

# Destination Development Committee

ICVB Board of Directors  
November 8, 2022

2

## Agenda

1. Citizen Comments
2. Approval of August 9, 2022 Minutes
3. Use of BizDIP for HOT-exempt bookings
4. ICC Booking Policy Requested Exceptions – Review of Process
5. Hotel Development Update
6. ICVB/ICC Sales Pipeline
7. Strategic Plan Update
8. Committee Chair Report
9. Next Meeting – February TBD, 2023

3

3

**Irving Hotel Development Update  
as of August 5, 2022**

Hotel Name	Location	Projected Opening	Number of Rooms	Room Variance Required?	Project Status	Misc Other Info
DFW Airport Hotel and Conference Center	4440 W Airport Fwy	October 1 2022	300		Hotel is being renovated, currently closed. Also Rebranded - Wyndam DFW Airport Hotel	10/10/22- Kathy spoke with DOS - Soft Opening End of Nov 2022. <b>11/3/22</b> - Per mtg w COI staff - Only the restaurant has a CO and is able to operate thus far. The meeting space & hotel are not ready.
Extended Stay, Brand not known	1320 Greenway Drive		200	No	Approved by Irving City Council 3/31/2022.	Owner: NB (Nadir Badruddin) Greenway LLC; architect East Star Design (Forney). 6000 sf meeting space, plus full-service restaurant. Curious location for a project like this - it is 21 stories tall
Hawthorne Suites DFW North - Rebrand to Candlewood	500 Plaza Drive	Nov or Dec 2022	96	TBD	8/5/22: Kathy spoke with Mike Patel - hotel temp closed will be rebranded to Candlewood with new ownership	Hotel Projected Opening - August of 2022
Embassy Suites by Hilton Las Colinas	800 W. John Carpenter Freeway	Mar-23	168	No/Grandfathered (1998)	10/12/22 - General Manager robert.han@hilton.com (469) 242-6252 - Hotel (817) 863-0250 - Cell	Contact: Neal Patel - AAA Hotel Company - neal@aaaahotelcompany.com AAA Hotel Company LLC; OSO Nine LLC; Dixit Patel; dixit@aaaahotelcompany.com; RevPAR Companies LLC, Pete Patel, ppatel@revparco.com
Hotel Indigo	455 E. John Carpenter Freeway	Jul-23	150		6/8/22 - Kathy heard back from owner - construction to start in 2 weeks. Completion of build in July of 2023	Bhavin Patel, CEO/Managing Partner, Shreem Capital 222 W. Las Colinas Blvd, Ste 755E Irving, TX 75039 214.415.4367 www.shreemcapital.us, Bhavin Patel <bhavin@shreemcapital.us>
Hilton - New Brand - TEMPO	311 W. Carpenter Freeway	2024	138	Likely	82' tall; 2500 sf mtg space. P&Z Nov 18, 2019. Dec 12 2019 City Council; CGH Colinas LLC owner; Jay Davies & Bobby Stewart. 5/18/21 UPDATE: <a href="https://www.hospitalitynet.org/announcement/41006347/tempo-irving-las-colinas.html">https://www.hospitalitynet.org/announcement/41006347/tempo-irving-las-colinas.html</a>	
Aloft	635/DFW North	Oct-20	145	Yes	Construction	DFW Resorts LLC, Bharat Vashi
Tru by Hilton	DFW Airport South/2100 Valley View	2022-23	125	Likely	Approved by City Council 10/24/19. Lowen Hospitality developer. Construction start TBD.	
AVID/Holiday Inn	DFW North/Plaza Drive @ O'Hare?	TBD	125-150	Yes	Rumored	
Boutique/Full Service - TBD	520 E. Carpenter Freeway	TBD	TBD	TBD	Skypass Travel owners are the developer; may be the same as Conrad Hilton above. <a href="http://www.mandalayfalls.com">www.mandalayfalls.com</a>	
Four Points by Sheraton	183/DFW South/555 Airport Freeway	TBD	125	Yes	Zoning approved but nothing else has happened. Rumor has it that the site is being shopped again. 8/26/20 - Planning dept has recd new plan for what would now be a Hampton Inn. No other details available yet	
Hampton Inn & Suites	DFW North; 4500 Plaza Drive	TBD	130	Yes	Approved	
Holiday Inn Express	7800 Carpenter	TBD	TBD	Likely	Rumored	
La Quinta	635 @ Beltline	TBD	TBD	Likely	Deferred; site being shopped	
Northland Properties - Sandman and Sutton Place	Blue Star Site 161 @ 114 (Meridian)	TBD	200+	No	Sandman zoning to Council 7/30/20 - 205 rooms, 715 sf meeting space; Moxie's Restaurant	
Radisson Hotel	DFW Airport North; 114 @ Esters; 8230 Esters	TBD	180	Yes	Approved	
TBD	Verizon/Hidden Ridge Campus	TBD	200+	No	Consultant retained to assess flag opportunities	
Atwell Suites (IHG)	7501 Esters Blvd		125		Owner: Gopal Laxmi, LLC (represented by Sharon Barbosa-Crain); to P&Z Feb 6 2021; to City Council 3/25/21	
Conrad Hilton	Urban Center				Rumored; preliminary meetings with various parties; may be the same as Boutique/Full Service TBD below (Skypass)	8-acre site
Boutique/Full Service - TBD	520 E. Carpenter Freeway	TBD	TBD	TBD	Skypass Travel owners are the developer; may be the same as Conrad Hilton above. <a href="http://www.mandalayfalls.com">www.mandalayfalls.com</a>	
Home2Suites	460 E. John Carpenter		140	Yes	10/13/22 UPDATE No meeting space; to P&Z September 2022 (denied); City Council action indefinitely postponed at the applicant's request. Las Colinas Hospitality LC/DK Patel, Whitestone Hospitality.	6-story, 140-room hotel with a lobby, lounge, fitness center, and a pool
Residence Inn/Courtyard by Marriott dual-property complex	550 E. John Carpenter Freeway		228 combined		11/8 UPDATE: Dual-brand within one building structure. Total 220 keys, 1800 sf meeting space total (largest space @ 1000 sf), sharing all services/amenities. Developer is PEG Companies, western US-based background. Site is across 114 from 545 Carpenter bldg. Marriott will operate. Requesting significant parking variance.	
Staybridge Suites	2350 Valley View Lane		125		11/12/20 City Council meeting; previously was the above-noted Avid/Staybridge combo, now just a Staybridge. Standards meet the then-proposed revised. (125 rooms, no restaurant, min meeting space)	
Extended Stay America	183 @ Estrada (near the Walmart)		123	YES	UPDATE 7/27/22 (CON Lodging - Sushil Patel; 0 meeting space; to P&Z September 2022 (denied); to City Council 9/15/22 (approved)	
Four Seasons Las Colinas					Rumored to become a Ritz Carlton 5/9/22	
Comfort Inn DFW North			101		Closed Permanently (has been razed)	
TBD	450 E. John Carpenter Freeway	TBD	TBD	TBD	Proposed conversion of a vacant office building to a hotel; in front of Scientology building fronting 114; John Watson is representing the developer	
<b>ELSEWHERE IN THE MARKET</b>						
2/28/22 FYI - Omni Park West (Farmers Branch) is now a Renaissance Hotel						
Four Seasons boutique coming to Dallas, 250 rooms, plus 100 condos; Turtle Creek @ Cedar Springs. Developer is Carpenter & Company. ETA 2024						

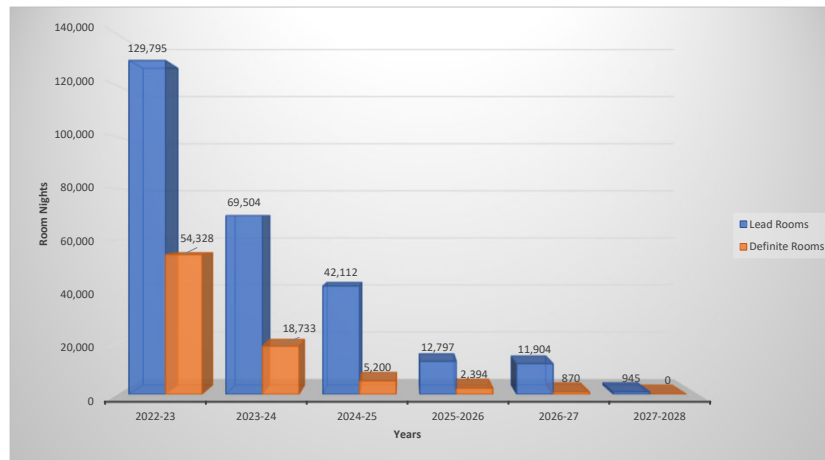
# Hotel Development Update

- DFW Airport Hotel & Conference Center (183)
  - Currently closed to be reopened as a Wyndham after significant renovations – 2023 TBD; only the restaurant has received a new CO
- Hawthorn Suites DFW North
  - Currently closed to be re-flagged as a Candlewood
- Embassy Suites – Opening tentatively March 2023
- Comfort Inn DFW North
  - Permanently closed
- Four Seasons
  - Will become a Ritz Carlton; will spend most of 2023 as a “white flag” undergoing major renovations/improvements; will formally flag once all improvements complete

4

4

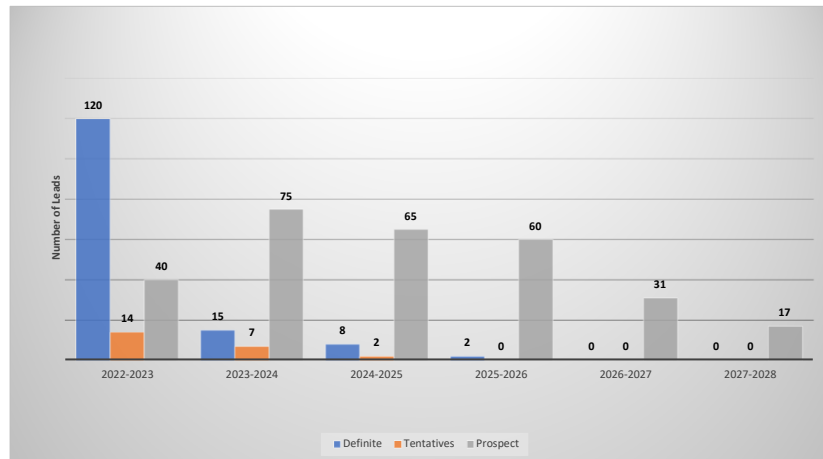
# Booking Pipeline – ICVB Room Nights



5

5

## Booking Pipeline – ICC Events



6

6

## 2021-26 Strategic Plan

- **DESTINATION VISION:**
  - Irving will be a uniquely vibrant destination welcoming the world for unforgettable experiences.
- **ORGANIZATION MISSION:**
  - The Irving Convention and Visitors Bureau enhances Irving's economy and quality of life by marketing and advocating for the development of Irving as a premiere destination.
- **BOARD MISSION:**
  - The Irving CVB Board will take ownership of the opportunities on its horizon, doing everything in its power to move the visitor vision of the destination forward by proactively putting the ideas, desires and priorities on every table it can.
  - The Irving CVB Board takes seriously its responsibilities, including its fiduciary and operational oversight of the Convention and Visitors Bureau and the Convention Center, as outlined in the City's Charter and City Ordinances.

7

7

## 2021-26 Strategic Plan Update

- GOAL: Advocate for Destination-Enhancing Development
  - ✓ Work with the City to right-size hotel development by protecting the hotel development ordinance
  - Identify opportunities for additional retail in Irving
  - Identify opportunities to generate more tourism revenues in the Heritage District
  - Work to build Sports Tourism in Irving

8

8

## 2021-26 Strategic Plan Update

- GOAL: Enhance the Visitor Experience
  - Engage DCURD, LCA and other stakeholders to support increased activation of Lake Carolyn and the Mandalay Canal
  - Support the development of transportation solutions that would increase mobility through the City for visitors, workforce and residents.
  - Advise the City on initiatives that could enhance the aesthetics of the community from a Visitor perspective.
  - Encourage more diverse Arts and Culture attractions and events.
  - Advocate for policies to support the Tasting Economy.

9

9