submissions**.



Hotel and Flight Bookings

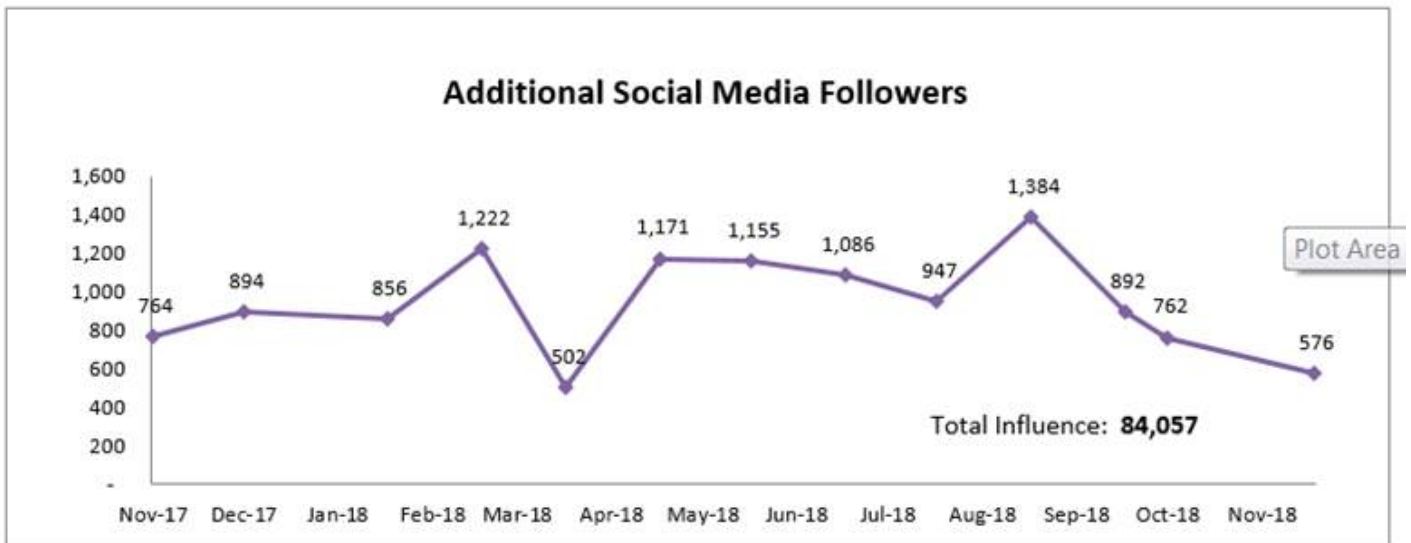
Information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. The attribution window is 60 days, which means that the most complete information available to date is from September 2018. In September, 114 hotel reservations were booked, which accounts for 290 room nights and \$35,295 in hotel revenue. Travelers also booked 363 flights in September.

Hotel and Flight Bookings, cont.



Social Media

Social media in November increased by **576 new followers** and total influence is now at **84,057**. The Visit Irving Facebook Page saw the largest increase with 590 news likes for a total of 54,849 likes.



Social Media, cont.

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas <i>Impressions</i> Profile Visits	54,849 38,409 27,586		5,497 8,087 380	5,376 n/a	595
Convention Center <i>Impressions</i> Profile Visits/Users	12,557 368,570 179,021	183,473	2,483 n/a n/a	1,911 n/a	291 888,735
Impacting Irving	1,074				

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



Southwest Showc... · 10/26/18 ▾

Congratulations to the 2019 Southwest Showcase Award winners: Joe Bedsole for Industry Professional of the Year, and Irving CVB's Toyota Music Factory for Most Exciting Meeting Destination Change.

#SWShowcase @visitirving @ToyotaMusicFac @JoeBedsole @visitarlington




Earned Media Analytics

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	62,735,166				62,735,166
ADVERTISING EQUIVALENCY*	\$580,301				\$580,301
PUBLIC RELATIONS VALUE**	\$1,740,903				\$1,740,903

*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.

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

**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.

With the Texican Court, hosted an mommy blogger/influencer and her family the weekend of December 1. They attended the City of Irving Holiday Parade and Tree Lighting (and loved it!), had dinner at The Ranch, and enjoyed a gondola cruise on the Mandalay Canal. Live highlights from her visit are attached.

Attachments

📎 "Texas Passion and Pride," *The Meeting Magazines*, Nov 27, 2018

📎 The Busy Life Plus Three - Influencer Visit Recap



Texas Passion and Pride

NOVEMBER 27, 2018

Welcomes All to Enjoy This Bigger-Than-Life Destination

By Cynthia Dial



Fort Worth is a unique meeting destination for attendees offering a variety of activities from museums to rodeos. Credit: Visit Fort Worth

Well-known for its passion and its pride, the vast state of Texas is no stranger to visitors, who are always shown a good time, made to feel at home and are forever welcome by a Texas-size hospitality that envelops all. It's this and more that warmly beckons meeting planners and explains their repeated returns to this bigger-than-life destination.

One such planner is Martha C. Barton, CEM, exhibitor services director, Turbomachinery Laboratory with Texas A&M Engineering Experiment Station (TEES), who has taken the annual Turbomachinery & Pump Symposia to Houston each September for more than 15 years. "The Turbomachinery Laboratory conducts basic and applied research into important problems of reliability and performance of turbomachinery — rotating machinery that extracts or adds energy to fluids," she says about the association. "That's everything from classic Dutch windmills to the space shuttle's main engine turbo pumps and compressors that move natural gas through the distribution system."

Barton explains that though the meetings' objectives are measured in multiple ways, of particular importance are the responses of its participants (from delegates and exhibitors to speakers and authors) and its continued growth, having expanded from 3,000 to 5,500 attendees over the years. The planner says, "Even when the economy was down, we continued to have record-breaking years, which we did again during this year's symposia."

Explaining her destination pick, Barton says, "Houston has a very strong base for oil and gas, energy and technology companies — our target groups. The city ranks in the top five of the nation's Fortune 500 companies — companies from which we have many participants, so it makes good business sense to go where the bulk of your attendees are employed," she says. "Another reason is that we, our event and our attendees are so appreciated. The Houston team is the best; it's a vital part of our success."

Quality Customer Service

Having selected the **Hilton Americas-Houston** and **Hyatt Regency Houston** for her group, Barton expounds on this duo. "The Hyatt Regency was the headquarter hotel for more than 15 years, although we moved it to the Hilton Americas when this property was built due to its proximity to the convention center and to the team whose dedication makes my life as a meeting planner easy," she says. "To this day, we maintain a block of rooms at the Hyatt for their long-term quality customer service and loyalty to us for many years."

Among Symposia attendees' faves are its food and attractions — from Texas barbecue to attending sporting events (perhaps enjoying a Houston Astros game and other events at the Toyota Center).

With 1,200 rooms, a location within walking distance of the convention center, Discovery Green park and a complimentary shuttle for attractions within a three-mile radius, the AAA Four Diamond Hilton Americas-Houston offers 24 stories of appeal to meeting planners. Hyatt Regency Houston is an iconic hotel with more than 71,000 square feet of meeting space and a signature restaurant, Spindletop, that towers 34 floors above the city and offers American seafood with a local Southwest flair and a 360-degree view from this revolving dining room.

"New private development and significant public projects are ... leading to incredible new venues and amenities for visiting groups. Pair all of this with San Antonio's unique sense of place, culture and history, and you have an unbeatable meetings destination." — Casandra Matej

Another option, **Marriott Marquis**, has claim to the city's largest ballroom (almost 40,000 square feet), 100,000 square feet of meeting and event space, Xochi (a restaurant operated by four-time James Beard Award runner-up Chef Hugo Ortega), an infinity pool and whirlpool overlooking Discovery Green and an assortment of outdoor seating areas with fire pits.

The Texas A&M planner gives accolades to the Greater Houston Convention & Visitors Bureau (GHCVB), the George R. Brown Convention Center (GRBCC) and to the city itself.

"Working with the GHCVB, as well as the GRBCC, is an absolute pleasure. The staffs are professional, reliable and kind. You are received as an important part of their lives and leave feeling you are part of a warm and caring team," Barton says.

An appealing bonus is that the downtown Houston area has thrived since the addition of hotels, restaurants, Discovery Green and an improved transportation system. Among Texas' largest city's most distinctive group opportunities are its food and beverage offerings; unique entertainment venues such as Goodnight Charlie's, described as "a honky-tonk with a modern twist," and events incorporating its three sporting venues and six professional sports teams: Houston Astros (MLB), Houston Rockets (NBA), Houston Texans (NFL), Houston Dynamo (MLS), Houston SaberCats (MLR) and Houston Dash (NWSL).

Its hotel scene is equally impressive. **Magnolia Hotel Houston** is known for its complimentary milk and cookies every evening. The virtual Topgolf swing simulator at **Four Seasons Hotel Houston** gives guests the opportunity to play such notable courses as St. Andrew's and Pebble Beach. Pillow fights can be arranged at **Hotel Derek**, and the best place to cool off from the state's notorious summer heat can be found in the world's only Texas-shaped lazy river at the **Marriott Marquis Houston** (at 6,500 square feet, it takes 15 minutes to circumnavigate). Lastly, **The St. Regis Houston** promises: "No request is too small or unattainable no matter what the hour of the day."

Midway between the east and west coasts, Irving, Texas, is perfectly positioned for the nation's planners. A new headquarter hotel and a vibrant visitors' district are complemented by a top-of-the-line convention center, situated within walking distance of the two.

"Since its opening in 2017, the Toyota Music Factory has become a high-energy site, full of activity — people, music, entertainment, restaurants and retail," says Maura Allen Gast, executive director of the Irving Convention and Visitors Bureau. "For planners, the new complex in the heart of Las Colinas provides a wide range of entertainment and dining options to fill free nights on the convention schedule, and it's an excellent venue for opening or closing night events."

Distinctive Visitor's District

The Live Nation Pavilion amphitheater anchors the new \$173 million Toyota Music Factory complex, which serves up the Alamo Drafthouse movie theater and more than 20 bars and restaurants.

"The final piece of Irving's visitor district, the **Westin Irving Convention Center at Las Colinas** hotel, will open in January 2019," says Gast. Offering 350 rooms and 16,000 square feet of meeting place, including a 10,000-square-foot ballroom, the 12-story hotel is a welcome addition to the Texas city's more than 12,000 guest rooms.

Gast concludes, "Irving's vision for a distinctive visitor's district in the Las Colinas Urban Center will become not only a spectacular reality but a real game-changer for us."

"Eighteen years ago, we chose Irving's **Four Seasons Resort and Club Dallas at Las Colinas** as the site for our resident program," says Jami Lucas, executive director and CEO of the American Academy of Otolaryngic Allergy Association (AAOA) — a Virginia-based national medical specialty society of ENTs and related health care providers who focus on allergy, sinus, asthma, rhinology and related ear, nose and throat diseases, which supports its physician members through advocacy, education and research.

She explains that while this program has evolved over the years, the AAOA's choice in sites has stayed constant for the group which conducts four annual meetings. These include the Interactive Allergy & Rhinology Course (February), the Basic Course in Allergy & Immunology (July), the Advanced Course in Allergy & Immunology (December) and the Annual Meeting (Fall).

It's all about geography. "The location in the middle of the country and resort's 15-minute proximity to the two local airports, Dallas Love Field and Dallas/Fort Worth International Airport (DFW), makes getting to our meetings easy and affordable for attendees," says Lucas. And the climate is ideal for the February meeting. With respect to affordability, the AAOA exec says, "The Four Seasons in Las Colinas offers great value for the money as the ROI, so to speak, is there and continues to be there. Above all, the hotel consistently delivers excellent service."

Situated upon 400 acres between Dallas and Fort Worth, this 405-room, AAA Five Diamond Four Seasons property has such meeting stats as 31 multipurpose rooms, 40,871 square feet of meeting space, including a 7,992-square-foot ballroom and 10,473 square feet of outdoor meeting space — earning the luxury resort such honors as "Best Recently Renovated Venue," by the Best of Texas Meetings + Events 2016 Awards and "Best Golf Resort" by the Best of Texas Meetings + Events 2016 and 2018 Awards.

Regarding specifics, Lucas describes an Interactive Allergy & Rhinology Course meeting's welcome reception last year. Held in Byron's, one of the hotel's eateries, it offered expansive views from its floor-to-ceiling windows of the TPC Four Seasons Las Colinas golf course and showcased local foods and beverages with the inclusion of margaritas, a taqueria and an assortment of Hill Country buffet stations.

For larger groups, Big D has a Texas-size option, the 2 million-square-foot Kay Bailey Hutchison Convention Center Dallas — 1,000,000 square feet of exhibit space, 65,000 square feet of ballrooms (divisible into four separate rooms), 88 meeting rooms and 4,000 hotel rooms within walking distance — all within 30 minutes of DFW airport.

As manager of membership and operations for the Texas Association of Freestanding Emergency Centers (TAFEC), Lisa Keltner explains that her trade association comprises freestanding emergency center owners, both independently owned and hospital-based. She says, "This is a fairly new market, so it's a hotbed in politics and the health care industry, in general."

Thus, what better city to conduct an event of an association with political elements than in Texas' capital city, Austin? Keltner explains, "Austin is a thriving community that is very diverse. We are a high-tech, creative, political and entrepreneurial city with excellent colleges and universities. People are drawn to Austin's 'weirdness'; thus, the theme 'Keep Austin Weird.' I'm a native Austinite, so I get this."

Having conducted her organization's membership meeting at **Hyatt Regency Austin**, located on Lady Bird Lake, this homegrown Texas planner details why the hotel was a match for her meeting of approximately 100 members and sponsors.

"I love the Hyatt Regency Austin because of the space, the staff and the location. Who wouldn't love the Hyatt on Austin's Lady Bird Lake? The fact that they've expanded their meeting space and added a nice and reasonable parking garage also makes it attractive to attendees because parking in downtown Austin is a nightmare and very costly. But we loved every minute of our membership meeting, which offered the best service ever, as well."

Perks for the Planner

With 448 rooms and 45,000 square feet of customizable function space (new Zilker Ballroom's 14,138 square feet of space and an open-air 3,700-square-foot terrace), the hotel's location offers additional nearby perks for the planner — from the South Congress (SOCO) shops and dining district, the Warehouse Restaurant District, 2nd Street Shopping District and 6th Street Entertainment District to the State Capitol building, LBJ Presidential Library and The University of Texas at Austin campus. Nature enthusiasts will enjoy the Lady Bird Johnson Wildflower Center and a bat colony visible at the Congress Avenue Bridge.

The planner illuminates the leisure endeavors of the association, which typically spends 90 percent of its time on property. "Generally, we have a reception with live music or some other fun activity such as a sporting event. We've done riverboat cruises, gone to trendy restaurants and learned how to roll cigars, among other activities."

Activities which the planner considers "exclusively Austin" are its riverboat cruise featuring live music and a full bar and the YETI flagship store (an Austin-based company of outdoor products which opened next to the Hyatt Regency), described as "equal parts bar, showroom and a live music venue located on South Congress."

Omni Barton Creek Resort is seeing the results of a \$150 million project — a newly added resort tower with 180 guest rooms, conference center and ballroom, 5,556-square-foot pavilion, six dining outlets, Mokora Spa, lobby experience, expanded poolscape, golf clubhouse, golf course renovations and tennis complex — all set to open in 2019. Also on the horizon is **Hotel ZaZa Austin**, with 8,500 square feet of meeting and event space.

Keltner gives colleagues insight regarding Austin and its selection as a meeting destination: "I highly recommend Austin for its natural beauty, choices in bars and restaurants, live music and a general laid-back vibe. Most of our members across the state prefer events in Austin to other events we have across the state because everyone just loves coming here!"

Moving a bit south, meet San Antonio. A cultural combo representing Mexico, Germany and Old West roots, it's the notable home to Texas' most visited site — the Alamo. Offering planners the state's most historic legacies, including the nation's oldest operating cathedral (San Fernando Cathedral near the Alamo) and Texas' first UNESCO World Heritage Site (the city's collection of five missions), even San Antonio's culinary landscape is one-of-a-kind — from white tablecloth European restaurants and genuine steakhouses to Tex-Mex eateries, BBQ joints and savory food trucks. Last year, the city was recognized as a UNESCO Creative City of Gastronomy for its unique culinary heritage.

"San Antonio is investing in itself in every direction," says Casandra Matej, president and CEO, Visit San Antonio. "In 2016, we saw the game-changing renovation and expansion of the now-1.6 million-square-foot Henry B. Gonzalez Convention Center (including Texas' largest ballroom at 54,000 square feet). This was followed by major improvements to the Alamodome, completed in advance of the 2018 NCAA Men's Final Four."

Among the town's biggest news is the all-new electric fleet of its iconic River Walk barges. Boat operator Go Rio Cruises offers group opportunities such as brunch and cocktail cruises, even out-of-the-box activities like yoga and spinning can be accommodated — all while enjoying the city from its through-the-town river.

San Antonio offers nearly 45,000 guest rooms, with close to 14,000 located downtown and 6,500 within walking distance of the convention center.

"We've seen multiple new hotels open around the city and another 500 rooms are in the early planning and construction phases downtown," says Matej. "New private development and significant public projects, such as San Pedro Creek, Confluence Park and the redevelopment of Hemisfair, are transforming San Antonio's urban core and leading to incredible new venues and amenities for visiting groups. Pair all of this with San Antonio's unique sense of place, culture and history, and you have an unbeatable meetings destination."

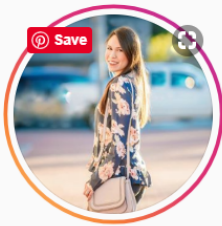
AC&F

The Busy Life Plus Three

Road Trip to Irving – Influencer visit co-hosted with Texican Court

Instagram

Search



erika_cullen

Follow



2,474 posts

39.8k followers

969 following

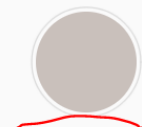
Erika Ortega | 📍Houston

wife | mama x3 | living simple | Latina blogger | foodie | CFA all day | family travel

✉: erika@thebusylifeplusthree.com

www.thebusylifeplusthree.com

Followed by djn3608



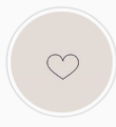
IrvingTX



Austin TX



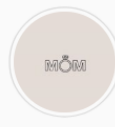
Hyatt Lost ...



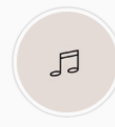
Favorites



Quotes



Mom Life



DRAKE

<https://www.instagram.com/p/Bq8pZ9KAvpk/>



erika_cullen • Follow

Irving, Texas

erika_cullen Doing Irving tx for the weekend to celebrate Elyse turning SIX #visitirving @visitirvingtx

poshinprogress Have a good trip!

miraclelising So cute! Have so much fun!!!

erika_cullen @poshinprogress thank you ☺

erika_cullen @miraclelising 🥰🥰🥰

hails_1101 ❤️❤️❤️



1,083 likes

NOVEMBER 30

Add a comment...



erika_cullen • Follow
Irving, Texas

erika_cullen Not in Venice, but we spend our day relaxing in an Italian Gondola cruising through the canals in Irving, Texas. We made this past weekend extra special for our baby girl's birthday, thank you @visitirvingtx @gondolaadventures for treating us & making this so memorable. Sharing more about the hidden canals in Irving soon. Swipe to see more photos from this beautiful place #visitIrving @visitirvingtx

View all 36 comments



1,157 likes

5 DAYS AGO

Add a comment...

A Sampling of 36 Comments

beautiful.monster214 These photos are absolutely beautiful. Love the outfit too btw



justjossandco How cool is that?! I had no idea!



poshinprogress It looks so pretty down there!



michele_ava So pretty! Love all these photos too😊



dear.november.days A little slice of Italy in Texas?! Whatttt?! That's so fun!!



coppeliamarie Irving looks breathtaking! Who knew you could do this here in Texas!



hippysouledginger Beautiful photos, looks like a fun family day💕



rachelannleonard Oh wow! That looks like so much fun!



aprilfools This looks like so much fun😊



kristigoldman What a beautiful place to be!



Super cute way to spend the day

crazylifewithlittles Ok this all looks so amazing! What a wonderful trip!



mollypardee Omg this looks so cool!!



erika_cullen @coppeliamarie right? I would have never known myself either 😊 so glad we visited during the holidays



sammiescub How fun! I'm so jealous it looks so beautiful

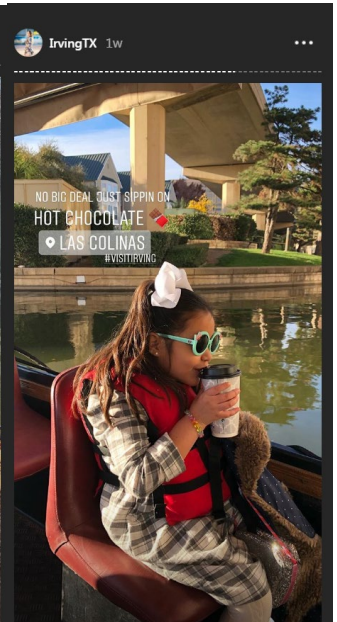
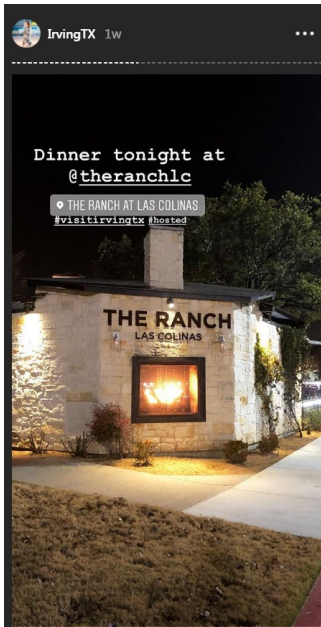


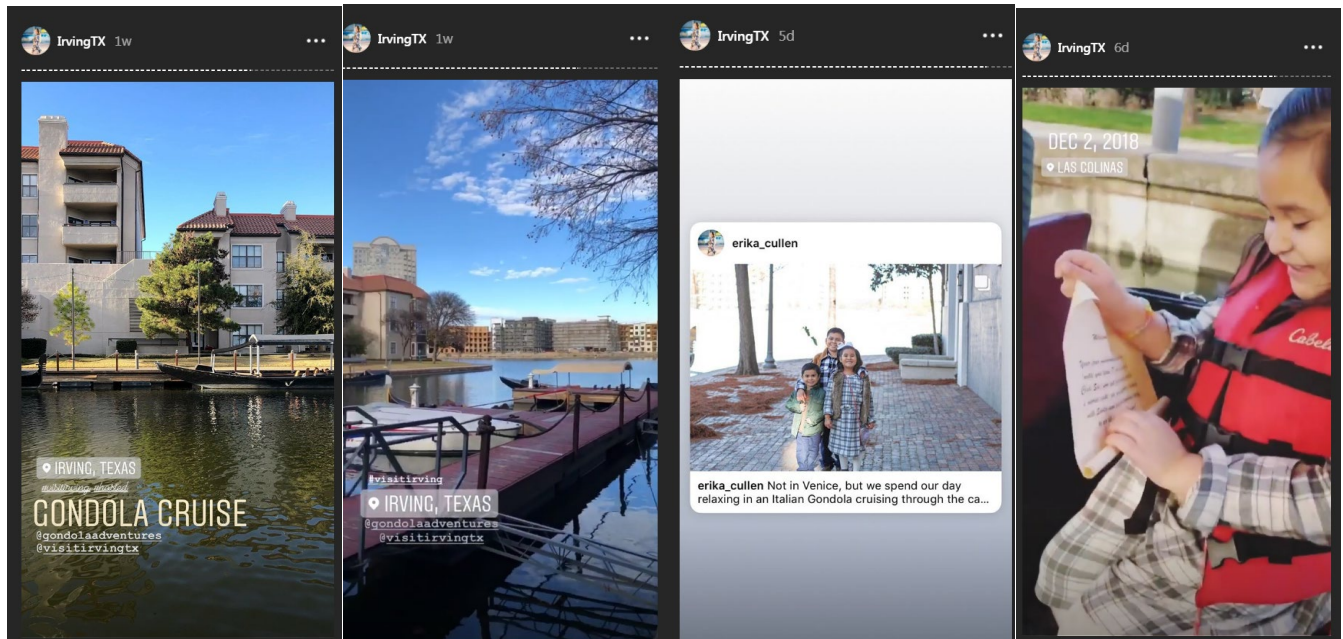
withloveclaudiae You two!!!!😊😊😊😊



The following are part of her Instagram story which is saved on her Instagram page in the Irving Texas button. Many of these stills are actually a video which can be viewed on her page. https://www.instagram.com/erika_cullen/







*More from her trip to Irving to come including a blog post!

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 17, 2018**

CONVENTION CENTER MANAGEMENT REPORTS

December 2018 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25 Dallas Fantasy Fair	26 ICVB Board of Directors Meeting	27 DFW Business Group on Health 14th Annual Forum	28	29 HCA	30 The Crown Cheer & Dance Championship Muscular Dystrophy Association Uncork a Cure	1 Empower Texans Press Club of Dallas Hugh Aynesworth Awards
2 Hope Filled Holiday	3 TechMedia	4	5 Employee Gathering	6	7 ICVB Board Development Meeting DFW HDI Analyst of the Year Banquet	8
9	10 Super Lunch 2018	11 Employbridge Holiday Party	12	13 Irving Hispanic Chamber of Commerce MCR Holiday Party	14 Rushmore Loan Management Holiday Party ICVB Executive Committee Meeting EFG Holiday Party Forterra Holiday Party	15 Valley Ranch Islamic Center Fundraising Event
16 DFW Church Worship Service	17 ICVB Board of Directors Meeting	18	19	20	21	22
23	24	25	26	27	28	29

January 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
				Hilti's Annual Manager's Meeting		
6	7	8	9	10	11	12
Hilti's Annual Manager's Meeting						Las Colinas Bridal Show *
13	14	15	16	17	18	19
Las Colinas Bridal Show *		DECA District 7	TD Industries Quarterly Meeting	Texas Prime Meet *		
DECA District 11				Kimley Horn TX Kickoff		
20	21	22	23	24	25	26
Texas Prime Meet *	Child Care Associates	IPD Honor Guard Practice				Educational First Steps
Zest Fest *						
27	28	29	30	31	1	2
	ICVB Board of Directors Meeting	Texas Health Physicians			North Texas Comic Book Show *	
Zest Fest *		2019 State of the City Annual Banquet	2019 Management Kickoff (Mr. Cooper)			
		IBAT 2019 Regional Meeting-Luncheon				

Green - Definite

Red - Tentative

Blue - Prospect

* - Public Show

February 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
	ICVB Board of Directors Meeting	Texas Health Physicians			North Texas Comic Book Show *	
Zest Fest		2019 State of the City Annual Banquet	2019 Management Kickoff (Mr. Cooper)			
		IBAT 2019 Regional Meeting-Luncheon				
3	4	5	6	7	8	9
My Big Fat Desi Wedding	North Texas Commission	Texas Health Physicians		AATC - Maintenance Mania	Focus North Texas	Irving Fire Department Banquet
North Texas Comic Book Show *			Franklin Covey 2019 Dallas Leader in Me Symposium			Victory Athletic Cheerleading Competition
						Delta Sigma Theta Luncheon
10	11	12	13	14	15	16
	Vistage Executive Summit 2019		IAEE DFW Presidents Day Luncheon	IHIAM		
			Berkshire Hathaway		Gateway Church - Father/Daughter Dance	
				North Texas Commission		
17	18	19	20	21	22	23
	Grocer's Supply Food Show		Scrapbook Expo 2019 *			
TexSom International Wine Awards 2019						
24	25	26	27	28	1	2

March 2019 - ICC, L1, EXH and 66 other(s)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	1	2
	Southern Baptists of Texas Evangelism Conference			Camden Awards Luncheon		Family Promise of Irving Gala
				6th Annual IES Quality Summit		DFW Sport Clips Awards and Gala
3	4	5	6	7	8	9
	Dallas Prayer Luncheon For Life	IPD Annual Awards Banquet	Carrier Enterprise 2019 Dealer Meeting			Art Life
					The Great American Franchise Expo	
				Celanese International Women's Day		
10	11	12	13	14	15	16
The Great American Franchise Expo	Head Start of Greater Dallas					
Art Life						
17	18	19	20	21	22	23
Art Life	QuikTrip Meeting	Boards and Commissions Dinner		Young Adult Book Festival *		
24	25	26	27	28	29	30
Quinceanera Expo *	The NBM Show					
	Century 21 Awards Banquet		Medical City Health Nurses Graduation Ceremony			
31	1	2	3	4	5	6
The NBM Show	Texas Alliance Annual Meeting				Richardson High School Prom	Decatur High School Prom
			2019 DFW Fiber Fest *			

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 17, 2018**

INDUSTRY REPORTS / BOARD PARTNERS





SPIRIT OF LASCOLINAS

NEWS AND UPDATES



INSIDE: Las Colinas
Sweet Spots are serving
up amazing treats

Bi-Monthly Newsletter of LAS COLINAS ASSOCIATION

    DECEMBER 2018



SHIMMER, SPARKLE AND SHINE

Las Colinas Association displays several holiday decorations throughout the community for our members and visitors to enjoy.

View the lights at our Flower Clock, Teleport bridge, Rochelle Park footbridge, and Island Greens. And yes, the reindeer are back on 114!





Property of the Month

1520 Walnut Hill - Ridgemont Construction



DECEMBER AND JANUARY COMMUNITY EVENTS

There will be a **Martin Luther King, Jr. Observance** at the Irving Arts Center on January 20th, 2019. This event is free and celebrates the life and achievements of Dr. King.

From 10:00 am to 2:00 pm on January 26th, the Irving family event **Frost Fest** will be held at Cimarron Trail. Frost Fest is free and will feature a snow tubing hill, petting zoo, train rides and much more. Check out <http://www.cityofirving.org/2956/Frost-Fest> for details.

Getting married?
The Las Colinas Bridal show is coming to the Irving Convention Center on January 13th! Attendees can anticipate a fashion show, new wedding

trends, door prizes and more. Call (972) 713-9920 for more information.

Zestfest 2019, the hot sauce expo will be held at the Irving Convention Center on January 25th. Visit <https://zestfest.net/> for more details!

The Pavilion at Toyota Music Factory will host comedian **Brian Regan** on Saturday, December 8th at 8:00 pm. Through December and January, you can anticipate **Toni Braxton With Special Guests SWV – As Long As I Live** tour, **2cellos: Let there be Cello**, and many more! Check out the Pavilion at Toyota Music Factory schedule at www.livenation.com.



Zestfest 2019, the hot sauce expo will be held at the Irving Convention Center on January 25th.

LCA NEWS

HOLIDAY CLOSINGS: LCA offices will close December 24th-25th, and December 31st-January 1st. Happy New Year!

SAFETY: 'Tis the season for shopping and thieves are looking for an easy target, such as vehicles with packages they can see or vehicles that have been left unlocked. Don't make it easy for them! After you park your car, hide your things so that thieves can't see them. Lock your car so thieves can't enter. Lastly, take your important things with you, do not leave them in your vehicle.

Going on a vacation? If you plan to go out of town, do not advertise it! Have your mail held, stop the paper and consider leaving some lights on or placing them on timers. Before you leave town, call LCA Dispatch at 972-541-1312 to make sure the Contact / Call List on file for you is current. If you have a monitored alarm, consider performing a manual test when

you call Dispatch to verify all is in working order. Both LCA and the Irving Police Department have a "Vacation Watch". Contact us for more information or for Irving PD, head to <https://www.cityofirving.org/662/Police> under the Services tab.

ARCHITECTURAL CONTROL: Summer will be here before you know it! Thinking about putting in a pool for the kids or grandkids to play in? Submit your ACC application first! Find it on our website at <https://lascolinas.org/architectural-control/>. For questions, email plans@lascolinas.org.

PROPERTY COMPLIANCE: Please don't forget to remove your decorations after the season is over. Not only can decorations deteriorate in natural weather conditions and become inoperable, but leaving them out past the holiday season could result in a potential compliance issue.

Occasionally, we hear reports of door-to-door salespeople or contractors saying that they work for Las Colinas Association or are on "LCA's preferred vendor's list". LCA does not have preferred vendors. Always do your research: check references, check with neighbors, check their online reputation, and license.

We are approaching the shortest period of daylight and the longest night of the year, Friday, December 21st. If you notice any commercial building lights or parking lot lights that are out, please report them to Property Compliance at 972-541-2345.



This turtle was found with a hook in its mouth. LCA Common Property Representatives successfully removed the hook and the turtle is currently enjoying its life at Rochelle park.

Common Property: Fishing is specifically prohibited at Lake Carolyn, Rochelle Park, Old Rochelle Park, Lago de Claire, Rosita Park, Pea Patch Lake, and Wingren Park. Hooks attached to



LCA's Apartment/Multi-Family Rewards program, put on by Property Compliance Department, highlights properties that reflect and maintain the aesthetic character that Las Colinas is known for. These properties had five or less compliance issues when evaluated.

Congratulations Platinum Award Recipients!

Alesio	AMLI – Las Colinas	Lofts	Mission @ La Villita
Alexan Urban	AMLI - Riverside	Jefferson Riverside	Monterra
Center	Colonial Reserve	Jefferson Las Co.	Olympus
AMLI – Champion	Delante	Lake Pointe	Pure
Trail	Fountain Pointe	Lakeside	
AMLI - Escena	IMT Lakeshore	La Villita Lakeside	

CONTINUED ON PAGE 7



Tiff's Treats
114 E John Carpenter Freeway



Out of their brownies, ice cream sandwiches, and cookie offerings, their most ordered item is their classic chocolate chip cookie. Don't want to drive? Tiff's Treats is the way to go. Their warm cookie delivery service is perfect for when you want to treat the office.

Fruit, fruit cocktails, and milk in their own special, "elevated-popsicle" form with the ability to be smothered in white, dark, or milk chocolate. One of their most popular pops is the Coffee flavor but don't forget to dip it in milk chocolate and smother it with pecans and caramel!



Pop Factory
310 West Las Colinas Blvd.



Get creative with soft serve frozen yogurt and toppings, or keep it classic with two flavors, peanut butter and chocolate. This custom, flawless, Peanut Butter Chocolate Fudge Sundae with crushed Reese's Pieces on top will beat any other peanut butter dessert! Vegan, GMO-Free, gluten free and dairy free options available too!



TCBY
370 West Las Colinas Blvd.

The place for pies, cheesecakes, and cakes in Las Colinas! Dense and rich, White Chocolate Cake is the great escape from pies this time of the year. This cake is so homemade, you will think you're at home in your flannel pajamas sitting by a fire.



Outta the Oven
7979 N MacArthur Blvd

Creamistry - 5250 N
O'Connor Blvd. #140



The creamiest, richest, made-to-order liquid nitrogen ice cream is a real treat! You can customize your order with non-dairy, cashew or organic milk base if you choose. The Fruity Pebbles blend is a playful and delightful combination of the cereal with a classic vanilla base. It seems simple but the Fruity Pebbles flavor is pleasantly accentuated and the crunch is a bonus!

This cute bakeshop has so many flavors to choose from- Cookies & Cream, Vanilla, Chocolate, Strawberry, Vanilla Salted Carmel, and more. A mahogany Red Velvet cupcake with white cream cheese icing is all you need! Warning- it's a generous cupcake portion with a truly velvet texture; you will want to eat every bite.



Pink Frosting Cupcakes
925 West John
Carpenter Fwy #104

Photography by Jessica Hubble



FEATURED NON-PROFIT Avocados from Mexico

The Mexican avocado is so cool it has its own marketing firm. No, really! Avocados from Mexico (AFM) has been marketing the quirky, creamy, buttery, green fruit since 2013. Their goal is to increase avocado usage and awareness. AFM does this by debunking myths, incorporating avocados into dishes, showing how the avocado can increase profits in restaurants, and educating chefs and culinary students on how to prepare avocados. But what is so special about the avocado? Unlike its sandwich competition, the tomato and the bacon strip, the avocado can be combined into a number of recipes including baked goods and smoothies. It can be fried, frozen, blended, pickled, scooped, smashed or used as a topping. The avocado is available year round. It truly is more than just the base to guacamole but the marketing firm behind the avocado is unique too.

AFM is an American marketing company

with a Culinary Innovation Center located here in Las Colinas. AFM is funded by the sales of avocados with 2.5 cents per pound funneling back into the marketing of avocados. Every AFM Avocado goes through a rigorous quality control program and is 100% USDA certified, in Mexico. That's right! The USDA has certified growers, trucks and centers in Mexico. AFM Holds more than 80% of the US market share and they export about 1.9 billion lbs. per year. There are other avocado producers besides Mexico, however, there's no other country in the world that can produce the amount of fruit that Mexico does. Michoacán, Mexico, also called the "Avocado Belt of the Mexican Republic" has rich volcanic soil and prime weather conditions. Michoacán is the only place on earth where each avocado tree can get up to 4 blooms. The trees continually yield fruit and each tree can produce up to 750 lbs. per year.

CONTINUED ON NEXT PAGE



Photography by Jessica Hubble

CONTINUED FROM PAGE 6

The avocado from Mexico is special. While AFM promotes the amazing fruit, it is important to know that they are not involved in sales, pricing or distribution. Americans love their avocados and are willing to pay \$2.00 extra to have them added on to their dishes, but there still is the perception that avocados are hard to work with. With the right tools, it is easy to remove the pit- you need butter spreader and teardrop tool and voila!

Here are some tips:

How to increase longevity: Olive oil, believe it or not will protect your sliced avocado from oxidation. Other anti-oxidation liquids that can be used include orange juice, lemon juice, pineapple juice, and vinegar. Make sure you place the sliced avocado between two sheets of parchment paper or plastic wrap. How to halt the ripening process: Place the avocado in the fridge. Visit <https://avocadosfrommexico.com/> to learn more about Avocados from Mexico.



LAS COLINAS LIFE
BLOG
lascolinas.org/community/las-colinas-life/

 **Story Suggestions**
email acline@lascolinas.org

  
Weather App
Search "Weather Link" in App Store or Google Play Store

 **Exclusive Eating in Las Colinas**
Download our restaurant guide at www.lascolinas.org

CONTINUED FROM PAGE 3

lines have been found around waterways in Las Colinas which pose a threat to wildlife, domestic animals, and humans enjoying the parks. Help protect the beauty and safety of our LC lakes and waterways. Please call Las Colinas Security at 972-541-1312 to report fishing in Las Colinas.

CONSTRUCTION: The 350-room Westin Hotel at 400 West Las Colinas Blvd. is anticipated to open on Thursday, December 6th. Next year, Las Colinas can look forward to the addition of a Market Street Grocery store, 127 single-family homes, 79 townhouse lots and a shopping center at The Terraces, located along 161 and Las Colinas Blvd.



SPIRIT OF LAS COLINAS

3838 Teleport Blvd.
Irving, Texas 75039-4303

**"A renowned, self-managed,
master-planned community."**

liaisons@lascolinas.org
www.lascolinas.org
972-541-2345

LAS COLINAS ARTIST



Deborah Hartigan Viestenz



"Taking Flight"

Deborah, originally from the NY metro area, relocated to Dallas 25 years ago and has raised her family here. She has been living in Las Colinas for 11 years in Cottonwood Valley and is a member of the Four Seasons Golf and Sports Club. Deborah spends her time painting, traveling, golfing with her husband and visiting her son in Louisville as often as possible!

"Taking Flight" is a painting meant to communicate hope and freedom. The bird, rising from the dark shadows and recesses of the unknown, symbolizes the emergence of spirit, strength, integrity and beauty.

Search

BLOG

ABOUT US

CAREERS

INVESTORS

CONTACT US

LOGINS

Pharmaceutical
Distribution

Wholesale
Medical
Supplies

Pharmacy Services
& Technology

Specialty
Practice
Solutions

Solutions for
Biopharma

[HOME](#) / [ABOUT MCKESSON](#) / [NEWSROOM](#) / [PRESS RELEASES](#)

/ [MCKESSON ANNOUNCES NEW GLOBAL HEADQUARTERS IN LAS COLINAS, TEXAS](#)

Share



McKesson Announces New Global Headquarters in Las Colinas, Texas

November 30, 2018

- *Move supports company's multi-year strategic growth initiative.*
- *Company to move most San Francisco Bay Area jobs to Las Colinas and other McKesson hub locations by January 1, 2021.*
- *New Las Colinas headquarters offers employees a world-class workspace with numerous collaboration and wellness features.*

SAN FRANCISCO—November 30, 2018—McKesson Corporation (NYSE:MCK) today announced the relocation of its corporate headquarters from San Francisco, California to Las Colinas, Texas, effective April 1, 2019, expanding upon its presence in the Dallas area.

"We are excited to strengthen our presence in Texas and make Las Colinas our official global headquarters," said John H. Hammergren, chairman and chief executive officer, McKesson Corporation. "Governor Abbott and the Irving/Las Colinas community have provided tremendous support since we opened our Las Colinas campus last April. Making this move will improve efficiency, collaboration and cost-competitiveness, while providing an exceptional work environment for our employees."

McKesson's Las Colinas campus is already a key hub for the company. Employees at the North Texas location perform vital functions for the company in areas such as operations, information technology, finance and accounting, marketing and sales, administration and support, purchasing, and project management.

"I'm delighted McKesson, a Fortune 6 company, is making Texas the home of its new global headquarters," said Texas Governor Greg Abbott. "The company has a long record of success in our state. McKesson's expansion is an example of the kind of high-quality companies and jobs Texas has attracted as a result of our focus on economic growth, and I am proud to welcome them to the Lone Star State."

McKesson's Las Colinas campus has achieved a LEED Gold certification, recognizing its resource efficiency, as well as a WELL Building Silver certification, the first building standard focused solely on human health and wellness. Elements of the building are designed to support employee productivity and wellness, empowering employees to work the way they like while fostering team collaboration amidst an array of amenities and enhanced technology capabilities.

"We are proud that McKesson has decided to make Irving/Las Colinas its official, corporate home," said Irving Mayor Rick Stopfer. "Irving is an amazing city with talented, hard-working people and wonderful amenities. We're delighted to have yet another Fortune 500 company make Irving their global headquarters."

Following the relocation of its headquarters, McKesson will continue to have a strong presence in California, employing more than 1,400 people, primarily in distribution operations and sales. The company opened a new distribution center for its medical-surgical division in Roseville, CA earlier this year. McKesson Ventures will remain in San Francisco, along with a technology development team for McKesson's US Oncology Network.

Move Supports Multi-Year Strategic Growth Initiative

As previously announced on April 25, 2018, McKesson launched a multi-year strategic growth initiative, inclusive of plans to optimize the company's operating and cost structures. The company expects these initiatives and actions will generate approximately \$300 million to \$400 million in annual pre-tax gross savings that will be substantially realized by the end of Fiscal 2021.

"As part of our strategic growth initiative, we've developed a hub location strategy, co-locating people based on the type of work they do to improve teamwork, advance innovation and increase efficiency," said Brian Tyler, president and chief operating officer, McKesson Corporation. "Bringing employee groups together in key locations will make McKesson a more streamlined and agile company, complementing our investments and improving operating profit growth for the organization."

"We are taking great effort, care and consideration to make this transition as seamless as possible for our associates who will be affected by this transition," Tyler continued. "It is important to us that every

employee is treated with dignity and respect, consistent with McKesson's ICARE shared principles. San Francisco-based employees are being offered the opportunity to relocate to Las Colinas and other hub locations. We look forward to bringing even more of our team together in our new, world-class global headquarters."

Risk Factors

Except for historical information contained in this press release, matters discussed may constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, as amended, that involve risks and uncertainties that could cause actual results to differ materially from those projected, anticipated or implied. These statements may be identified by their use of forward-looking terminology such as "believes", "expects", "anticipates", "may", "will", "should", "seeks", "approximately", "intends", "plans", "estimates" or the negative of these words or other comparable terminology. The discussion of financial trends, strategy, plans or intentions may also include forward-looking statements. It is not possible to predict or identify all such risks and uncertainties; however, the most significant of these risks and uncertainties are described in the company's Form 10-K, Form 10-Q and Form 8-K reports filed with the Securities and Exchange Commission and include, but are not limited to: changes in the U.S. healthcare industry and regulatory environment; managing foreign expansion, including the related operating, economic, political and regulatory risks; changes in the Canadian healthcare industry and regulatory environment; exposure to European economic conditions, including recent austerity measures taken by certain European governments; changes in the European regulatory environment with respect to privacy and data protection regulations; fluctuations in foreign currency exchange rates; the company's ability to successfully identify, consummate, finance and integrate acquisitions; the performance of the company's investment in Change Healthcare; the company's ability to manage and complete divestitures; material adverse resolution of pending legal proceedings; competition and industry consolidation; substantial defaults in payment or a material reduction in purchases by, or the loss of, a large customer or group purchasing organization; the loss of government contracts as a result of compliance or funding challenges; public health issues in the U.S. or abroad; cyberattack, natural disaster, or malfunction of sophisticated internal computer systems to perform as designed; the adequacy of insurance to cover property loss or liability claims; the company's proprietary products and services may not be adequately protected, and its products and solutions may be found to infringe on the rights of others; system errors or failure of our technology products or services to conform to specifications; disaster or other event causing interruption of customer access to data residing in our service centers; changes in circumstances that could impair our goodwill or intangible assets; new or revised tax legislation or challenges to our tax positions; general economic conditions, including changes in the financial markets that may affect the availability and cost of credit to the company, its customers or suppliers; changes in accounting principles generally accepted in the United States of America; withdrawal from participation in multiemployer pension plans or if such plans are reported to have underfunded liabilities; inability to realize the expected benefits from the company's restructuring and business process initiatives; difficulties with outsourcing and similar third party relationships; risks associated with the company's retail expansion; and the company's inability to keep existing retail store

locations or open new retail locations in desirable places. The reader should not place undue reliance on forward-looking statements, which speak only as of the date they are first made. Except to the extent required by law, the company undertakes no obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date hereof, or to reflect the occurrence of unanticipated events.

Shareholders are encouraged to review the company's filings with the Securities and Exchange Commission.

About McKesson Corporation

McKesson Corporation, currently ranked 6th on the FORTUNE 500, is a global leader in healthcare supply chain management solutions, retail pharmacy, community oncology and specialty care, and healthcare information technology. McKesson partners with pharmaceutical manufacturers, providers, pharmacies, governments and other organizations in healthcare to help provide the right medicines, medical products and healthcare services to the right patients at the right time, safely and cost-effectively. United by our ICARE shared principles, our employees work every day to innovate and deliver opportunities that make our customers and partners more successful — all for the better health of patients. McKesson has been named the “**Most Admired Company**” in the healthcare wholesaler category by FORTUNE, a “**Best Place to Work**” by the Human Rights Campaign Foundation, and a top **military-friendly company** by Military Friendly. For more information, visit www.mckesson.com.

PR Contact

Craig Mercer
Investors and Financial Media
415-983-8391
Craig.Mercer@McKesson.com

Kristin Chasen
General and Business Media
415-983-8974
Kristin.Chasen@McKesson.com



From: [Lewis](#)
To: ["Lewis F. McLain Jr."](#)
Subject: Will McKesson's departure trigger a stampede from California?
Date: Monday, December 10, 2018 9:33:09 AM

Will McKesson's departure trigger a stampede from California?



By [Mark Calvey](#) – Senior Reporter, San Francisco Business Times
Dec 4, 2018, 4:26am EST

McKesson's decision last week to [move its headquarters](#) from San Francisco to North Texas raises the prospect that more companies could decide it's time to move to lower-cost, lower-tax cities.

It's especially true for the long list of Bay Area corporate stalwarts outside the tech sector that don't depend on tapping the region's deep bench of tech talent. Then again, even San Ramon-based software maker rfXcel, which plans to eventually employ 200 people, said last week that it's uprooting its East Bay headquarters and heading to Reno, Nev.

"Your employees are your assets and those assets walk out the door every day. If you're not in a region that offers great quality of life, they're not gonna stay," rfXcel CEO [Glenn Abood](#) told [the Reno Gazette Journal](#).

In August, Core-Mark Holding Co. Inc. (NASDAQ: CORE) said it will move its headquarters to Dallas-Fort Worth in 2019. The Fortune 500 company is the second-largest distributor to the nation's convenience stores, with 100 of its 9,000 employees working at the corporate headquarters.

"While San Francisco is our long-time home, the business has expanded dramatically over the years,"

said [Scott McPherson](#), president and CEO of Core-Mark. “Being closer to our customers and more central to our divisions will create cost and logistical efficiency for us.”

Privately held Bechtel Corp. also moved its long-time San Francisco headquarters to Reston, Va. this year.

Some expect the corporate relocations out of the Bay Area to escalate in 2019 as the region’s senior executives find themselves paying higher taxes following Trump’s tax overhaul that limits the federal tax deduction for state and local taxes to just \$10,000. Talk of a Bay Area exodus is expected to intensify next spring as the region’s residents pay their 2018 taxes.

Perhaps it’s an only-in-San Francisco moment that the loss of two Fortune 500 headquarters, plus Bechtel’s, creates barely a ripple in the region’s business community.

But some are watching warily.

“California has to be responsible in terms of how it thinks about its competitive position. You get in a position where things are going so well you forget that you’re in competition,” Bay Area Council CEO Jim Wunderman told the San Francisco Business Times in an October interview. “You have to fight to keep your advantage — and taxing, taxing and taxing doesn’t seem to me to be the way to do it.”

Southern states are becoming more savvy in pursuing corporate headquarters, especially those located in high-tax states such as California. North Carolina is offering larger incentives to win the high-paying jobs that come with a headquarters relocation, which Honeywell (NYSE: HON) [cited as one factor](#) in its decision last week to move its home base to Charlotte from New Jersey.

If you count industrial and residential, there are currently more than 600 active sites around North Texas available for development, though they vary in stages of readiness. Here are some of the notable sites available for housing sizable corporate campuses around North Texas:

Other states, especially Texas, aren’t shy in going after the headquarters of major companies.

Irving, which includes Las Colinas, where McKesson will move its headquarters in April, likes to call itself the “headquarters of headquarters,” with Exxon Mobil (NYSE: XON) and Kimberly-Clark (NYSE: KMB) calling the city home.

In 2016, McKesson (NYSE: MCK) received \$9.75 million in Texas state incentives and \$2 million in incentives from Irving as part of a big expansion there at the time. No additional state incentives were given for McKesson’s headquarters move, a spokesman for the Texas governor’s office told [the Dallas Business Journal](#).

Irving is courting other companies to follow McKesson, with another 80 prospects for corporate expansions or relocations in the city’s pipeline, said [Beth Bowman](#), president and CEO of the Irving Economic Development Partnership.

Then there’s nearby Plano, where its ambitions to be the hometown of more companies is apparent from the city naming one of its main drags, Headquarters Drive. The street already features the headquarters of Pepsico’s (NYSE: PEP) Frito-Lay division, FedEx (NYSE: FDX) Office, Toyota’s North American headquarters, and J.C. Penney (NYSE: JCP).

“If you know of any Bay Area companies wanting to move their headquarters, let them know I’m eager to talk,” said Plano Mayor [Harry LaRosiliere](#).

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, DECEMBER 17, 2018**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



From: [Lewis](#)
To: ["Lewis F McLain Jr"](#)
Subject: Editorial: Can the PGA of America in Frisco play nice with Dallas' city-owned championship course?
Date: Wednesday, December 12, 2018 7:01:22 AM
Attachments: [image001.png](#)
[image002.png](#)

Can the PGA of America in Frisco play nice with Dallas' city-owned championship course?

Filed under [Editorials](#) at 19 hrs ago

•
Written by



Dallas Morning News Editorial



We were as happy as anyone that Frisco landed another big sports headquarters. The PGA of America will be most welcome in our region, and we look forward to many years of great golf ahead.

But it wasn't news without some concern. Our minds turned immediately south, to the fancy new golf course that Dallas City Hall built atop an old dump in the Trinity Forest to host the AT&T Byron Nelson.

Would the PGA of America's new championship course steal the Nelson from Trinity Forest Golf Club in southern Dallas and take it to Frisco, where a 600-acre, mixed-use development, inevitably luxurious, would surround tournament attendees?

Given the lack of similar development around Trinity Forest, it didn't seem like a distant worry. And if that came to pass, what would come of the city's massive investment in the course — money intended to seed opportunity for all of southern Dallas?

For now, we are hopeful that Trinity Forest is secure, at least in the near term. And if all goes well, it's possible that instead of cannibalizing Trinity Forest, the PGA of America may boost it.

First, the PGA's presence in Frisco, fueled by more than \$520 million in a private-public partnership, will increase golf's profile in North Texas. That's good for

everyone.

That's also the take of Jon Drago, tournament director at the Salesmanship Club of Dallas, which operates the Nelson tournament. He says the PGA of America's headquarters in Frisco will strengthen this region's position in the golf industry. The governing body for club and teaching professionals, PGA of America has promised two PGA Championships, two KPMG Women's PGA Championships and potentially a Ryder Cup in the distant future in Frisco. These premier, internationally followed golf events will put more eyes on North Texas and create partnership opportunities for Trinity Forest and the Nelson tournament.

Meanwhile, the Nelson isn't leaving Trinity Forest anytime soon. AT&T's agreement to be the title sponsor runs through 2021, the tournament is contractually obligated to stay at Trinity Forest through 2027 and the championship courses in Frisco won't open until 2022. Neither the PGA of America nor the PGA Tour, which organizes the high-profile professional golf tour events like the Nelson, has a history of poaching tournaments. So instead of igniting a golf war, Jonas Woods, the developer of Trinity Forest, says North Texas is positioned to be the "American home of golf."

He might be right. The PGA of America moved across Florida to Palm Beach County in the 1960s, leading Florida tourism officials to dub the area "Florida's golf capital." The county, which had 32 golf courses when the PGA of America arrived, now has about 170 golf courses at about 120 facilities.

We aren't going to predict the same for North Texas, but it does give credence to the "rising tide lifts all ships" theory, signaling good things for the city-owned Trinity Forest course and the Nelson. A multimillion-dollar public-private partnership turned a dismal environmental disaster in southern Dallas into the Nelson's home, and the tournament this spring drew about 200,000 people during its first year in southern Dallas. In turn, money from the tournament helped fund Momentous Institute, a nonprofit focused on the social emotional health of youngsters.

What will happen in coming years remains to be seen. But for now, we think North Texas can support great golf both in the luxury of Frisco and in our area of greatest opportunity, southern Dallas. If we can pull that off, it will be better for us all.

PGA Move Will Boost Region

New Frisco HQ likely won't hurt Trinity Forest

We were as happy as anyone that Frisco landed another big sports headquarters. The PGA of America will be most welcome in our region, and we look forward to many years of great golf ahead.

But it wasn't news without some concern. Our minds turned immediately south, to the fancy new golf course that Dallas City Hall built atop an old dump in the Trinity Forest to host the AT&T Byron Nelson.

Would the PGA of America's new championship course steal the Nelson from Trinity Forest Golf Club in southern Dallas and take it to Frisco, where a 600-acre, mixed use development, inevitably luxurious, would surround tournament attendees? Given the lack of similar development around Trinity Forest, it didn't seem like a distant worry. And if that came to pass, what would come of the city's massive investment in the course —money intended to seed opportunity for all of southern Dallas? For now, we are hopeful that Trinity Forest is secure, at least in the near term. And if all goes well, it's possible that instead of cannibalizing Trinity Forest, the PGA of America may boost it.

First, the PGA's presence in Frisco, fueled by more than \$520 million in a private public partnership, will increase golf's profile in North Texas. That's good for everyone.

That's also the take of Jon Drago, tournament director at the Salesmanship Club of Dallas, which operates the Nelson tournament.

He says the PGA of America's headquarters in Frisco will strengthen this region's position in the golf industry.

The governing body for club and teaching professionals, PGA of America has promised two PGA Championships, two KPMG Women's PGA Championships and potentially a Ryder Cup in the distant future in Frisco. These premier, internationally followed golf events will put more eyes on North Texas and create partnership opportunities for Trinity Forest and the Nelson tournament.

Meanwhile, the Nelson isn't leaving Trinity Forest anytime soon. AT&T's agreement to be the title sponsor runs through 2021, the tournament is contractually obligated to stay at Trinity Forest through 2027, and the championship courses in Frisco won't open until 2022.

Neither the PGA of America nor the PGA Tour, which organizes the high-profile professional golf tour events like the Nelson, has a history of poaching tournaments. So instead of igniting a golf war, Jonas Woods, the developer of Trinity Forest, says North Texas is positioned to be the "American home of golf."

He might be right. The PGA of America moved across Florida to Palm Beach County in the 1960s, leading Florida tourism officials to dub the area "Florida's golf capital."

The county, which had 32 golf courses when the PGA of America arrived, now has about 170 golf courses at about 120 facilities.

We aren't going to predict the same for North Texas, but it does give credence to the "rising tide lifts all ships" theory, signaling good things for the city-owned Trinity Forest course and the Nelson.

A multimillion-dollar public-private partnership turned a dismal environmental disaster in southern Dallas into the Nelson's home, and the tournament this spring drew about 200,000 people during its first year in southern Dallas. In turn, money from the tournament helped fund Momentous Institute, a nonprofit focused on the social emotional health of youngsters.

What will happen in coming years remains to be seen. But for now, we think North Texas can support great golf both in the luxury of Frisco and in our area of greatest opportunity: southern Dallas. If we can pull that off, it will be better for us all.