



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, February 24, 2020 @ 11:45 a.m.

**Hilton Garden Inn DFW South
2001 Valley View Lane
Irving, Texas 75061
Camelia/Orchid Room**

(Lunch Served 11:15 a.m.)

AGENDA
Irving Convention and Visitors Bureau Board of Directors
Monday, February 24, 2020 at 11:45 AM
Hilton Garden Inn DFW South – Camellia/Orchid Rooms
2001 Valley View Lane
Irving, Texas 75061

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

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

2. Approving ICVB Board Minutes for January 27, 2020
3. Accepting the Irving Convention Center Financial Report for January 2020
4. Accepting the ICVB Financial Report for January 2020
5. Reviewing the Hotel Occupancy Tax Results for First Quarter 2019-20

Presentation

6. Live Nation – Toyota Music Factory Economic Impact Analysis – Mike Riley

Reports

7. Board Chair Report
 - a. Service Award Recognition
 - Connie Gifford-Herrington – Convention Services Associate
 - Pat Nicks – Convention Services Associate
 - Carol Stoddard – Marketing Communications Coordinator
 - b. Schedule of Upcoming Meetings and Activities
 - Next Executive Committee Meeting – March 20, 2020
 - Next Board Meeting – March 23, 2020
 - Recap of Industry Hospitality Annual Meeting
 - Religious Conference Management Association (RCMA) Recap
8. Board Committee Reports
 - Board & Business Development – Debbi Haacke
 - Next Meeting – March 13, 2020
 - Community Engagement – Bob Bourgeois
 - Next Meeting – April 14, 2020
 - Destination Development – Greg Malcolm
 - Recap of February 11, 2020 Meeting
 - Next Meeting – May 5, 2020

AGENDA - Continued

9. City Reports

- Council Liaison – Councilman John Danish
- Mayor & Other Council Members
- City Manager – Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates

10. Bureau Monthly Management Reports

- Executive Director – Maura Gast
- Sales and Services – Lori Fojtasek
 - RCMA Recap
- Marketing and Communications – Diana Pfaff
- Finance and Administration – Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
 - Volunteer Visitor Information Center Update – Carol Boyer

11. Convention Center Management Report – Tom Meehan/Matt Tungett

12. 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
- c. Restaurant Industry Update – David Cole

13. Partner Organization & Stakeholder Reports

- a. DART/Transportation and Infrastructure - Mayor Rick Stopfer
- b. DCURD and Irving Flood Control Districts – Jacky Knox
- c. Chamber of Commerce – David Pfaff/Beth Bowman
- d. Irving Arts and Culture – Todd Hawkins/Kim Andres
- e. Salesmanship Club – Jon Drago
- f. The Las Colinas Association – Hammond Perot
- g. TIF – Michael Randall
- h. University of Dallas – Jason Wu Trujillo

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.

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
REGULAR/SPECIAL MEETINGS
OCTOBER 2019 - SEPTEMBER 2020**

NAME	OCT 25	NOV 18	DEC 16	JAN 27	FEB 24	MAR 23	APR 27	MAY 18	JUN 22	JULY 27	AUG 24	SEPT 28
RICK LINDSEY	X	X	X	X								
KAREN COOPERSTEIN	X	X	X	X								
KIM ANDRES	=	=	X	X								
BOB BETTIS	X	X	X	X								
BOB BOURGEOIS	X	X	X	X								
BETH BOWMAN	X	X	X	‡								
JO-ANN BRESOWAR	X	+	+	X								
DIRK BURGHARTZ	+	+	+	+								
DAVID COLE	X	+	X	X								
HERB GEARS	=	=	X	X								
DEBBI HAACKE	X	X	X	X								
TODD HAWKINS	X		X	X								
CHRIS HILLMAN	X	X	X	+								
JULIA KANG	X	X	#	X								
JACKY KNOX	+	+	X	‡								
CLEM LEAR	X	X	X	X								
KIM LIMON	X	X	X	X								
GREG MALCOLM	X	X	X	X								
RON MATHAI	X	X	#	+								
HAMMOND PEROT	X	X	X	X								
DAVID PFAFF	X	X	+	+								
JOE PHILIPP	X	X	X	X								
MICHAEL RANDALL	X	X	X	X								
MICHAEL RILEY	+	#	X	X								
JASON WU TRUJILLO	=	=	=	=								
COUNCILMAN JOHN DANISH	X	X	X	X								
JOE MARSHALL	X	X	=	=								
JUDY PIERSON	X	X	=	=								
KAREN RILEY	X	#	=	=								

X - PRESENT
+ - ABSENT-COMPANY BUSINESS
- ABSENT-OTHER

= - Not Member At Time
‡ - Represented
∞ - Budget Retreat

‡ - Council Liaisons

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 24, 2020**

AGENDA ITEMS



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
IRVING CONVENTION CENTER
JANUARY 27, 2020**

Those present for the meeting were: Rick Lindsey – Chair, Karen Cooperstein – Vice Chair, Kim Andres, Bob Bettis, Bob Bourgeois, Jo-Ann Bresowar, David Cole, Herbert Gears, Debbi Haacke, Todd Hawkins, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Hammond Perot, Joe Philipp, Michael Randall and Mike Riley – Members of the Board; Councilman John Danish, Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, Mayor Pro Tem Oscar Ward, City Attorney Christina Weber and Councilman Al Zapanta – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Susan Rose and Monty White – ICVB Staff; Guests: Erica Mulder, representing Beth Bowman – Greater Irving-Las Colinas Chamber of Commerce, Dallas Burke representing Jacky Knox – DCURD.

Board Chair Rick Lindsey called the meeting to order at 11:48 a.m. and noted no citizens had signed up for comments.

CONSENT AGENDA

1. APPROVING ICVB BOARD MINUTES FOR DECEMBER 16, 2019
2. ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT FOR NOVEMBER AND DECEMBER 2019
3. ACCEPTING THE ICVB FINANCIALS FOR OCTOBER THROUGH DECEMBER 2019

Lindsey asked for a motion to accept the Consent Agenda as presented. Board member Joe Philipp made a motion to approve and accept; second by Board member Bob Bourgeois. With no opposition and no further discussion, the Consent Agenda unanimously was approved.

INDIVIDUAL CONSIDERATION

1. APPROVING BOARD & BUSINESS DEVELOPMENT COMMITTEE RECOMMENDATIONS FOR BYLAWS AMENDMENTS

Board & Business Development Committee Chair made a motion to approve the ICVB Board Bylaws as presented; second by Board member Clem Lear. With no opposition and no further discussion, the Bylaws amendments were unanimously approved.

2. APPROVING COMMUNITY ENGAGEMENT COMMITTEE RECOMMENDATIONS FOR HIGH SPIRITED CITIZEN NOMINATIONS – SAMMY ROMERO AND CAROLYN WEINZIRL

Community Engagement Chair Bob Bourgeois made a motion to approve the High Spirited Citizen nominations of Romero and Weinzirl; second by Board member Jo-Ann Bresowar. With no opposition and no further discussion, the High Spirited Citizen nominations were unanimously approved.

BOARD CHAIR REPORT

Board Chair Rick Lindsey

- Irving Hospitality Industry Annual Meeting – February 14 at the Irving Convention Center
- Calendar of Board meetings and events in the packet for review
- Board Roster was distributed and any edits to be returned to ICVB Office Manager Carol Boyer
- Irving Convention Center ninth year of operation was celebrated; 3,000 events and 2 million guests
- Next Executive Committee meeting – February 21
- Next Board meeting – February 24

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke

- New Board member orientation meeting was held with good discussion and all are encouraged to attend in the future
- Next Committee meeting – March 14

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Bob Bourgeois

- Committee met January 14 with discussion on bus tour for residents in conjunction with National Travel and Tourism Week. Everyone encouraged to submit suggestions to ICVB Marketing and Communications team
- Irving Hospitality Industry Annual Meeting plans are under way and all are encouraged to attend and support event
- Next meeting April 14

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm

Next meeting – February 11

CITY REPORTS

Mayor Pro Tem Oscar Ward

- Jack D. Huffman Community Building unveiling – January 29
- Ambucs Club Fishing Tournament in April – third year year for fundraising event
- Two openings on Irving Arts Board for hotel liaisons

Councilman Al Zapanta

Lindsey thanked Zapanta for attending and welcoming and presenting a proclamation to Zest Fest for their tenth anniversary at the Convention Center.

Councilman John Danish

Reported the City Council is working on the bond proposal for the May 2 election. A vote in January yielded five affirmative votes on City Council to determine what will be included on the ballot. Each one will have a unique amount of funding to vote on.

Assistant City Manager Philip Sanders

- Mayor Rick Stopfer and City Manager Chris Hillman are attending a Texas Department of Transportation meeting today.
- Unemployment in Irving 2.7%, compared to Texas at 3.1%
- Industrial developments continue to be strong.
- Delaware Creek project:
 - 40 new homes; Phase II is complete with nine new homes and six sold
 - Three phases with over 100 new homes in Heritage District
- Infrastructure projects include Diamond Interchange that is scheduled for this Spring and led by TxDOT:
 - Largest in Dallas region history
 - Four-year project
 - Irving Blvd. project is in design phase – funding from State, Council of Governments and City
 - Walkable stretch of roadway adding bike lanes, landscaping and lighting
- Frost Fest – Saturday, February 1 at Cimarron Park
- North Texas Teen Book Festival – March 7 at Irving Convention Center
- 2020 Census – hiring census workers and taking door-to-door counts in May

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast

- Identified ICVB financials for October through December 2019 as first draft of new format in Munis; format may change as software is tweaked
- ICVB staff paying close attention to the Coronavirus and its impact on travel.

Assistant Executive Director Sales/Services Lori Fojtasek

- Sales team is busy planning for the Religious Conference Management Association (RCMA) in February.
- RCMA is breaking attendance records; host hotels are sold; out and staff is reaching out to others in the area for overflow.
- Quarterly Lost Business Report is included in packet each month – seeing changes over time in less comments regarding entertainment options; and comments about rates and facility fees being too high and going up.

Assistant Executive Director Marketing/Communications Diana Pfaff

- December analytics were down as expected – holiday month
- Marketing Communications team received seven Adrian Awards from the Hospitality Sales and Marketing Association International (HSMIAI):
 - One Gold, Five Silver, One Bronze – SXSW event, PR placements, Visit Irving Blog and Luxury Park Showcase event
- Park Place dealerships have been sold; this year's Luxury Car Showcase has been cancelled but is expected to return.
- Several clips and articles included in Board packet for review, resulting from media familiarization groups of bloggers and journalists.

- Annual Meeting on February 14; encouraged all Board members to invite community leaders and residents from all facets.

Assistant Executive Director Susan Rose

- STR Report – Irving Texas:
 - AirBNB – 420 available listings, a 27.7% increase
 - Average Daily Rate - \$216.44
- ICVB has one vacant IT position:
 - Currently accepting applications through Friday, February 7
 - Interviews late February into early March
 - Hope to fill position by April 1
- Accounting Director Marianne Lauda and Rose involved in training for HR component of new Munis software transition.

ICVB Office Manager Carol Boyer

- Visitor Information Kiosk Program:
 - November 2019 – January 2020
 - First three months of pilot program
 - 7 events, 13 days, 90 hours, 7 volunteers, 2 staff members
 - Volunteers are logging hours and giving feedback and suggestions
 - Volunteer comments about program have been positive: having fun, enjoy meeting new people and seeing the different events in the Convention Center
 - Information is being captured by volunteers for each event on questions being asked in order to capture data for future updates
 - Need volunteers for upcoming events and encouraged Board members to volunteer

IRVING CONVENTION CENTER

General Manager Tom Meehan

- Great weekend with large crowd at ZestFest and they will return next year
- Starting off 2020 strong and further ahead of budget and forecast than ever before
- Entering tenth year for the Convention Center and anticipates it to be the best year yet
- January and February always big months for revenue
- National Business Media event returning and uses a large amount of power and is a complicated event – looking forward to the challenge

Director of Sales Matt Tungett

- Celebrated tenth year for ZestFest and Texas Prime Meet event – both intend to return
- Guest Rooms booked for November / December: 9,600 and 14,735 year-to-date, beating last year's record
- Surveys show Customer Service scores of 97.1% for month and 98.5% year-to-date
- Good comments for F&B as usual, and great comments for new event managers.
- Meehan added Customer Service scores are high and team does well with clients' needs and changes, but still have issues – never perfect
- Tungett thanked Fojtasek and ICVB sales team in hosting RCMA event with over 800 meeting and conference planners – it will be a great event

- Attending and hosting reception at Southwest Showcase in Austin – annual tradeshow event

LIVE NATION

Mike Riley

- Toyota Music Factory is doing great and in third full year of operation
- Goal for this year is to do less events than last year, but do them bigger and better
- The Pavilion hosted 120 events last year; tough year in the industry
- 2020 pipeline is strong
- January has two sold out shows already
- Special event business has been incredibly strong in January
- Five-day event with Bell Helicopter
 - First time a special event has worked the advantage of the TMF/Live Nation/Westin Irving Convention Center hotel relationship and shows how the Music Factory area can develop
 - 500 people in The Pavilion – living room set up and atmosphere
 - Tent set at Westin for reception
 - Returned to The Pavilion with 3,000 clients/contractors and staff for concert
 - Turned space around for next day business event
 - Empowered assistance with a New York planner for 700-person dinner – worked with the Westin and developed a great relationship between the two developments and their locations
- Hosting a reception for the RCMA event – one more example of selling the bigger experience
- The more locations that open at TMF, the bigger the events and relationship will rise
- Sold out February show – William Shatner on February 15 with Q&A after showing of Star Trek II: The Wrath of Kahn movie
- February 29 – Opeth concert

HOTEL REPORTS

Board member Greg Malcolm – Hotel Association

STR Report for December:

- Occupancy 57.4% - down 2.5%
- Occupancy YTD 71.3% - down 1.5%
- Average Daily Rate is \$103.91 and \$110.56 year-to-date, up 2% to previous year
- RevPAR up 2.3%, up .6% year-to-date
- Projection is flat for the year
- Hilton Garden Inn DFW South property is starting out slow and pacing behind for January

Board member Kim Limon

- Hampton Inn Las Colinas
- Occupancy for December 52.7%
- Average Daily Rate is \$116.40, grew 13.6%
- RevPAR is \$61.33 and finished December YTD at 5.3% of RevPAR index , a great achievement even though down from budget
- January will be flat against last year
- Hilton Garden Inn Las Colinas had tornado damage to guestrooms – repairs underway

RESTAURANT REPORT

Board member David Cole

- Welcomed Dallas Burke to Board meeting, representing Jacky Knox from DCURD
 - Great success story working his way through the restaurant industry and iFratelli – first crew at iFratelli Valley Ranch delivery location
- Texas Restaurant Association under new leadership with Emily Knight – she is making changes
 - Bord meeting on February 24 to vote on bylaws changes
 - Association has grown and bylaws needed updating
- National Restaurant Association Conference in Washington D.C. - March 3-5 – will update Board

DCURD

Dallas Burke, representing Board member Jacky Knox

- DCURD stormwater pump station backup generators project continues – pump station at Lake Carolyn Pkwy and California Crossing
- Waterway debris removal: 265,000 pounds of waterway debris for total project
 - Las Colinas – 4,000 man hours and over 160,000 pounds of debris
 - IFCD (Old Texas Stadium) – 500 man hours and 30,000 pounds of debris
 - Valley Ranch – 2,000 man hours and 75,000 pounds of debris
- Recently 3.05 inches of rain fell in approximately 20 minutes and control gate released 103 million gallons
- IFCD III Community Education Program:
 - Team kicked off STEM program and Flood Control Project Challenge to three elementary schools
 - Given a presentation on flood control operations
 - Students challenged to design their own models for Valley Ranch
 - Team of judges will return in late February to view the projects
- Trash drone will swim Lake Carolyn next month to collect trash

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Vice President of Governmental Affairs Erica Mulder, representing Chamber President Beth Bowman

- Economic Development, since October 1:
 - Seven total project wins
 - Creating or retaining more than 2,500 jobs
 - Creating \$46 million in capital investment
 - 472,633 square feet of commercial office space
- Current pipeline:
 - 45 active projects
 - Representing more than 19,000 potential new jobs
 - Exceeds yearly goal of 4,200
 - Over 5 million square feet of commercial space
 - Approximately 18% of those projects represent corporate or U.S. headquarters
- Irving unemployment rate has dropped to 2.7%, down from 2.9% in October and continues to run favorably with State of Texas and nationally, both at 3.5%
- Thanked those who attended the 2020 State of the City at the Convention Center

- Annual Best in Irving competition is kicking off – encouraged all to vote early and often for favorite business in Irving – irvingchamber.com/BestinIrving – voting ends March 20
- April 20-22 – hosting 2020 D.C. Fly-in event
- Tuesday, January 28 at 4:30 p.m. – Five Star Business Mixer at Boi Na Braza Brazilian Steakhouse
- Celebrating 30-years of business at ribbon cutting ceremony for Creating & Managing Wealth on Thursday, February 6 at 4:00 p.m.

IRVING ARTS CENTER

Executive Director Irving Arts and Culture Todd Hawkins

- Upcoming Programming:
 - “We Shall Overcome” with Damien Sneed – February 8
 - “Acapella Live” – February 16
 - “Les Ballets Trockadero de Monte Carlo” – February 25
 - Bumper Jackson – March 7
 - The Tap Pack – March 13
 - “Bella Gaia” – April 19
 - The Kingdom Choir – December 4th with Holiday Open house
- Upcoming Exhibitions:
 - Courtyard Gallery - North Lake College student photography exhibition
 - Main Gallery – “Artistic Expressions from Within”, presented by Irving Black Arts Council
 - Focus Gallery – “Night/light” photographs by Kate Jenkins
 - Dupree Lobby – Steven Foutch: Prints
 - Carpenter Lobby – J.J. L’Heureux: “Faces from the Southern Ocean,” an international exhibit
- Permanent collection for Irving Arts Museum will arrive the first two weeks of February
 - Smithsonian exhibit “Beyond Ballywood” opening February 15 for several weeks
- Museum currently open – Hours: Wednesday – Friday – 12:00 – 5:00 p.m. and Spark! Lab is open, as well as retail store
- Arts Board Chair Kim Andres
 - It has been a very busy and productive season and looking forward to Spring – will be celebrating diversity
 - She noted the importance of the partnership with the Smithsonian Institute
- Hawkins added Arts Center events do generate hotel room nights with competitions: Youth American Grand Prix events January 31-February 2 and Spotlight Dance Cup on February 28 – March 1

LAS COLINAS ASSOCIATION

Las Colinas Association President Hammond Perot

- Charity Bowl-a-Thon scheduled for April 29
- The Las Colinas Annual Meeting – March 24 – nominating three new Board members, amendments to three governing documents and top of building signs
- Working on contract with the City for wayfinding signs in the Urban Center – all sites have been identified, as well as sign typology
- Dog park construction started in December and is on schedule to open in June

TIF

Board member Michael Randall

TIF met in December

- City presented another tool for using TIF funds for incentives in economic development
- Presented at a 10,000-foot level and Raises more questions from Board members
- Next meeting in two weeks and will have a more detailed review of proposal from City staff

Lindsey adjourned the meeting at 1:06 p.m.

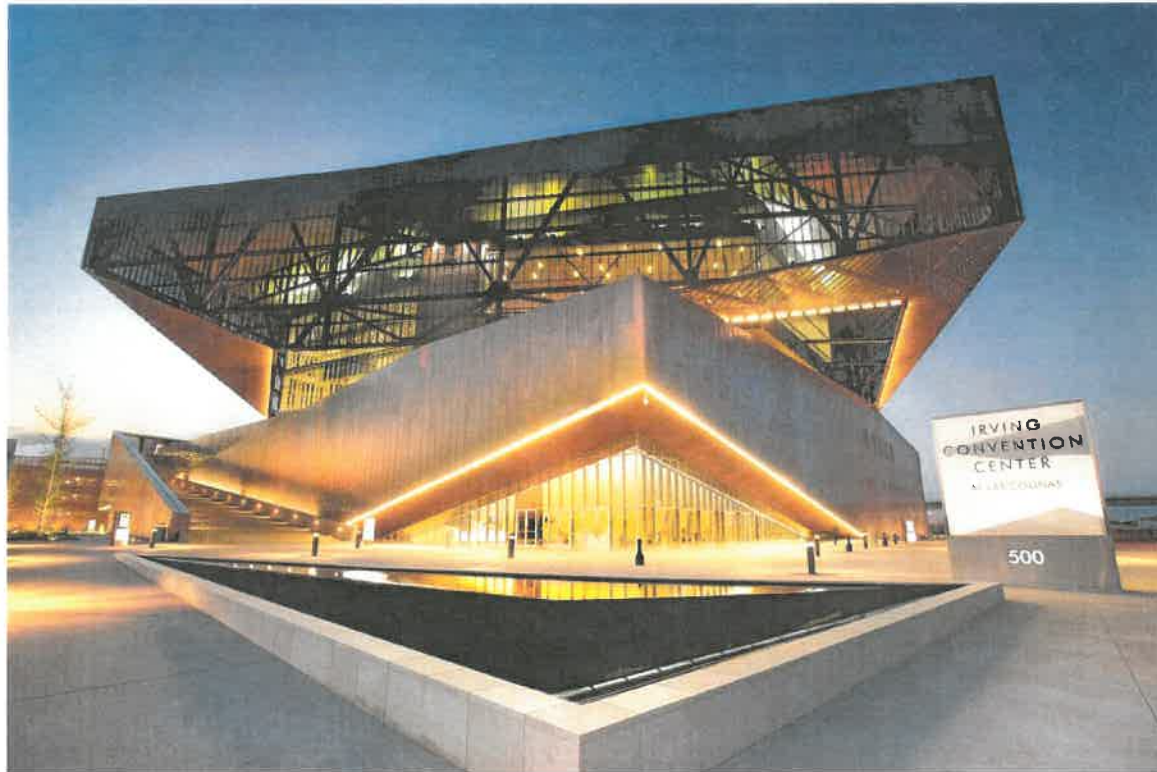
Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



IRVING CONVENTION CENTER
AT LAS COLINAS



Date Distributed: February 17, 2020

Monthly Financial Summary

For Period Ending January 31, 2020

ASM GLOBAL - IRVING CONVENTION CENTER
OCTOBER 1, 2019 TO SEPTEMBER 30, 2020
Board Lead Income Statement - Monthly FY 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	183,185	77,985	38,650	80,100	104,950	151,469	210,425	140,870	38,500	102,641	157,800	120,000	1,406,574		
Service Income	77,389	12,540	19,135	49,059	50,750	56,750	57,050	78,750	40,000	31,500	31,500	32,750	537,173		
Service Expenses	(133,229)	(35,838)	(35,116)	(106,040)	(90,000)	(85,000)	(90,000)	(80,000)	(80,000)	(75,000)	(75,000)	(80,000)	(965,223)		
Total Direct Event Income	127,345	54,687	22,669	23,119	65,700	123,219	177,475	139,620	(1,500)	59,141	114,300	72,750	978,524		
Ancillary Income															
F & B Concessions	24,866	6,231	10,154	12,039	2,750	24,000	20,000	16,000	13,000	5,000	9,000	16,000	159,040		
F & B Catering	605,052	150,709	235,426	794,222	450,990	208,302	275,898	359,374	365,063	114,000	133,760	215,460	3,908,256		
Parking: Self Parking	46,410	12,908	13,104	21,671	30,176	31,345	21,279	24,190	20,172	10,250	5,330	20,500	257,335		
Electrical Services	12,365	4,750	5,220	6,790	12,000	26,000	16,000	13,000	11,000	5,000	9,000	17,000	138,125		
Audio Visual	347	(0)	(896)	997	-	-	-	-	-	-	-	-	448		
Internet Services	-	(595)	-	350	1,000	2,200	3,100	500	1,500	150	2,000	2,500	12,705		
Total Ancillary Income	689,040	174,003	263,008	836,069	496,916	291,847	336,277	413,064	410,735	134,400	159,090	271,460	4,475,910		
Total Event Income	816,385	228,690	285,677	859,188	562,616	415,065	513,752	552,684	409,235	193,541	273,390	344,210	5,454,434		
Other Operating Income	95,000	26,741	24,454	97,002	50,000	40,000	55,000	45,000	55,000	35,000	40,000	65,000	628,197		
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	911,385	255,431	658,131	956,190	612,616	805,065	568,752	597,684	812,985	228,541	313,390	757,460	7,477,631		
Operating Expenses															
Employee Salaries and Wages	233,091	208,787	217,242	226,057	242,888	243,370	243,370	243,370	242,888	242,888	242,888	242,893	2,829,731		
Benefits	70,845	68,953	59,915	67,392	74,509	74,509	74,509	74,509	74,509	74,509	74,509	188,518	977,186		
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(19,415)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(467,392)		
Net Employee Wages and Benefits	273,703	271,770	263,223	274,034	267,667	268,149	268,149	268,149	267,667	267,667	267,667	381,681	3,339,525		
Contracted Services	56,602	52,476	61,359	57,942	62,097	62,097	62,097	62,097	62,097	62,097	62,097	62,097	725,158		
General and Administrative	91,072	29,306	36,616	98,275	43,023	74,722	57,701	35,031	46,041	60,796	42,726	130,397	745,703		
Operations	65,204	40,269	31,883	40,909	49,134	49,134	49,134	49,134	49,134	49,134	49,134	48,324	570,528		
Repair & Maintenance	63,829	34,962	41,317	44,162	46,808	51,808	51,808	46,808	46,808	58,808	46,808	47,312	581,237		
Supplies	10,646	31,569	11,001	21,278	17,849	17,099	17,099	17,849	17,099	30,432	30,682	30,909	253,515		
Insurance	23,137	8,501	6,489	7,544	10,203	10,203	10,203	10,203	10,203	10,203	10,203	10,203	127,295		
Utilities	48,248	39,696	38,576	43,396	45,000	45,000	45,000	45,000	45,000	45,000	45,000	45,000	529,915		
Other	6	-	34	-	208	208	208	208	208	208	208	212	1,708		
ASM Global Management Fees	67,946	29,543	36,621	83,042	36,323	36,323	36,323	36,323	36,323	36,323	33,682	13,823	482,595		
Total Operating Expenses	700,393	538,092	527,119	670,582	578,312	614,743	597,722	570,802	580,580	620,668	588,207	769,958	7,357,179		
Net Income (Loss) From Operations	210,992	(282,661)	131,012	285,608	34,304	190,322	(28,970)	26,882	232,405	(392,127)	(274,817)	(12,498)	120,452	(1,395,000)	(1,274,548)

Budget Forecast Comparison by Month

(35,141)	(11,028)	22,219	120,452										
355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191		314,010	

IRVING CONVENTION CENTER/SMG
Financial Statements Monthly Highlights
For the Month Ending January 31, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	19,772	8,700	11,072	17,781
Events	25	9	16	22
Event Days	44	21	23	40
Direct Event Income	23,118	43,500	(20,382)	9,870
Ancillary Income	836,069	474,044	362,025	432,065
Total Event Income	859,187	517,544	341,643	441,935
Other Operating Income	97,002	70,000	27,002	76,444
Adjusted Gross Income	956,189	587,544	368,645	518,379
Indirect Expenses	(670,582)	(549,676)	(120,906)	(553,071)
Net Income (Loss) From Operations	285,607	37,868	247,739	(34,692)

IRVING CONVENTION CENTER/SMG
Financial Statements Year to Date Highlights
For the Four Months Ending January 31, 2020

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	64,725	58,392	6,333	72,879
Events	89	71	18	79
Event Days	146	123	23	121
Direct Event Income	227,826	297,920	(70,094)	131,471
Ancillary Income	1,962,122	1,241,770	720,352	1,373,793
Total Event Income	2,189,948	1,539,690	650,258	1,505,264
Other Operating Income	243,193	245,000	(1,807)	156,677
Adjusted Gross Income	2,433,141	1,784,690	648,451	1,661,941
Indirect Expenses	(2,436,195)	(2,211,332)	(224,863)	(2,239,575)
Net Income (Loss) From Operations	(3,054)	(426,642)	423,588	(577,634)

IRVING CONVENTION CENTER/SMG

Balance Sheet

January 31, 2020

ASSETS

Current Assets

Cash	\$	1,158,223
Accounts Receivable		1,218,763
Prepaid Assets		53,043
Inventory		81,243

Total Current Assets 2,511,272

Total Assets \$ **2,511,272**

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	778,908
Accrued Expenses		381,884
Deferred Income		0
Advance Ticket Sales/Deposits		1,005,534
Other Current Liabilities		0

Total Current Liabilities 2,166,326

Long-Term Liabilities

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

Total Long-Term Liabilities 0

Total Liabilities 2,166,326

Equity

Net Funds Received	11,550,786
Retained Earnings	(11,202,786)
Net Income (Loss)	(3,054)

Total Equity 344,946

Total Liabilities & Equity \$ **2,511,272**

IRVING CONVENTION CENTER/SMG
Income Statement
For the Four Months Ending January 31, 2020

	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	80,100	80,375	(275)	379,920	402,245	(22,325)	315,409
Service Revenue	49,059	18,125	30,934	158,121	125,675	32,446	159,742
Service Expenses	(106,041)	(55,000)	(51,041)	(310,215)	(230,000)	(80,215)	(343,680)
Total Direct Event In	23,118	43,500	(20,382)	227,826	297,920	(70,094)	131,471
Ancillary Income							
F & B Concessions	12,039	11,000	1,039	53,293	55,500	(2,207)	58,583
F & B Catering	794,222	415,540	378,682	1,785,407	1,049,919	735,488	1,205,178
Parking	21,671	26,404	(4,733)	94,096	87,601	6,495	70,230
Electrical Services	6,790	21,000	(14,210)	29,125	46,000	(16,875)	39,089
Audio Visual	997	0	997	446	0	446	33
Internet Services	350	100	250	(245)	2,750	(2,995)	680
Total Ancillary Inco	836,069	474,044	362,025	1,962,122	1,241,770	720,352	1,373,793
Total Event Income	859,187	517,544	341,643	2,189,948	1,539,690	650,258	1,505,264
OTHER OPERATING INCOME							
Other Income	97,002	70,000	27,002	243,193	245,000	(1,807)	156,677
Total Other Operatin	97,002	70,000	27,002	243,193	245,000	(1,807)	156,677
Adjusted Gross Inco	956,189	587,544	368,645	2,433,141	1,784,690	648,451	1,661,941
INDIRECT EXPENSES							
Salaries & Wages	226,057	226,745	688	885,177	906,980	21,803	966,441
Payroll Taxes & Ben	67,392	68,840	1,448	267,102	275,360	8,258	249,038
Labor Allocations to	(19,415)	(49,730)	(30,315)	(69,552)	(198,920)	(129,368)	(246,606)
Net Salaries and Ben	274,034	245,855	(28,179)	1,082,727	983,420	(99,307)	968,873
Contracted Services	57,942	62,090	4,148	228,380	248,360	19,980	260,067
General and Adminis	98,275	42,209	(56,066)	255,275	180,214	(75,061)	161,931
Operating	40,909	45,751	4,842	178,268	183,004	4,736	192,563
Repairs & Maintenan	44,162	46,808	2,646	184,270	187,232	2,962	195,954
Operational Supplies	21,278	17,099	(4,179)	74,495	69,646	(4,849)	76,919
Insurance	7,544	8,333	789	45,671	33,332	(12,339)	25,583
Utilities	43,396	45,208	1,812	169,957	180,832	10,875	172,321
SMG Management F	83,042	36,323	(46,719)	217,152	145,292	(71,860)	185,364
Total Indirect Expens	670,582	549,676	(120,906)	2,436,195	2,211,332	(224,863)	2,239,575

An ASM Global Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Four Months Ending January 31, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	285,607	37,868	247,739	(3,054)	(426,642)	423,588	(577,634)



ICVB FINANCIAL STATEMENTS

For Period Ending:
January 31, 2020

02/19/2020 17:54
mlauda

City of Irving, TX
YEAR-TO-DATE BUDGET REPORT

P 1
glytdbud

FOR 2020 04

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
N1 SALARIES	2,530,519	0	2,530,519	710,914.55	.00	1,819,604.45	28.1%
N2 BENEFITS	679,622	0	679,622	194,246.68	.00	485,375.67	28.6%
N4 SUPPLIES	32,000	6,700	38,700	18,901.89	10,050.00	9,748.11	74.8%
O1 UTILITIES	23,900	0	23,900	5,324.44	.00	18,575.56	22.3%
O3 OUTSIDE SERVICES	3,095,902	162,680	3,258,582	954,374.23	948,493.60	1,355,714.52	58.4%
O4 TRAVEL, TRAIN, DUES	829,903	34,000	863,903	108,131.88	840.00	754,931.12	12.6%
O5 CLAIMS AND INSURANCE	138,045	0	138,045	34,511.25	.00	103,533.75	25.0%
O7 MISCELLANEOUS EXP	1,433,809	0	1,433,809	374,081.22	.00	1,059,727.78	26.1%
P5 TRANSFERS OUT	250,000	314,042	564,042	.00	.00	564,042.00	.0%
GRAND TOTAL	9,013,700	517,422	9,531,123	2,400,486.14	959,383.60	6,171,252.96	35.3%

** END OF REPORT - Generated by Marianne Lauda **



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Run by: Marianne Lauda

Entity	Check Date	Check #	Vendor Name	Amount
ICVB				
	1/2/2020	80060921	CUTTS, SUSAN	375.00
	1/2/2020	80060922	DALLAS FORT WORTH AIRPORT MARRIOTT	248.00
	1/2/2020	80060923	OMNI MANDALAY HOTEL	2,960.00
	1/2/2020	80060924	THE HOTEL ASSOCIATION	500.00
	1/2/2020	80060925	ZUMBAUGH, MICHAEL	442.45
	1/9/2020	80060926	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	190.00
	1/9/2020	80060927	BT HOTEL LAS COLINAS LLC	770.00
	1/9/2020	80060928	DIPIETRO, KATHERINE	34.00
	1/9/2020	80060929	FOJTASEK, LORI	57.21
	1/9/2020	80060930	FOUR SEASONS RESORT & CLUB DALLAS	2,230.00
	1/9/2020	80060931	HYATT PLACE DALLAS/LAS COLINAS	135.00
	1/9/2020	80060932	IRVING - LAS COLINAS ROTARY CLUB	94.00
	1/9/2020	80060933	IRVING ARTS CENTER	35.00
	1/9/2020	80060934	KEYNOTE SPEAKERS CANADA INC	1,107.36
	1/9/2020	80060935	MALONEY STRATEGIC COMMUNICATION INC	205.00
	1/9/2020	80060936	MCKESSON CORPORATION	1,405.00
	1/9/2020	80060937	MEETINGS TODAY	2,000.00
	1/9/2020	80060938	NORTHSTAR TRAVEL MEDIA, LLC	2,000.00
	1/9/2020	80060939	OMNI MANDALAY HOTEL	175.00
	1/9/2020	80060940	SHERATON DFW AIRPORT HOTEL	3,070.00
	1/9/2020	80060941	TEAM MANAGEMENT	500.00
	1/9/2020	80060942	TRIPADVISOR, LLC	1,005.74
	1/9/2020	80060943	TUCKER & ASSOCIATES, LLC	4,000.00
	1/9/2020	80060944	UNIVERSITY SPORTS TOURS LLC	335.00
	1/9/2020	80060945	WFAA-TV INC	1,450.00
	1/16/2020	80060946	AMERICAN EXPRESS TRAVEL RELATED SERVICES	32,396.74
	1/16/2020	80060947	BATTLE OF TEXAS	435.00
	1/16/2020	80060948	BH DFW PROPERTY LP	705.00
	1/16/2020	80060949	CONFERENCE DIRECT	10,400.00
	1/16/2020	80060950	CUTTS, SUSAN	525.00
	1/16/2020	80060951	DOUBLETREE DALLAS DFW AIRPORT	1,555.00
	1/16/2020	80060952	EAUTOFEEDBACK, LLC	2,050.00
	1/16/2020	80060953	FEDERAL EXPRESS CORPORATION	112.05
	1/16/2020	80060954	FOSTER, WENDY	104.39
	1/16/2020	80060955	FOUR SEASONS RESORT & CLUB DALLAS	4,449.00
	1/16/2020	80060956	FOUR SEASONS RESORT & CLUB DALLAS	855.74
	1/16/2020	80060957	GROOM LAKE MEDIA, LLC	18,750.00
	1/16/2020	80060958	HIDDEN VALLEY PROMOTIONS, LLC	2,999.00
	1/16/2020	80060959	LAUDA, MARIANNE	77.18



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Entity	Check Date	Check #	Vendor Name	Amount
	1/16/2020	80060960	LIVE NATION MARKETING INC	74,240.00
	1/16/2020	80060961	MALONEY STRATEGIC COMMUNICATION INC	31,772.30
	1/16/2020	80060962	MANSELL, LORI	123.00
	1/16/2020	80060963	MANSOUR, KAYLA	65.00
	1/16/2020	80060964	MEETINGS TODAY	2,000.00
	1/16/2020	80060965	NORTHSTAR TRAVEL MEDIA, LLC	10,250.00
	1/16/2020	80060966	OMNI MANDALAY HOTEL	180.00
	1/16/2020	80060967	PCMA SERVICES	7,320.00
	1/16/2020	80060968	SALESMANSHIP CLUB OF DALLAS	50.00
	1/16/2020	80060969	SANS INSTITUTE	1,305.00
	1/16/2020	80060970	STR, INC	3,350.00
	1/16/2020	80060971	TRIPADVISOR, LLC	1,039.26
	1/16/2020	80060972	TUCKER & ASSOCIATES, LLC	4,086.87
	1/16/2020	80060973	WHITE, MONTY	46.03
	1/23/2020	80060974	3 FOOLS ON 3 STOOLS / DOC WESSON	1,500.00
	1/23/2020	80060975	BOYER JAUDES, CAROL	76.83
	1/23/2020	80060976	CIVITAS ADVISORS	2,198.82
	1/23/2020	80060977	COWBOYS EXPERIENCE	1,615.00
	1/23/2020	80060978	CUTTS, SUSAN	618.75
	1/23/2020	80060979	DALLAS FORT WORTH AIRPORT MARRIOTT	2,394.00
	1/23/2020	80060980	DFW HUMANE SOCIETY OF IRVING INC	50.00
	1/23/2020	80060981	DOUBLETREE DALLAS DFW AIRPORT	870.00
	1/23/2020	80060982	FOUR SEASONS RESORT & CLUB DALLAS	1,390.00
	1/23/2020	80060983	GALLEGOS, DAVID	300.00
	1/23/2020	80060984	HILTON GARDEN INN DFW AIRPORT SOUTH	755.00
	1/23/2020	80060985	HOLIDAY INN LAS COLINAS	70.00
	1/23/2020	80060986	IRVING - LAS COLINAS ROTARY CLUB	94.00
	1/23/2020	80060987	IRVING CONVENTION CENTER AT LAS COLINAS	7,449.93
	1/23/2020	80060988	LAUDA, MARIANNE	71.67
	1/23/2020	80060989	MANSOUR, KAYLA	71.78
	1/23/2020	80060990	MILLA, MIGUEL	960.00
	1/23/2020	80060991	PROVIDENT GROUP - IRVING PROPERTIES, LLC	3,948.00
	1/23/2020	80060992	ROSE, SUSAN	68.02
	1/23/2020	80060993	SHERATON DFW AIRPORT HOTEL	3,095.00
	1/23/2020	80060994	TEXAS DEPARTMENT OF TRANSPORTATION	6,043.41
	1/23/2020	80060995	VERIZON WIRELESS SERVICES, LLC	596.69
	1/23/2020	80060996	WHITE, MONTY	65.00
	1/30/2020	80060997	ADARA, INC	7,500.00
	1/30/2020	80060998	CVENT INC	54,586.50
	1/30/2020	80060999	DALLAS MARRIOTT LAS COLINAS	1,515.00



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Entity	Check Date	Check #	Vendor Name	Amount
	1/30/2020	80061000	FOUR SEASONS RESORT & CLUB DALLAS	708.00
	1/30/2020	80061001	HILL, DEWAYNE	2,100.00
	1/30/2020	80061002	HILTI, INC.	16,751.00
	1/30/2020	80061003	IRVING CONVENTION CENTER AT LAS COLINAS	25,842.81
	1/30/2020	80061004	PITNEY BOWES GLOBAL FINANCIAL SERVICES, LLC	825.12
	1/30/2020	80061005	PROVIDENT GROUP - IRVING PROPERTIES, LLC	1,020.00
	1/30/2020	80061006	SHERATON DFW AIRPORT HOTEL	1,300.00
	1/30/2020	80061007	SIMPLEVIEW WORLDWIDE, INC.	67,393.00
	1/30/2020	80061008	STAPLES	202.46
	1/30/2020	80061009	USA BOWL LLC	224.00
	1/30/2020	80061010	ZURIEL MEREK MUSIC, LLC	500.00
		90		451,335.11



ICVB
HOTEL OCCUPANCY TAX COLLECTIONS

First Quarter 2019-20

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
BUDGET / ACTUAL
2019 - 2020**

	QTR ENDING 12/31/19 ACTUAL
STATE TAX (estimated) - 6%	4,352,335
CITY OF IRVING TAX - 9%	6,528,502
TOTAL ADMINISTRATIVE COST	139,275
CONVENTION & VISITORS BUREAU - 57% OF 5%	2,067,359
Administrative Cost	(82,694)
Remittance Amount	1,984,665
ARTS CENTER - 35.5% of 5% + 1.6M	1,287,566
Administrative Cost	(51,503)
Remittance Amount	1,236,063
MUSEUM - 2.5% of 5%	90,674
Administrative Cost	(3,627)
Remittance Amount	87,047
DOWNTOWN & EVENTS - 1% of 5%	36,269
Administrative Cost	(1,451)
Remittance Amount	34,818
CONVENTION CENTER FUND - 2% of 9% (effective 01/01/00)	1,450,778
DEBT SERVICE - 4% of 5%	145,078
TOTAL	1,595,856
ENTERTAINMENT VENUE - 2% of 9% (effective 04/01/08)	1,450,778
WESTIN IRVING CONVENTION CENTER	336,250
(hotel pays 9% tax (not included in totals above) which is applied to bond payments for headquarter hotel, ICC, and Entertainment Venue)	

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
OCTOBER - DECEMBER**

HOTEL	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
1 Atrium Hotel and Suites	12,055.27	12,874.59	819.32	6.80%
2 Dallas Marriott Las Colinas	103,439.12	114,028.05	10,588.93	10.24%
3 DFW Airport Hotel & Conf Center	6,317.77	5,418.11	(899.66)	-14.24%
4 DFW Airport Marriott	123,439.34	138,139.76	14,700.42	11.91%
5 Doubletree DFW Airport North	49,246.43	45,379.77	(3,866.66)	-7.85%
6 Embassy Suites - DFW Airport South	88,469.58	83,704.96	(4,764.62)	-5.39%
7 Four Seasons Resort & Club	211,383.09	206,383.32	(4,999.77)	-2.37%
8 Hilton Garden Inn - DFW South	39,574.63	38,576.30	(998.33)	-2.52%
9 Hilton Garden Inn - Las Colinas	38,597.02	39,963.41	1,366.39	3.54%
10 Holiday Inn Las Colinas	21,698.19	24,280.87	2,582.68	11.90%
11 NYLO Dallas/Las Colinas	44,537.76	48,782.17	4,244.41	9.53%
12 Omni Mandalay Hotel at Las Colinas	126,304.99	127,232.37	927.38	0.73%
13 Sheraton Grand Hotel	64,350.55	61,145.05	(3,205.50)	-4.98%
14 Texican Court	1,729.42	29,211.73	27,482.31	1589.11%
15 Westin DFW	127,419.73	98,271.17	(29,148.56)	-22.88%
TOTAL LUXURY & FULL SERVICE	1,058,562.89	1,073,391.63	14,828.74	1.40%

ALL-SUITE / EXTENDED STAY				
1 Best Western - DFW Airport Suites	14,669.44	13,514.29	(1,155.15)	-7.87%
2 Candlewood Suites - Las Colinas	8,744.65	9,621.66	877.01	10.03%
3 Comfort Inn - DFW North	15,158.85	14,490.70	(668.15)	-4.41%
4 Comfort Suites - DFW Airport	15,771.98	14,356.48	(1,415.50)	-8.97%
5 Comfort Suites - Las Colinas	6,437.14	5,543.84	(893.30)	-13.88%
6 Country Inn & Suites - DFW South	10,534.12	11,228.63	694.51	6.59%
7 Element DFW North	24,995.01	24,585.16	(409.85)	-1.64%
8 Extended Stay America	2,621.86	3,973.85	1,351.99	51.57%
9 Extended Stay America - DFW North	4,894.30	5,852.21	957.91	19.57%
10 Extended Stay America - Las Colinas	8,110.47	8,067.08	(43.39)	-0.53%
11 Extended Stay Deluxe	2,911.71	3,768.60	856.89	29.43%
12 Hawthorne Suites - DFW North	9,352.96	9,574.19	221.23	2.37%
13 Hawthorne Suites - DFW South	5,306.55	6,037.85	731.30	13.78%
14 Holiday Inn Express - DFW North	25,877.59	25,649.89	(227.70)	-0.88%
15 Holiday Inn Express - DFW South	21,477.43	23,268.17	1,790.74	8.34%
16 Holiday Inn Express - Las Colinas	19,576.71	20,770.36	1,193.65	6.10%
17 Home Towne Studios	5,683.81	7,146.06	1,462.25	25.73%
18 Home2 Suites - DFW North	24,666.49	26,253.48	1,586.99	6.43%
19 Home2 Suites - DFW South	20,639.24	22,824.09	2,184.85	10.59%
20 Homewood Suites - DFW Airport	19,592.04	19,598.51	6.47	0.03%
21 Homewood Suites - Las Colinas	31,236.46	30,978.20	(258.26)	-0.83%
22 Hyatt House Dallas-Las Colinas	31,711.11	30,947.17	(763.94)	-2.41%
23 Hyatt Place Las Colinas	29,358.27	29,232.95	(125.32)	-0.43%
24 Motel 6 / Studio 6 - DFW East	7,544.06	8,744.98	1,200.92	15.92%
25 Residence Inn - DFW North	9,737.77	19,683.75	9,945.98	102.14%
26 Residence Inn - DFW South	18,165.69	25,344.26	7,178.57	39.52%
27 Residence Inn - Las Colinas	21,255.03	19,899.85	(1,355.18)	-6.38%
28 Springhill Suites	25,242.29	25,715.65	473.36	1.88%
29 Staybridge Suites Las Colinas	21,115.71	22,362.45	1,246.74	5.90%
30 Staybridge Suites North	20,588.58	19,056.13	(1,532.45)	-7.44%
31 Studio 6 - DFW North	263.72	638.87	375.15	142.25%
31 Towneplace Suites - DFW North	n/a	21,740.14	21,740.14	100.00%
32 Towneplace Suites - Las Colinas	21,362.52	19,899.54	(1,462.98)	-6.85%
33 Waterwalk - Las Colinas	3,081.72	8,668.07	5,586.35	181.27%
34 Woodspring Suites Signature	4,761.08	4,631.79	(129.29)	-2.72%
35 Extended Stay Properties*	793.18	1,484.05	690.87	87.10%
TOTAL ALL SUITE / EXTENDED STAY	513,239.54	565,152.95	51,913.41	10.11%

HOTEL OCCUPANCY TAX
OCT - DEC (page 2)

HOTEL	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	PERCENT
LIMITED SERVICE				
1 Aloft Las Colinas	32,620.22	32,147.04	(473.18)	-1.45%
2 Courtyard by Marriott - DFW North	38,694.65	40,092.77	1,398.12	3.61%
3 Courtyard by Marriott - DFW South	25,941.08	29,029.50	3,088.42	11.91%
4 Courtyard by Marriott - Las Colinas	31,990.38	29,555.06	(2,435.32)	-7.61%
5 Fairfield Inn & Suites	22,559.10	20,460.68	(2,098.42)	-9.30%
6 Fairfield Inn - DFW North	22,231.38	15,421.28	(6,810.10)	-30.63%
7 Fairfield Inn - Las Colinas	22,635.62	18,280.27	(4,355.35)	-19.24%
8 Hampton Inn - Las Colinas	26,725.18	28,494.38	1,769.20	6.62%
9 Jefferson Street Bed & Breakfast	103.54	40.76	(62.78)	-60.63%
10 La Quinta Inn & Suites - Las Colinas	16,099.95	14,445.15	(1,654.80)	-10.28%
11 La Quinta Inn & Suites - DFW South	23,312.22	17,754.35	(5,557.87)	-23.84%
12 La Quinta Inn & Suites - DFW North	23,998.15	25,223.78	1,225.63	5.11%
13 Wingate Inn - DFW North	8,700.94	7,837.91	(863.03)	-9.92%
14 Wingate Inn - Las Colinas	16,430.53	16,135.81	(294.72)	-1.79%
TOTAL LIMITED SERVICE	312,042.94	294,918.74	(17,124.20)	-5.49%

BUDGET				
1 America's Best Value Inn	4,445.10	6,318.39	1,873.29	42.14%
2 Arya Inn & Suites	1,698.89	2,544.72	845.83	49.79%
3 Best Western Irving Inn & Suites	15,081.65	14,360.80	(720.85)	-4.78%
4 Budget Inn	1,496.98	3,155.16	1,658.18	110.77%
5 Budget Inn & Suites	630.88	477.80	(153.08)	-24.26%
6 Budget Lodge of Irving (renovating)	1,782.05	n/a	(1,782.05)	-100.00%
7 Budget Suites of America - Las Colinas	1,975.19	1,621.71	(353.48)	-17.90%
8 Clarion Inn & Suites	10,148.46	9,671.01	(477.45)	-4.70%
9 Crossroads Hotel	2,952.49	4,792.12	1,839.63	62.31%
10 Days Inn	10,518.52	9,888.55	(629.97)	-5.99%
11 Days Inn - DFW North	10,698.73	11,272.12	573.39	5.36%
12 Delux Inn	1,881.42	1,852.77	(28.65)	-1.52%
13 Delux Suites	560.11	642.31	82.20	14.68%
14 Gateway Suites	1,756.63	1,648.44	(108.19)	-6.16%
15 Motel 6 - Dallas / Irving	9,026.47	8,508.71	(517.76)	-5.74%
16 Motel 6 - DFW North	7,856.34	6,593.38	(1,262.96)	-16.08%
17 Motel 6 - DFW South	3,379.25	3,145.41	(233.84)	-6.92%
18 Quality Inn & Suites - DFW Airport	16,222.71	13,897.87	(2,324.84)	-14.33%
19 Quality Inn & Suites - DFW South	9,830.91	9,417.23	(413.68)	-4.21%
20 Red Roof Inn - DFW North	14,746.21	10,228.62	(4,517.59)	-30.64%
21 Super 8 Motel - DFW North	8,493.42	11,483.41	2,989.99	35.20%
22 Super 8 Motel - DFW South	4,917.13	2,375.19	(2,541.94)	-51.70%
TOTAL BUDGET	140,099.54	133,895.72	(6,203.82)	-4.43%

	ACTUAL	ACTUAL	DIFFERENCE	PERCENT
GRAND TOTAL	2,023,944.91	2,067,359.04	43,414.13	2.15%

	BUDGET	ACTUAL	DIFFERENCE	PERCENT
1ST QUARTER	2,021,096.00	2,067,359.04	46,263.04	2.29%

*Amli at Escena; National Corporate Housing; The Wild Wild West; 555 Vacations; Sijia Zhao

**IRVING CONVENTION AND VISITORS BUREAU
HOTEL OCCUPANCY TAX
2019 - 2020 BUDGET**

BUDGET VS ACTUAL	BUDGET 18-19	ACTUAL 19-20	DIFFERENCE	%
1ST QUARTER OCT - DEC 2018	2,021,096	2,067,359	46,263	2.29%
2ND QUARTER JAN - MAR 2019	2,203,207	0	(2,203,207)	-100.00%
3RD QUARTER APR - JUN 2019	2,248,820	0	(2,248,820)	-100.00%
4TH QUARTER JUL - SEP 2019	2,071,476	0	(2,071,476)	-100.00%
YTD TOTALS	8,544,599	2,067,359	(6,477,240)	-75.81%

PRIOR YEAR VS CURRENT YEAR	ACTUAL 18-19	ACTUAL 19-20	DIFFERENCE	%
1ST QUARTER OCT - DEC	2,023,945	2,067,359	43,414	2.15%
2ND QUARTER JAN - MAR	0	0	0	0.00%
3RD QUARTER APR - JUN	0	0	0	0.00%
4TH QUARTER JUL - SEP	0	0	0	0.00%
YTD TOTALS	2,023,945	2,067,359	43,414	2.15%

TOYOTA MUSIC FACTORY

Economic Impact Analysis





ABOUT BEACON ECONOMICS

Founded in 2007, Beacon Economics, an LLC and certified Small Business Enterprise (SBE) with the state of California, is an independent research and consulting firm dedicated to delivering accurate, insightful, and objectively-based economic analysis. Leveraging unique proprietary models, vast databases, and sophisticated data processing, the company's specialized practice areas include sustainable growth and development, real estate market analysis, economic forecasting, industry analysis, economic policy analysis, and economic impact studies. Beacon Economics equips its clients with the data and analysis required to understand the significance of on-the-ground realities and to make informed business and policy decisions.

PRACTICE AREAS:

- Economic, Fiscal, and Social Impact Analysis
- Economic and Revenue Forecasting
- Regional and Sub-Regional Analysis
- Housing, Land Use and Real Estate Advisory
- Litigation and Testimony
- Sustainable Growth and Development

EXPERTISE IN ECONOMIC IMPACT ANALYSIS

Since 2011, Beacon Economics has conducted multiple comprehensive analyses that have provided reliable and quantifiable data about the economic impacts generated by large events across the nation, as well as internationally. The analyses evaluate major economic impacts associated with the events, examine and define the demographic profile of attendees, and evaluate the fiscal impact of the various events' operations on national, state, and local governments. By combining sampling methods, event financial data, ticketing records, surveys and other available economic resources, with current frameworks for studying economic impacts, Beacon Economics estimates the amount of economic activity generated in the local and broader economy by estimating the spending of event participants (staff, event volunteers, ticket purchasers and organizers) during their stay in the affected region.

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INTRODUCTION

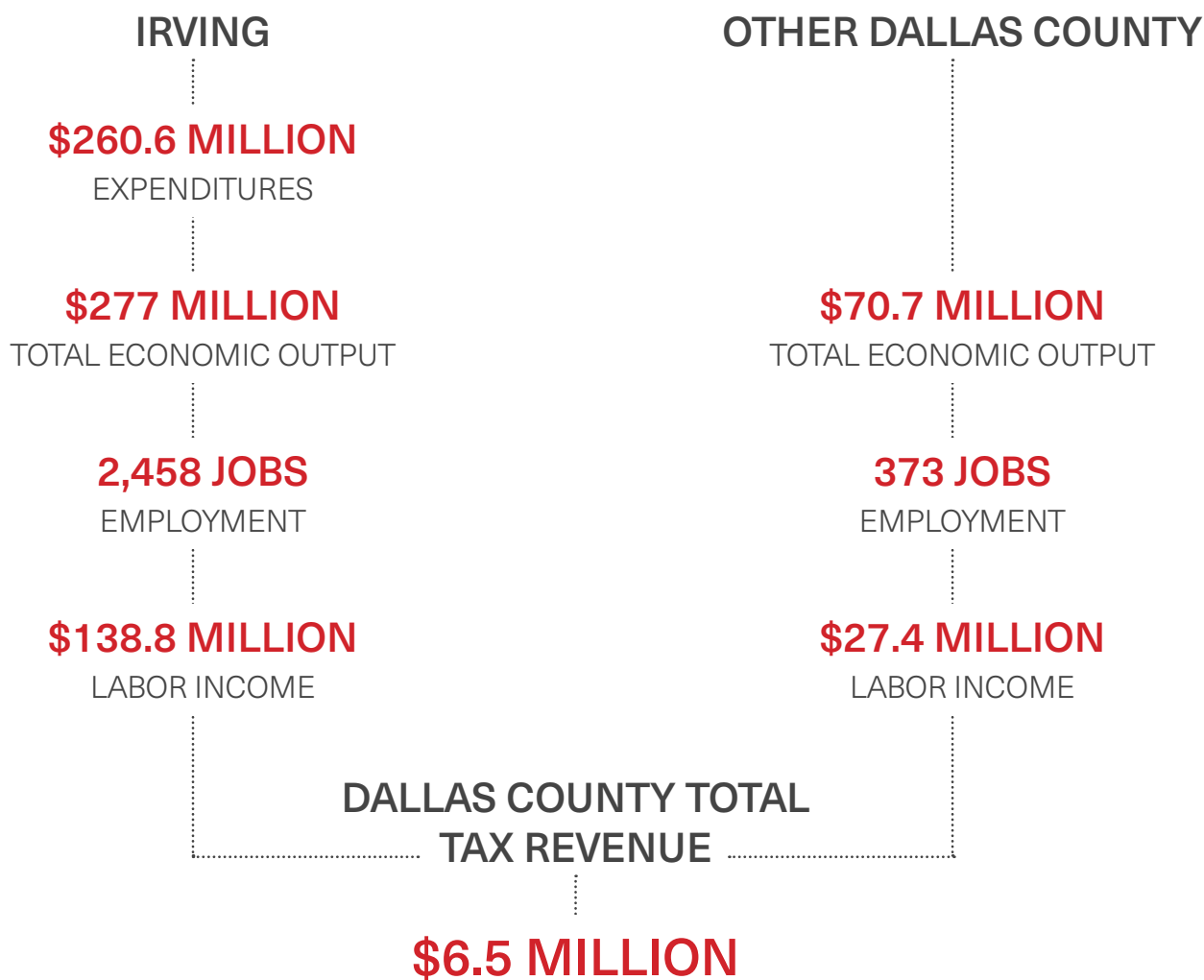
The Toyota Music Factory is one of the largest entertainment complexes in Texas. The state-of-the-art facility, which opened in Irving in September 2017, has a 8,000-person-capacity convertible amphitheater, The Pavilion, operated by Live Nation. The venue has attracted audiences from around the globe by hosting big names such as Bob Dylan, Kesha and Post Malone.

The Toyota Music Factory is unique compared to other nearby concert venues. In addition to showcasing big stars, regional and local acts perform at the complex's Texas Lottery Plaza, a small, open-air stage. The Toyota Music Factory also includes 22 diverse restaurant and bar options; whether one's craving Brazilian or Japanese, all appetites can be satisfied. Furthermore, the complex is home to the Alamo Drafthouse Cinema, which offers a tempting combination of movies, drinks and bites – if one is more inclined to watch a stellar onscreen performance over a live one.

Since opening its doors, the Toyota Music Factory has had significant positive impacts on local and regional economies. In 2019, the complex attracted over 659,000 customers. The following analysis details the economic benefits on the economies of Irving and other parts of Dallas County, covering overall output, employment, labor income, local tax revenue and social contributions.

Key Findings Include:

- In 2019, expenditures from the Toyota Music Factory’s attendees, venue operations and tenants spending totaled **\$260.6 million**.
- In Irving, these expenditures generated **\$277.0 million** in economic output, supported **2,458 jobs** and contributed **\$138.8 million** in labor income.
- In the remaining regions of Dallas County, these expenditures generated **\$70.7 million** in economic output, supported **373 jobs** and contributed **\$27.4 million** in labor income.
- Local fiscal impacts totaled **\$6.5 million** from these expenditures, primarily through property and sales tax revenue.
- Social impacts, which cannot be easily quantified, provide additional benefits in the form of workforce diversity, charitable contributions and community unification.





METHODOLOGY

Impact studies assume that any increase in spending has three effects. First, a direct effect on the industry itself stems from the additional output of goods or services. Second, indirect effects on all the industries whose outputs are used by the industry in question. These are the impacts generated by a business' supply chain. Third, induced effects arise when employment increases and household spending patterns expand. These impacts follow from the additional income earned in producing this output, both by employees in the target industry and by those supplying it. Using the IMPLAN modeling system, Beacon Economics estimates the direct, indirect and induced economic impact of attendee and venue operations and tenant spending of the Toyota Music Factory on Irving and other parts of Dallas County.¹

DIRECT + INDIRECT + INDUCED = TOTAL IMPACT

¹ For more details on the IMPLAN modeling system please see the appendix of this report.

EXPENDITURES

The economic impact of the Toyota Music Factory in Irving and Dallas County stems from two main sources of expenditures: attendee spending and venue spending. Venue spending includes operational expenditures, such as employing workers and contracting with local vendors. Additionally, the Toyota Music Factory includes office space and therefore supports additional employment from its tenants. As such, tenant spending is included in the venue spending category. Attendee spending is the money spent by local and visiting attendees of Toyota Music Factory events.

This study assumes all spending occurs in Irving. As it's certain that operational and tenant spending take place at the venue location, this assumption is made regarding attendee spending. It is possible that attendees spend outside city limits, such as on accommodation or food, however Irving has numerous hotels and restaurants that cater to Toyota Music Factory attendees, so it's likely that attendees will do most, if not all, of their spending in Irving. As such, expenditure analysis is provided for Irving only.

In total, over **\$260 million** was spent by attendees, venue operations and tenants in Irving. Spending was split almost evenly between the venue and attendees, where venue spending accounted for about 52% of total spending, and attendees accounted for about 48%.

Attendee Spending

Over 659,000 people attended events at the Toyota Music Factory entertainment complex in 2019. Total attendee spending accounted for over **\$125 million** in Irving. Accommodation was the largest spending category at \$44.0 million, making up over 35% of purchases in the city. Retail and food and beverage each accounted for about 20% of purchases, and local transportation accounted for about 12%.

Total Attendee Spending, Irving

Category	Irving (Millions)
Accommodation	\$44.0
Retail	\$25.6
Food & Beverage	\$25.2
Local Transport	\$15.3
Other	\$15.2
Total	\$125.4

Source: IMPLAN; Analysis by Beacon Economics

The attendee population is made up of locals and nonlocals. Nonlocal attendees are those from outside of the Dallas Metropolitan Statistical Area (MSA), and locals are those who live in the Dallas MSA counties of Collin, Dallas, Denton, Ellis, Hunt, Kaufman and Rockwall.

On average, nonlocals spent about \$88 more than locals: **\$211** compared with **\$123**. For nonlocals, accommodation was the largest spending category, accounting for about 42% (\$87.81) of purchases. For locals, retail was the largest category, about 31% (\$38.78). Accommodation was purchased only by nonlocals, and on average, locals and nonlocals spent the same amount on all other categories: food and beverage, retail and local transportation. Spending does not include event ticket purchases.

Average Attendee Spending, Irving

Category	Local	Nonlocal
Accommodation	N/A	\$87.81
Retail	\$38.78	\$38.78
Food & Beverage	\$38.26	\$38.26
Local Transport	\$23.24	\$23.24
Other	\$23.04	\$23.04
Total	\$123.33	\$211.13

Source: IMPLAN; Analysis by Beacon Economics

Venue Operations and Tenant Spending

Venue operational expenditures are the cost of maintaining the business, such as employing workers for security, maintenance and groundskeeping, and salaries for direct employees and contractors. As mentioned, the Toyota Music Factory includes office space, and roughly 500 employees are supported through its tenants. Venue operations and tenant spending totaled about **\$132.2 million** at the Toyota Music Factory in 2019.





ECONOMIC IMPACT

After analyzing the expenditure categories, Beacon Economics estimates that the Toyota Music Factory generated roughly **\$347.7 million** in total economic output. Moreover, the Toyota Music Factory supported **2,831 jobs** and contributed **\$166.2 million** in labor income. Irving absorbed about 80% of these impacts, with the remaining regions of Dallas County benefiting from the rest.

Irving

In Irving, the Toyota Music Factory generated about **\$277.0 million** in total economic output, supporting **2,458 jobs** and contributing **\$138.8 million** in labor income.

About 97% of the jobs were a direct result of expenditures, meaning they were created directly from attendee and venue spending. About 3% of jobs were supported by the indirect effect, that is, through the supply chain. Fewer than 1% of jobs resulted from the induced effect, meaning they were created from labor income spent by workers directly or indirectly hired as a result of venue and attendee spending.

Economic Impact, Irving

Impact Type	Output Millions	Employment	Labor Income (Millions)
Direct	\$260.6	2,381	\$132.2
Indirect	\$15.2	70	\$6.1
Induced	\$1.2	7	\$0.4
Total Effect	\$277.0	2,458	\$138.8

Source: IMPLAN; Analysis by Beacon Economics

Other Dallas County

In the remaining regions of Dallas County, the Toyota Music Factory generated about **\$70.7 million** in total economic output, supported **373 jobs**, and contributed **\$27.4 million** in labor income.

As mentioned previously, all expenditures occurred in Irving. Because the direct effect is perfectly linked to expenditures, the remaining regions of Dallas County experienced only indirect and induced effects. As such, about 97% of the jobs created were a result of the indirect effect, and the remaining 3% through the induced effect.

Economic Impact, Other Dallas County

Impact Type	Output Millions	Employment	Labor Income (Millions)
Direct	\$0	0	\$0
Indirect	\$69.0	362	\$26.8
Induced	\$1.7	11	\$0.6
Total Effect	\$70.7	373	\$27.4

Source: IMPLAN; Analysis by Beacon Economics

EMPLOYEE SPOTLIGHT:

Which Industries are Impacted by the Indirect and Induced Effects?

Although the direct effect accounts for the majority of job creation, the indirect and induced effects also have substantial impacts on job growth. The combined impact of indirect and induced effects account for about 16% of job creation in Irving and other regions of Dallas County. Employment generated by the indirect and induced effects resulted in 450 jobs. The real estate industry experienced the most job growth with 37 jobs created, followed by employment services with 35 jobs created. Other industries that experienced significant job growth were consulting services (19 jobs), building services (18 jobs), advertising, public relations (15 jobs), accounting (14 jobs). Additionally, on average, 12 jobs were created in each of the following industries: company management services, full-service restaurants, insurance agencies, and nondepository credit intermediation services.

Employment from Indirect and Induced Effect, Top 10 Industries



Source: IMPLAN; Analysis by Beacon Economics



FISCAL IMPACT

In addition to the substantial economic impacts generated by the Toyota Music Factory, the complex also produces significant fiscal impacts in Irving and other parts of Dallas County. Beacon Economics estimates that spending related to the complex generated **\$6.5 million** in local tax revenue. Most tax revenue comes from property tax (about 77%) and sales tax (about 21%). The remaining 1% comes from fines and license fees.

Fiscal Impact, Dallas County

Tax Category	Revenue
Property	\$5,025,438
Sales	\$1,374,129
Other	\$97,894
Total	\$6,497,461

Source: IMPLAN; Analysis by Beacon Economics

SOCIAL IMPACT

Thus far, benefits resulting from the Toyota Music Factory have been highlighted through quantitative analysis of its economic and fiscal impacts. Beyond these effects, the Toyota Music Factory has produced additional, not easily quantified benefits through its social impact. By employing a diverse workforce, providing charitable contributions and encouraging community unification, the Toyota Music Factory benefits and supports the wider community.

Workforce Diversity

The Toyota Music Factory's broad workforce benefits people across various age groups, educational attainments and races. Previous analysis results showed that many of these workers are local; an estimated 2,831 jobs were created in Dallas County as a result of the Toyota Music Factory.

The following table shows available occupations in the impacted workforce by employment in Dallas County in 2018.

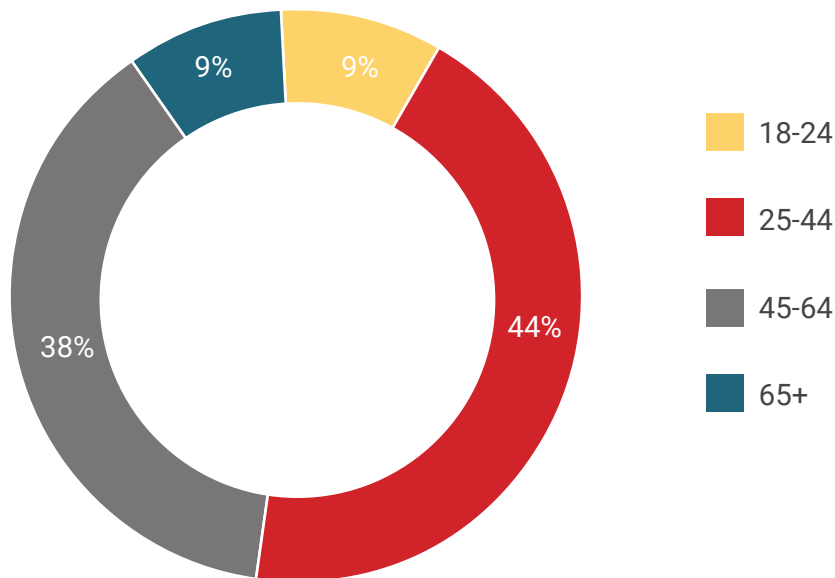
Available Occupations of Impacted Workforce, Dallas County

SOC Code	Occupation	2018 Emp.
	Total	134,656
412031	Retail Salespersons	14,895
37201X	Janitors and Building Cleaners	14,060
411011	First-Line Supervisors of Retail Sales Workers	13,531
352010	Cooks	12,830
412010	Cashiers	11,676
537062	Laborers and Freight, Stock, and Material Movers	11,553
472061	Construction Laborers	10,245
411012	First-Line Supervisors of Non-Retail Sales Workers	7,628
353031	Waiters and Waitresses	5,651
519061	Inspectors, Testers, Sorters, Samplers, and Weighers	3,549
333050	Police Officers	3,359
472111	Electricians	3,255
352021	Food Preparation Workers	2,877
351012	First-Line Supervisors of Food Preparation and Serving Workers	2,560
351011	Chefs and Head Cooks	1,915
353011	Bartenders	1,753
353041	Food Servers, Non-restaurant	1,236
359021	Dishwashers	1,221
512020	Electrical, Electronics, and Electromechanical Assemblers	1,122
274021	Photographers	980
271010	Artists and Related Workers	919
339091	Crossing Guards and Flaggers	752
274030	Television, Video, and Motion Picture Camera	573
536021	Parking Lot Attendants	491
537081	Refuse and Recyclable Material Collectors	416
33909X	Other Protective Service Workers	277
2740XX	Other Media and Communication Equipment Workers	248
419010	Models, Demonstrators, and Product Promoters	204
359031	Hosts and Hostesses, Restaurant, Lounge, And Coffee Shop	196

Source: American Community Survey 1-Year Public Use Microdata Sample (2018), Analysis by Beacon Economics

Most of the impacted workforce in Dallas County is age 25 to 44 (44% of total), followed by those 45 to 64 (38%). The remainder are from 18 to 24, or 65 and older (9%).

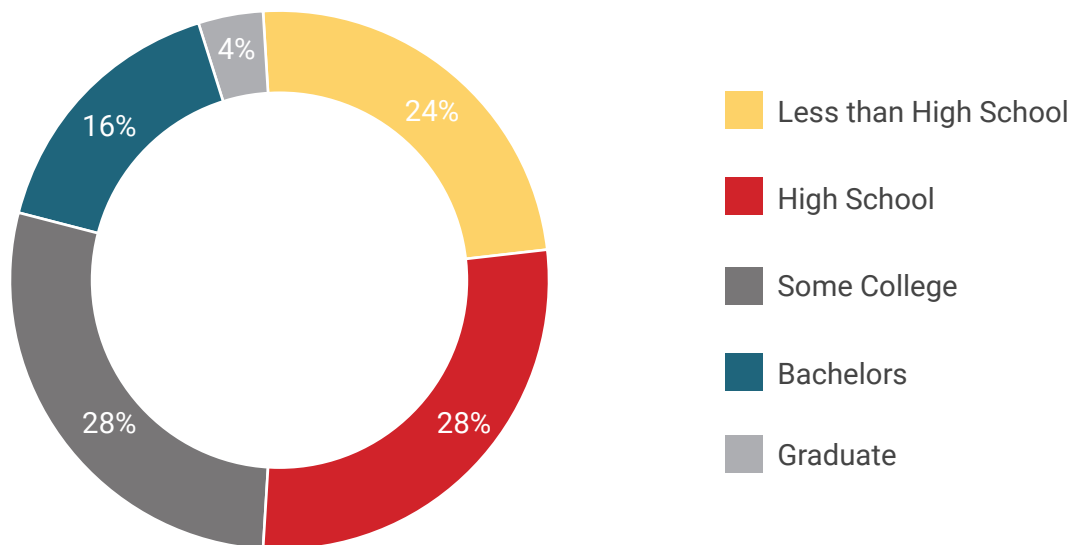
Age Groups of Impacted Workforce



Source: American Community Survey 1-Year Public Use Microdata Sample (2018), Analysis by Beacon Economics

Educational attainment varies among the impacted workforce in Dallas County. Most workers have either a high school degree (28%), some college degree (28%), or less than a high school degree (24%).

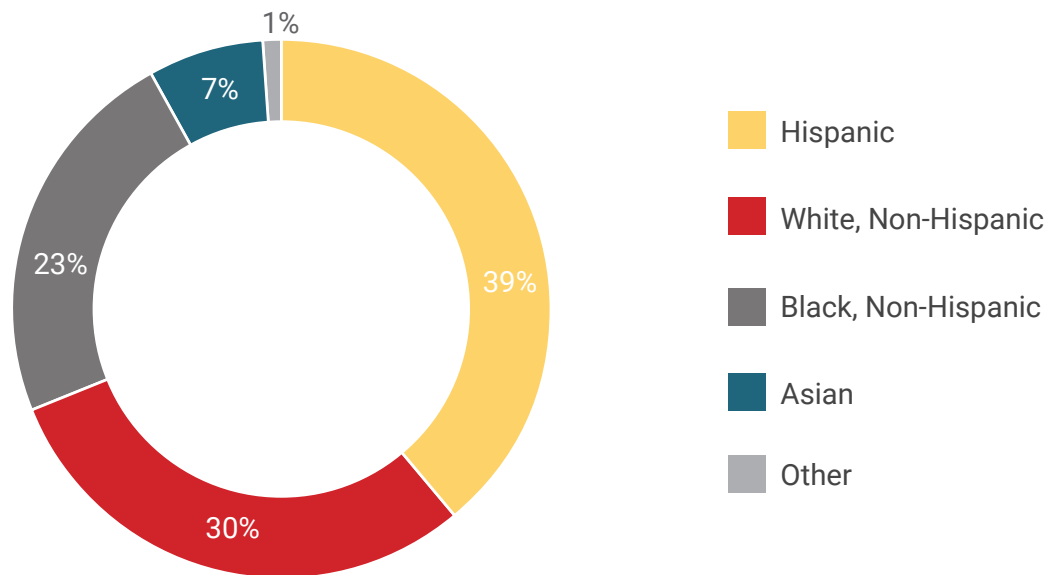
Education Attainment of Impacted Workforce



Source: American Community Survey 1-Year Public Use Microdata Sample (2018), Analysis by Beacon Economics

Additionally, the impacted workforce is ethnically diverse. No one race or ethnic group makes up more than 40% of the workforce, with Hispanics accounting for 39%, non-Hispanic whites 30%, non-Hispanic blacks 23% and Asians 7%. In contrast, the racial breakdown of non-Hispanic whites and Hispanics in Dallas County's total workforce is roughly switched: 38% of the population is non-Hispanic white and 29% is Hispanic.

Racial/Ethnic Background of Impacted Workforce



Source: American Community Survey 1-Year Public Use Microdata Sample (2018), Analysis by Beacon Economics

Charitable Contributions

Other impacts the Toyota Music Factory has on local economies are through charities. The complex remains active in its local community by partnering with organizations and nonprofits to host fundraising events.

Notably, the Toyota Music Factory hosts various marathons (full, half, 10k and 5k). Its partner organizations include WW Military Miles, which benefits the Wounded Warrior Project and Fisher House Foundation (aiding military personnel and veterans)²; Ampt Running Co., which raises funds for the Irving Police Association (supporting the local police force and officers' families)³; and the Irving Marathon, which benefits the Baylor Scott & White-Irving Foundation (providing opportunities for children to participate in active lifestyles to battle child obesity)⁴.

Additionally, the Toyota Music Factory organized a Thanksgiving pub crawl that benefited Irving Cares⁵, a nonprofit that aids Irving residents in financial crisis, and hosted a fundraiser and adopt-a-thon with the DFW Humane Society⁶, a no-kill animal shelter in Irving.

² RunSignUp.com. <https://runsignup.com/Race/TX/Irving/WWMilitaryMiles>

³ AMPT Running. <https://www.amptrunning.com/toyota-half/>

⁴ Irving Marathon. <http://www.irvingmarathon.com>

⁵ Toyota Music Factory. <https://toyotamusicfactory.com/news-posts/1112-ps80om/>

⁶ Toyota Music Factory. <https://toyotamusicfactory.com/event-posts/mardi-paws/>

Community Unification

The opening of the Toyota Music Factory complex introduced surrounding communities to new levels of entertainment that bring the community together. As mentioned, the complex is more than an epicenter of top live performances, it is also home to a number of bars and restaurants, a cinema and the Texas Lottery Plaza, a smaller stage for local and regional acts.

Whether it's to satisfy cravings by enjoying sushi at Kabuki Restaurant and Bar or sipping a martini at Bar Louie, or whether it's to admire artistic ability by supporting local talent at the Texas Lottery Plaza or watching Kesha perform live at the Pavilion, the Toyota Music Factory brings people together to celebrate art and life in a shared space.

CONCLUSION

As one of the few major entertainment hubs in Dallas County, the Toyota Music Factory has a substantial effect on regional economies, especially on that of its home city, Irving. Toyota Music Factory spending by attendees, venue operations and tenants generated more than \$347.7 million in economic output throughout Dallas County. Employment and labor income have also been positively affected. The combined effect of attendee and venue spending created 2,831 jobs and contributed \$166.2 million in labor income. Additionally, \$6.5 million was generated in local tax revenue.

Further, the Toyota Music Factory has had a considerable social impact on the surrounding regions. The complex plays a vital role in the region by employing a diverse workforce, supporting local charities and uniting the community through entertainment.



INPUT-OUTPUT METHODOLOGY & IMPLAN

This report is based on an economic analysis technique known as input-output (I-O) analysis, which is a means of examining inter-industry relationships in an economy. An I-O analysis captures all monetary market transactions among industries in a given time period, within a specified region. The results of the analysis reveal the effects of a change in one or several economic activities on an entire economy.

IMPLAN expands upon the traditional I-O approach to include transactions among industries and institutions, and among institutions themselves, thereby capturing all monetary market transactions in a given time period. This specific report uses the IMPLAN V3 model. For more information on the IMPLAN modeling process, visit IMPLAN.com.

Although IMPLAN provides an excellent framework for conducting impact analysis, Beacon Economics takes extra precautions to ensure model results are valid, employing decades of experience to tailor the model to the unique demands of each economic impact analysis the firm conducts. Procedures and assumptions are thoroughly and systematically inspected for validity and individual project appropriateness before any analysis is performed.

GLOSSARY OF TERMS

Direct Effects/Impacts: The set of expenditures made by the producers and/or consumers of an event, activity or policy. These expenditures are applied to the industry multipliers in an IMPLAN model, which result in further, secondary expenditures (known as the indirect and induced effects).

Expenditures: The amount of money buyers pay to sellers in exchange for goods or services.

Indirect Effects/Impacts: The set of expenditures made by local industries on goods and services from other local industries as a result of the direct effects. This cycle of spending works its way backward through the supply chain until all money ‘leaks’ from the local economy.

Induced Effects/Impacts: The set of expenditures made by local households on local goods and services as a result of increased labor income generated by the direct and indirect effects.

Input-Output Analysis: A type of applied economic analysis that tracks the interdependence among various producing and consuming sectors of an economy.

Jobs (Employment): A job in IMPLAN is equal to the annual average of monthly jobs in that industry (this is the same definition used by the U.S. Bureau of Labor Statistic and the U.S. Bureau of Economic Analysis – federal governmental statistical agencies that provide authoritative U.S. economic data). Thus, 1 job lasting 12 months is equal to 2 jobs lasting 6 months each, which is equal to 3 jobs lasting 4 months each. A job can be either full-time or part-time.

Labor Income: All forms of employment income, including employee compensation (wages and benefits) and proprietor income.

Leakages: Expenditures, income, resources, or capital located outside the region of study. Because leakages do not affect local industries, they are not included in the economic impact results.

Multiplier Effect: In simple terms, the phenomenon of final increased spending resulting from some initial amount of spending.

Output: The value of industry production. In IMPLAN, these are annual production estimates for the year of the data set and are in producer prices. For manufacturers, this is sales plus/minus changes in inventory. For service sectors, production is equal to sales. For retail and wholesale trade, output is equal to gross margin (not gross sales).

Total Effect/Impact: The entire economic impact of an event, activity, or policy, found by combining the direct, indirect, and induced impacts.

Fiscal Impact: Tax revenues generated at the federal, state, and local level. These expenditures are included in the total impact as government expenditures.



TOYOTA MUSIC FACTORY

Economic Impact Analysis

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 24, 2020**

BOARD REPORTS

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



From: [Amy Stevenson](#)
To: mgast@cityofirving.org
Subject: The Nelson Award
Date: Thursday, January 30, 2020 1:55:06 PM
Attachments: [image001.png](#)

First off, THANK YOU!!!! I am honored to receive this award!! WOW!!

I will be there and I have three others that have been helping me with the move to Irving. I would love for them to be invited as well.

Raleigh Mae Stevenson
2421 Park Crest Ct
Irving, TX 75060

Wendy Bennett
1911 Pilgrim Dr
Irving, TX 75061

Nick Torres
804 Edith St
Irving, TX 75061

I am truly excited about this and really appreciate the honor!!

Amy Stevenson – K-8 Dyslexia Interventionist

1100 SCHULZE DR. || IRVING, TX 75060 || (972)600-6600 ph || [JOHN HALEY WEBSITE](#)

IRVING INDEPENDENT SCHOOL DISTRICT

I know I can! I know YOU can! I know WE can!



It is the policy of Irving ISD not to discriminate on the basis of race, color, national origin, gender or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Educational Amendments of 1972; Section 503 and 504 of the Rehabilitation Act of 1973, as amended.

IRVING CITY Spectrum

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digital

Feb. 19, 2020 | [CityofIrving.org](#)



North Texas Teen Book Festival Returns March 6-7

Eager readers from across North Texas will descend upon the Irving Convention Center at Las Colinas, [500 W. Las Colinas Blvd.](#), for the sixth annual North Texas Teen Book Festival. The Irving-born festival has become one of the city's premier events. In 2019, more than 14,000 teenagers attended, and this year organizers expect an even larger crowd. Educator Day is March 6 and the festival is March 7.

This year's lineup is packed with A-list authors, exciting newcomers to the writing world and YouTubers.

Parking for the event is \$10 per vehicle. The [Dallas Area Rapid Transit Orange Line](#) stops at the Las Colinas Convention Center Station. Follow @NTTBF on Facebook, Twitter and Instagram for updates.

[Click here](#) for more information.

Register Now for FAC's 5K, 1-Mile Run to Combat Child Abuse



The [Irving Family Advocacy Center \(FAC\)](#) works year-round to help prevent child abuse. The FAC provides counseling and other services - at no cost - for Irving residents ages 3 and older, as well as for all victims of crimes committed in Irving.

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Daylight Saving Time Begins: Change Clocks, Change Batteries

Residents are reminded to advance clocks one hour for the beginning of Daylight Saving Time on March 8.

The [Irving Fire Department](#)

recommends residents change the batteries in smoke detectors when changing clocks.

Upcoming Events

Feb. 22 | [Home Chemical Collection, Electronics Recycling](#)

9 a.m. to 1 p.m. | Briery Municipal Compound, 128 N. Briery Road



April is Child Abuse Awareness Month, and to aid local awareness efforts, the FAC's counseling staff is hosting the "No Excuse for Child Abuse" 5K and 1-mile Fun Run at 8 a.m. April 25 at the [Toyota Music Factory, 300 W. Las Colinas Blvd.](#) Proceeds from the event will go directly to continue these free services for child abuse victims, including play and art therapy programs.

[Click here](#) for more information.



Residents are invited to Irving's Got Talent from 7 to 10 p.m on March 6 at the Irving Arts Center, [3333 N. MacArthur Blvd.](#) Irving's best musicians, dancers and performers will take the stage for an evening of entertainment. Refreshments will be served. The event is free. [Click here](#) for more information.

2020 Census Community Day



Dallas County Commissioner Dr. Elba Garcia hosted an event to promote interest in the [2020 U.S. Census](#). Attendees answered census trivia questions for prizes and learned more about the importance of participating in the 2020 Census. The event was at Jaycee Zaragoza Park in Dallas. Watch the video, and learn more about the Census.

Events at Texas Lottery Plaza at Toyota Music Factory



Upcoming events at the [Texas Lottery® Plaza](#) inside [Toyota Music Factory](#).

- Feb. 22, [Mardi Paws](#)
- March 5, [Retrophonics](#)
- March 6, [Party on the Plaza - DJ B](#)

Toyota Music Factory also offers a number of restaurant options to satisfy any appetite.

Protect Dogs Against Distemper and Parvo with a Vaccination

Feb. 22 | [Friends Book Lovers Book Sale](#)

10 a.m. to 3 p.m. | Friends of Irving Public Library Warehouse, 3000 Rock Island Road

Feb. 27 | [Gardening in Small Spaces](#)

7 to 8 p.m. | West Irving Library, 4444 W. Rochelle Road

Feb. 28 | [Affordable Spay/Neuter for Pets - Appointments Required](#)

8 to 8:30 a.m. | Irving Animal Care Campus, 4140 Valley View Lane

Feb. 28 | [Low Cost Pet Vaccinations](#)

10 a.m. to noon | Irving Animal Care Campus, 4140 Valley View Lane

Feb. 29 | [Elementary Lock-In](#)

6 to 11 p.m. | Mustang Park Recreation Center, 2223 Kinwest Parkway

March 3 | [Community Meeting: Making Capital Available and Reducing Its Costs for Housing](#)

10 a.m. to noon | City Hall, 825 W. Irving Blvd.

March 3 | [Community Meeting: Tools, Programs and Strategies for Increasing Housing Production](#)

6:30 to 8:30 p.m. | City Hall, 825 W. Irving Blvd.

March 4 | [Affordable Spay/Neuter for Pets - Appointments Required](#)

8 to 8:30 a.m. | Irving Animal Care Campus, 4140 Valley View Lane

March 4 | [Low Cost Pet Vaccinations](#)

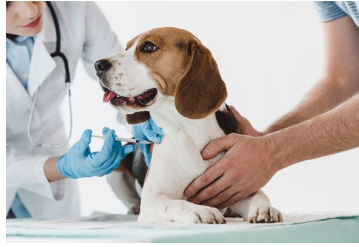
10 a.m. to noon | Irving Animal Care Campus, 4140 Valley View Lane

Springtime in Texas means warmer temperatures, more fun outdoor activities and unfortunately, a surge in parvo and distemper infections in animals.

Irving Animal Services (IAS) is seeing an increase in sick raccoons, most likely caused by the distemper virus. Because distemper can infect pets, IAS reminds pet owners to take their pets to the veterinarian for a checkup and vaccinations.

The only way to protect your pet against these deadly diseases is to make sure they are up-to-date on vaccinations.

[Click here](#) for more information.



March 5 | [Grow Your Own Tomatoes](#)

6:30 to 7:30 p.m. |
West Irving Library,
4444 W. Rochelle
Road

March 13-15 | [Red Cross Lifeguard Class](#)

Times vary | North
Lake Natatorium, 5001
N. MacArthur Blvd.

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City of Irving, Texas
825 W. Irving Boulevard, Irving, TX 75060
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page 2

Check out all the fun at the Irving Arts Center featuring a Black History Month exhibit, ballet, a capella, moving musical tributes and more.



page 3

See the programs and activities offered by the Parks and Recreation Department, including valentine parties, AquaStars Swim Program and yoga classes.



page 6

City Council candidate packets for Irving residents are available for filing through Feb. 14. (Información esta disponible en español.)

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PERMIT NO. 883

IRVING CITY Spectrum

FEBRUARY 2020 / VOL 27 / NO 02



CityofIrving.org



Visit CityofIrving.org/IrvingBlvd.

Project to Transform Irving Boulevard through Heritage Crossing District

Seeking input on Feb. 11 from residents, businesses and property owners

The City of Irving has initiated a downtown revitalization project to redesign a 1-mile section of Irving Boulevard that runs through the city's historic Heritage Crossing District.

The preliminary design calls for a transformation that will help draw people and businesses to this quaint and beautiful part of town, with the goal of evolving Heritage Crossing into a destination location.

Current plans recommend reducing three vehicle lanes to two lanes along Irving Boulevard from Sowers Road to Strickland Plaza. The remaining right of way would be used for parallel parking, wider sidewalks, a bike lane and streetscape amenities. Parallel parking will be on both sides of the street.

Prior to engineering, the city has scheduled two public input sessions. The sessions will be held from 9:30 to

11:30 a.m. and 5:30 to 7:30 p.m. Feb. 11 at the Jack D. Huffman Community Building, 801 W. Irving Blvd. The city invites residents, businesses and property owners to attend and provide comment on the design, and offer additional ideas for improvement.

A second round of input sessions on the Irving Boulevard project will be scheduled during the intermediate design phase. Construction is slated to begin next year and conclude in 2023.

While construction is underway, the city will make additional improvements to the water, sewer and stormwater infrastructure along the road. This renovation project is one of many investments the city is making in the area.

For more information, call Imelda Speck at (972) 721-2398 or email ispeck@cityofirving.org. ■

2020 CENSUS: HOW IT WORKS

Information collected in the 2020 Census will determine the congressional representation, help communities and businesses plan for the future and determine the allocation of more than \$675 billion in federal funds every year for the next decade. Every household living in the United States is required by law to respond to the 2020 Census. Individual answers cannot be shared with law enforcement, ICE, DEA, landlords, courts or anyone until 72 years have passed and they become valuable for genealogical and historical researchers. But how does it work?

The 2020 Census will be the first decennial census in which people can respond online. Between March 12 and 20, every residence in Irving will be sent a letter inviting the occupant to respond online or by phone to the 2020 Census. These letters will be sent out in waves so that not everyone in the nation tries to log into the Census Bureau response site at once. Responses are encrypted to prevent hacking, and the household's response is entered into the Census database. There will be 13 different languages to choose from in the online response page. Additional language options may be available by phone.

From March 16 to 24, a reminder letter will be sent to each residence. A residence is likely to receive this reminder letter even if it has already responded to the first one.

During March 26 to April 3, a reminder postcard will be sent to any residence that has not responded online.

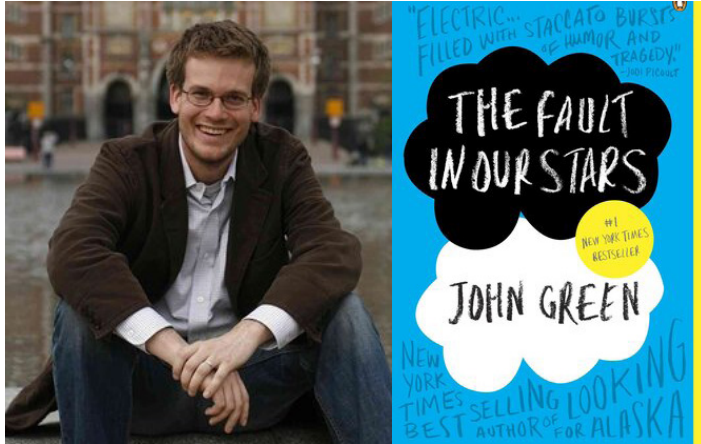
Between April 8 and 16, a second reminder letter will be sent, along with a paper questionnaire, to any residence that has not responded. This is how one normally will receive a paper survey, though there might be some "Be Counted" stations set up across the region where paper surveys in various languages might be available earlier than this.

Final reminder postcards are sent between April 20 and 27. If one does not want to receive a face-to-face visit from a Census worker, one must respond to the Census before the end of April.

Beginning in May, is the phase called "Non-Response Follow Up." This is when Census workers visit every residence that has not responded to the 2020 Census.

These workers will ask people to fill out the Census with them at the doorstep. If they believe that residence is occupied, they will return multiple times until they finally meet with a resident who will help fill out the 2020 Census. This follow-up phase lasts through the end of July 2020.

Visit Census.gov for more information. ■



North Texas Teen Book Festival Returns March 6-7

Eager readers from across North Texas will descend on the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd., for the sixth annual North Texas Teen Book Festival (NTTBF). The Irving-born festival has become one of the city's premier events. In 2019, more than 14,000 teenagers attended, and this year organizers expect an even larger crowd.

This year's lineup is packed with A-list authors, exciting newcomers to the writing world and YouTubers. Middle Grade Keynotes include Soman Chainani ("The School for Good and Evil" series) in conversation with "Dork Diaries" duo Nikki and Renée Russell. Nicola Yoon ("The Sun is Also a Star") and Sarah Dessen ("The Rest of the Story") return to take part in the Young Adult Keynote conversation. Also scheduled to attend are John Green ("Let It Snow" and "The Fault in Our Stars"), graphic novelist Raina Telgemeier ("Guts"), Ransom Riggs (Miss Peregrine series), Marie Lu ("The Kingdom of Back") and Ruta Sepetys ("The Fountains of Silence").

The NTTBF Film Fest returns to Alamo Drafthouse at Toyota Music Factory with several titles that have been turned into movies. Films include "Miss Peregrine's Home for Peculiar Children" and "Let it Snow," a holiday romance based on stories by John Green, Maureen Johnson and Lauren Myracle.

Educator Day is March 6. This year, teachers and administrators can register to hear special keynotes delivered by Neal Shusterman ("The Toll") and Pam Muñoz Ryan ("Mañanaland"). There also are a number of special guests and panels planned.

NTTBF is supported by the Irving Public Library and the Friends of the Irving Public Library. Parking for the event is \$10 per vehicle. The Dallas Area Rapid Transit Orange Line stops at the Las Colinas Convention Center Station. Follow @NTTBF on Facebook, Twitter and Instagram for updates. For more information, visit NTTBF.com or call (972) 721-4612. ■



Damien Sneed pays tribute to Martin Luther King Jr. on Feb. 8.



The Filharmonic will perform Feb. 16 as part of a quadruple bill.



"The Tocks" return to Irving Feb. 25.

Irving Arts Center’s Fantastic February Ballet, A Capella, Moving Musical Tributes and More

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.

Through Feb. 2 | Youth American Grand Prix

Performance times/locations vary
The world’s largest student ballet scholarship competition, the Youth America Grand Prix is open to dance students 9-19 years old and awards \$250,000 in scholarships to leading dance schools worldwide.

Through Feb. 8 | “Pride and Prejudice,” MainStage

2:30 and 7:30 p.m. | Dupree Theater | \$21-\$28
MainStage presents Kate Hamill’s effervescent adaptation of Jane Austen’s novel “Pride and Prejudice.” It explores the absurdities and thrills of finding a perfect (or imperfect) match in life. The outspoken Lizzy Bennet is determined to never marry, despite mounting pressure from society. But can she resist love, especially when that vaguely handsome, mildly assuming and impossibly aggravating Mr. Darcy keeps popping up at every turn? Literature’s greatest tale of latent love has never felt so theatrical or so full of life.

Feb. 6 | JumpstART Stories and Art: V is for Valentine

10 a.m. | Suite 200 | Free
Explore new stories and fun art projects on the first Thursday of each month during this creative story time that combines art and children’s literature. February features sweet stories and Valentine’s Day crafts. Afterwards, browse the galleries as part of this fun morning activity.

Feb. 8 | “We Shall Overcome with Damien Sneed”

7:30 p.m. | Carpenter Hall | \$16.50-\$41.50
Multigenre international recording artist, Damien Sneed, performs a special tribute concert inspired by the words and actions of Dr. Martin Luther King Jr. “We Shall Overcome with Damien Sneed” is a joyful celebration of music from across African American music traditions that electrified generations of civil rights activists and defenders with interwoven spoken word from Dr. King’s recorded speeches.

Feb. 9 | Second Sunday Funday: Exploring Romare Bearden

1 to 4 p.m. (drop in) | Suite 200 | Free
A free guided craft program that is fun for the whole family. This month, create crafts inspired by the art of Romare Bearden, one of the most well-known African American artists of the 20th century. Free guided tours of the exhibitions will be offered at 2:30 p.m.

Feb. 9 | Dazzling Music! New Philharmonic Orchestra of Irving (NPOI)

3:30 p.m. | Carpenter Hall | \$10-\$20
NPOI presents a dazzling program of music featuring Gioachino Rossini’s overture to the opera “The Barber of Seville” with conductor Stephen Pandolfo; Mikhail Glinka’s “Capriccio Brillante on the Jota Aragonesa”; and César Franck’s “Symphony in D Minor.”

Feb. 14 | Tejas Brothers, Entertainment Series of Irving

7:30 p.m. | Carpenter Hall | \$26.50
“Mama loves George Jones and daddy loves Freddy Fender,” says Dave Perez, accordionist for the Tejas Brothers band. With influences from all different styles of music, the audience might find it difficult to describe a live Tejas Brothers show. Sometimes described as “Tex-Mex Honky Tonk,” the Tejas Brothers put on an original show that is a true Texas original.

Feb. 14 | Lorie Line: Living in the Sunshine

7:30 p.m. | Dupree Theater | \$55.50-\$60.50
Lorie Line will be taking center stage with her concert grand piano in 30 cities in February, March and April, including one very special Valentine’s evening show at Irving Arts Center. She will play all the favorites and share stories from a career spanning three decades. Do not miss this chance to see one of the most published pianists of all time!

Feb. 15 | Cristiana Pegoraro - Piano, Las Colinas Symphony Orchestra (LCSO)

7:30 p.m. | Carpenter Hall | \$16.50-\$46.50
LCSO presents pianist Cristiana Pegoraro. The program will feature music by composers Handel, Britten and Chopin.

Feb. 16 | A Capella Live!

2:30 p.m. | Carpenter Hall | \$16.50-\$41.50
Irving Arts Center presents a quadruple bill of three a cappella groups and one soloist singer/songwriter/beatboxer. The three a cappella groups are Committed, a Grammy-nominated act that won Season 2 of NBC’s hit musical competition “The Sing Off”; The Filharmonic, an act featured in Universal Picture’s “Pitch Perfect 2”; and Women of The World, a quartet of musicians who perform in more than 31 languages and winners of the 2017 International A Cappella Open. Singer/songwriter and beatboxer Blake Lewis, runner-up on the sixth season of ABC’s “American Idol,” rounds out the bill.

Feb. 22-March 28 | Saturday School Session 3: Spin Me a Yarn (Storytelling with Quilts and The Fiber Arts)

2 to 4 p.m. | Suite 200 | \$75
Meeting six Saturdays, children ages 6-10 will learn techniques in cloth painting, hand stitching and beading, while learning about African American history and culture. The work of contemporary artist and author Faith Ringgold, as well as “quilt codes” used in the Underground Railroad during the 19th century, will be the inspiration for exploring the unique storytelling power of textiles and the visual arts.

Feb. 20-22 | "The Mikado," Dallas Baptist University College of Fine Arts

2:30 p.m. and 7:30 p.m. | Dupree Theater | \$13.50
Dallas Baptist University College of Fine Arts presents the comedic operetta, “The Mikado.” First performed at London’s Savoy Theatre in 1885, “The Mikado” pokes fun at topical aspects of Victorian society and follows Nanki-Poo, the son of the Mikado (the Japanese emperor), who has fled his father’s court in disguise as a “Wand’ring Minstrel” to avoid marrying Katisha, an elderly suitor. Instead, he hopes to find and marry his own beloved, the maiden Yum-Yum.

Feb. 22 | Rachmaninoff with a Twist, Irving Symphony Orchestra (ISO)

7:30 p.m. | Carpenter Hall | \$38-\$49
Once again, the dynamic programming of the ISO brings two outstanding artists to the stage: one of the most versatile young ballet companies in the DFW metroplex and one of Europe’s most notable pianists. The program features everything from waltzes to movie music and concludes with one of the most famed piano concertos.

Feb. 23 | Black History Month Celebration

3 p.m. | Dupree Theater | Free
The Irving Black Arts Council and City of Irving present the annual Black History Month celebration featuring special performances and the unveiling of the 2020 USPS Heritage Stamp.

Feb. 25 | Les Ballets Trockadero de Monte Carlo

7:30 p.m. | Carpenter Hall | \$16.50-\$41.50
The famed ballet company commonly known as “The Tocks” returns and guarantees this experience to be the funniest night anyone will ever have at the ballet. An amazing show blending incredible technique, impeccable comic timing and the astounding fact that men can, indeed, dance en pointe (in drag) without falling flat on their faces. Enjoy hilarious twists on classics like “Swan Lake,” “Don Quixote” and “Giselle” from this all-male troupe.

Feb. 28-March 1 | Spotlight Dance Cup

7:30 p.m. | Performance times/locations vary
Spotlight Dance Cup comes to Irving. For more information, visit SpotlightEvents.com.

In the Galleries

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

Artistic Expressions from Within, presented by the Irving Black Arts Council

Feb. 1-March 1 | Main Gallery
The annual Black History Month exhibition will feature works by Chesley Antoinette, Sanah Brown-Bowers, Sha Ferrell, Ozioma Igboke, Mercedes Lewis, Robbyn Miles and Zaria Parker.
5-7 p.m. Feb. 8 | Reception



"Angela" Painting by Mercedes Lewis

Night/Light: Photographs by Kate Jenkins

Feb. 1-March 29 | Focus Gallery
Kate Jenkins teaches photography at North Lake College. In her photography, she often incorporates constructed narratives. In the images presented in this exhibition, light plays a central role, illuminating scenes captured in the dark of night.



"The Meeting" photograph by Kate Jenkins

North Lake College Student Photography Exhibition

Feb. 1-April 19 | Courtyard Gallery
Photographs taken by North Lake College students will be on display.



North Lake College Advanced Photography Student Photo (2019)

Steven Foutch: Prints

Feb. 1-April 26 | Dupree Lobby Gallery
Recent work by Steven Foutch, department chair and assistant professor of Printmaking at the University of Dallas, will be on display.



"Katy Did" painting by Steven Foutch

J.J. L'Heureux: Faces from the Southern Ocean

Feb. 8-April 26 | Carpenter Lobby Gallery
Photographer, painter, adventurer and naturalist: these are the words that describe the artist J.J. L'Heureux. She made her first trip to Antarctica in 2000 where she collected digital images of ice and snow for a white-on-white color field series of “landscape” paintings. Returning to Antarctica each year, the Southern Ocean and the wind-swept setting of the vast, fragile and icy wilderness became living models for her to capture on film. Her life’s work resulted in two books, and her work has been displayed in exhibitions throughout the United States and Europe. Born and raised in Detroit, Michigan, L'Heureux lives and works out of her studio in Venice, California.



"Emperor Penguin, Atka Bay, Antarctica" photograph by J.J. L'Heureux

Gallery Hours

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.

23 and end May 16.

Wed	6:30-9:30 p.m. 7-9:15 p.m.	Ceramics Dance	18-up 18-up	\$15 mo. \$6 weekly
	8:45-9:45 a.m.	AM Aerobics	50-up	\$15 mo.
	9:30-11 a.m. 10 a.m.	History By The Slice Nutrition 101 (2nd Wed)	50-up 50-up	-0- -0-
	10-10:40 a.m.	Tai Chi for Arthritis/Fall Prevention	50-up	\$5 (includes Qigong)
	10-11 a.m.	ESL (English as a Second Language)	50-up	-0-
	10-11 a.m.	Blood Pressure Screening (3rd Wed)	50-up	-0-
	10:45-11:20 a.m.	Qigong and the Art of Relaxation	50-up	\$5 (includes Tai Chi for Arthritis)
	10:45-11:45 a.m.	Assisted Chair Yoga	50-up	\$35 mo./\$8 class
	noon-1 p.m.	Yoga	18-up	\$35 mo./\$8 class
	1-3:45 p.m.	Line Dance	18-up	\$20 mo./\$6 class
Thu	1:30-3:30 p.m.	Open Jam Session	50-up	-0-
	8:20-9:30 a.m.	Stretch and Tone	50-up	\$5 class
	10-11:15 a.m.	Bingo	50-up	\$1 class
	12:15-3:30 p.m.	42 (Dominoes)	50-up	-0-
	12:30-4 p.m.	Adv./Int. Bridge	50-up	-0-
	12:30-4:30 p.m.	Hand and Foot	50-up	-0-
	1-2 p.m.	Fitness Room Orientation (2nd, 4th Thu, appt. req.)	50-up	-0-
	2:45-3:45 p.m.	Int. Tap Dance	50-up	\$30 mo.
	6-7 p.m.	Evening Aerobics	18-up	\$15 mo.
	6-8:30 p.m.	Bunko	50-up	\$8 mo.
	7-8 p.m.	Great Book Club (3rd Thu)	50-up	-0-
	7-8 p.m.	Writing and You (1st, 2nd, 4th Thu)	50-up	-0-

n March 23 and end May 16.

LIVELY POINTE YOUTH CENTER / 909 N. O'Connor Road / (972) 721-8090 Hours: Mon–Fri : 4–9 p.m. / Sat : 1–5 p.m.				
DAY	TIME	CLASS	AGE	FEE
Thu	6-7 p.m.	Ultimate Frisbee	12-18	-0-
	7-8 p.m.	Chillin and Grillin with Steve	12-18	-0-
	7-9 p.m.	Indoor Soccer Free Play	12-18	-0-
Fri	4-5 p.m.	Weight Room Orientation	12-18	-0-
	5-6 p.m.	Xbox One'ders	12-18	-0-
	5-6 p.m.	Girls Workout	12-18	-0-
	6:30-7:30 p.m.	Lively Running Club (M,W,F)	12-18	-0-
	7-9 p.m.	Lively Film Club	12-18	-0-
Sat	1-2 p.m.	Volleyball Skills and Drills – Beginners	12-18	-0-
	2-3 p.m.	Volleyball Skills and Drills – Advanced	12-18	-0-
	3-5 p.m.	3-on-3 Basketball	12-18	-0-

OPEN GYM BASKETBALL

Mon	4-9 p.m. (basketball)
Tue	4-6 p.m. / 8-9 p.m. (basketball)
Wed	4-9 p.m. (basketball)
Thu	4-7 p.m. (basketball) and 7-9 p.m. (soccer)
Fri	4-9 p.m. (basketball)
Sat	1-4 p.m. (basketball)

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	9:30-11 a.m.	Preschool Camp I (M,W,F)	3-5	\$15 week
	11:30 a.m.-1 p.m.	Preschool Camp II (M,W,F)	3-5	\$15 week
Tue	10-11:30 a.m.	Preschool Baseball League	3-5	\$20
Sat	9:15-10 a.m.	Simple Crafts	3-5	\$5 class
	10-11 a.m.	Gym Games	3-5	-0-

YOUTH CLASSES

Mon	1:30-3 p.m. 4-5 p.m.	Home-school Painting Popsicle Crafts	5-11 5-11	\$5 class \$5 class
Tue	1:30-3 p.m. 1:30-3 p.m. 1:30-3 p.m. 1:30-3 p.m.	Workshop: Knitting (T,Th) (March 24-April 2) Workshop: Painting (T,Th) (April 7-16) Workshop: Cooking (T,Th) (April 21-30) Workshop: Experiments (T,Th) (May 5-14)	5-11 5-11 5-11 5-11	\$10 class \$10 class \$10 class \$10 class
Wed	4-5 p.m.	Bead Crafts	5-11	\$5 class
Fri	4-5 p.m. 6-9 p.m. 6-9 p.m. 6-9 p.m. 6-9 p.m. 6-9 p.m.	Classic Video Games Dinner and a Movie (March 27) Dinner and a Movie (April 3) Dinner and a Movie (April 17) Dinner and a Movie (April 24) Dinner and a Movie (May 1)	5-11 5-11 5-11 5-11 5-11 5-11	-0- \$5 class \$5 class \$5 class \$5 class \$5 class
Sat	1-2 p.m.	Outdoor Games	5-11	-0-

TEEN CLASSES

Tue	6-7 p.m.	Game Night	11-17	-0-
	8-9 p.m.	Teen Fitness	11-15	-0-
Wed	6:30-8:30 p.m.	Mustang Volunteer Program (W, Sat)	11-17	-0-
Thu	6:15-7 p.m.	Flag Football	11-15	-0-
Sat	3-4 p.m.	Teen Crafts	11-15	\$5 class
	3-4 p.m.	Card Games	13-16	-0-

ADULT CLASSES

Mon	6:15-7 p.m.	Adult Fitness	18-up	-0-
	7-8 p.m.	Adult Crafts	18-up	\$5 class
	8-9 p.m.	Power Ropes	18-up	-0-
Tue	7-8 p.m.	Couch to 5K	18-up	-0-
Thu	7-8 p.m.	Learning Spanish	18-up	\$5 class
	8-9 p.m.	Walking Club	18-up	-0-

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	SEE
Mon	9:05 a.m.-noon	RARE Learning (M-F)	3-6	TBA
	10 a.m.-noon	Moms and Tots by RARE Learning (M,W,F)	24-36 mos.	TBA
	noon-1 p.m.	Camp Gladiator (M,T,Th)	18-up	\$69 mo.
	4:30-7 p.m.	Keyboarding/Piano	5-15	\$85 mo.
	5-7 p.m.	Indoor Tennis Lessons	7-14	\$40 mo.
	5:30-6:15 p.m.	Gymnastics	4-up	\$49 mo.
Tue	4-7 p.m.	Basketball Skills (Levels 1-4)	6-18	\$25 week
	6-7 p.m.	Zumba (T,Th)	18-up	\$5 class
	6:30-9 p.m.	Soo Bakh Do Karate (T,Th)	4-up	\$30-50 mo.
	7:30-8:30 p.m.	Bootcamp	18-up	\$3 class
	8:15-9:30 p.m.	BollyX	18-up	TBA
Wed	5-7 p.m.	Indoor Tennis Lessons	7-14	\$40 mo.
	5:30-7 p.m.	Ballet and Tap	3-12	\$45 mo.
	5:30-7 p.m.	SuperTots Soccer	3-9	\$40 mo.
Thu	10:45 a.m.-12:30 p.m.	Kindermusik	0-3	TBA
Fri	6-7 p.m.	Chess	5-up	\$48 mo.
Sat	2-4 p.m.	Riaz's Art Studio	5-17	\$80 mo.

NORTHWEST PARK RECREATION CENTER / 2800 Cheyenne St. / (972) 721-2529
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
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PRESCHOOL CLASSES				
Mon	9:30-11 a.m.	Preschool Mini Camp (M,W,F)	3-5	\$50 week
Tue	9:15 -10 a.m.	Soccer Practice	3-5	-0-
	10-11 a.m.	Little Builders	3-5	-0-
	11 a.m.-noon	Outdoor Fun	3-5	-0-
	noon-1 p.m.	Puzzle Play	3-5	-0-
Thu	9:15-10 a.m.	Preschool Basketball	3-5	-0-
	10-11 a.m.	Water Color Pairing	3-5	\$5 class
	11 a.m.-noon	Preschool T-ball	3-5	-0-
	noon-1 p.m.	Numbers and More	3-5	\$5 class
Sat	9:15-10 a.m.	Preschool Gym Games	3-5	-0-
	10-11 a.m.	Playground Activities	3-5	-0-

YOUTH CLASSES

Mon	1-2 p.m.	Home-school Tennis	6-14	-0-
	3:15-6 p.m.	After-school Program (M-F)	K-5 grade	\$180 6 weeks
Tue	3:30-4 p.m.	Leap Learn Play (M-F)	5-11	-0-
	2-3 p.m.	Home-school Team Sports	6-14	-0-
Thu	6-7 p.m.	Futsal	5-11	-0-
	6-7 p.m.	Slime Time	5-11	\$5 class
Fri	2-3 p.m.	Home-school Floor Hockey	6-14	-0-
	6-9 p.m.	Parent's Night Out	K-5 grade	\$10 week
Sat	11 a.m.-noon	Rattler Relays	5-11	\$5 class
	1-2 p.m.	Checkers Tournament	5-11	-0-

Call (972) 721-2501 for details or more information. Registration for Heritage Senior Center classes begins at 10 a.m.

NORTHWEST PARK RECREATION CENTER / 2800 Cheyenne St. / (972) 721-2529				
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
TEEN CLASSES				
Mon	4-5 p.m.	Leap Learn Play (M-F)	11-17	-0-
	6-7 p.m.	Extreme Table Tennis	11-17	-0-
	7-8 p.m.	Kickball Kraze	11-17	-0-
Tue	6-7 p.m.	Hill and Park Walk	11-17	-0-
	7-8 p.m.	Introduction to Painting	11-17	\$5 class
Wed	7-8 p.m.	Sketching Basics	11-17	\$5 class
Thu	7-8 p.m.	Indoor Tennis Skills	11-17	-0-
Sat	2-3 p.m.	Futsal	11-17	\$5 class
	3-4 p.m.	Family Board Games	11-up	-0-

ADULT CLASSES				
Mon	8-9 p.m.	Stretch this Way	18-up	\$5 class
	9-9:45 p.m.	Cardio for Health	18-up	\$5 class
Tue	7-9 p.m.	Full Court Basketball Program (M,W)	18-up	\$1 class
	9-9:45 p.m.	Upper Body Blast	18-up	\$5 class
Wed	8-9 p.m.	Core Blowout	18-up	\$5 class
	9-9:45 p.m.	Adult Fuse Beads	18-up	\$5 class
Thu	9-9:45 p.m.	Leg Day	18-up	\$5 class
Sat	4-4:45 p.m.	Practice a Mile	18-up	\$5 class

OPEN GYM BASKETBALL	
Mon	11:30 a.m.-4:45 p.m. / 8-9:45 p.m.
Tue	11 a.m.-4:45 p.m. / 8-9:45 p.m.
Wed	11:30 a.m.-4:45 p.m. / 8-9:45 p.m.
Thu	11 a.m.-4:45 p.m. / 8-9:45 p.m.
Fri	11:30 a.m.-4:45 p.m. / 8-9:45 p.m.
Sat	10 a.m.-4:45 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.

SENER PARK RECREATION CENTER / 901 S. Senter Road / (972) 721-2641
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	9:15-10 a.m.	Snack Math	3-5	\$5 class
	10-11 a.m.	Follow The Leader	3-5	-0-
	11 a.m.-noon	Fingerpaint Counting	3-5	-0-
	noon-1 p.m.	Preschool Tennis Skills	3-5	-0-
Tue	9:15-10 a.m.	Bean Bag Toss	3-5	-0-
	10-11 a.m.	Preschool Science	3-5	\$5 class
	11 a.m.-noon	Basketball Drills	3-5	-0-
	noon-1 p.m.	Jewelry Making	3-5	\$5 class
Thu	9:15-10 a.m.	Puzzle and Shapes	3-5	-0-
	10-11 a.m.	Parachute Toddlers	3-5	-0-
	11 a.m.-noon	Count and Color	3-5	-0-
	noon-1 p.m.	Basketball Drills	3-5	-0-
Fri	9:15-10 a.m.	Preschool Fitness	3-5	-0-
	10-11 a.m.	Matching Upper and Lower Case Letters	3-5	-0-
	11 a.m.-noon	Chef Sweet Pea	3-5	\$5 class
	noon-1 p.m.	Kickball Skills	3-5	-0-
Sat	9-10 a.m.	Medieval Times Story Time	3-5	-0-
	11 a.m.-noon	Putt Putt Golf	3-5	-0-

YOUTH CLASSES				
Mon	4-5 p.m.	Fabric Painting	8-11	\$5 class

SENER PARK RECREATION CENTER / 901 S. Senter Road / (972) 721-2641
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
YOUTH CLASSES				
Mon	6-7 p.m.	Twisted Smoothie Creation	8-14	\$5 class
Tue	7-8 p.m.	T-shirt Art	9-12	\$5 class
Wed	6-7 p.m.	Beginning Tennis	11-14	-0-
	7-8 p.m.	Basketball Skills	9-12	-0-
Thu	4-5 p.m.	DI Projects	8-11	-0-

TEEN CLASSES				
Mon	7-8 p.m.	Card Games	13-17	-0-
	8-9 p.m.	Modeling Clay	13-16	-0-
	9-9:45 p.m.	Roaring Machine Workout	16-18	\$5 class
Tue	9-9:45 p.m.	Basic Line Dance	14-17	-0-
Wed	8-9 p.m.	Basic Fitness	15-18	\$5 class
	9-9:45 p.m.	Social Media Management	16-up	-0-
Thu	6-7 p.m.	Basic Gaming	12-16	-0-
	7-8 p.m.	Minute To Win It	13-17	-0-
	8-9 p.m.	Archery Training	12-14	-0-
	9-9:45 p.m.	Mother Nature (Weather)	14-18	-0-
Fri	7-8 p.m.	Board Game Night	12-16	-0-
Sat	2-3 p.m.	Recycled Robotics Creation	11-16	-0-
	4-5 p.m.	Volleyball Play (Advanced)	13-17	-0-

ADULT CLASSES				
Tue	6-7 p.m.	Full Body Workout	18-up	\$5 class
	8-9 p.m.	Book Club	18-up	-0-
Wed	9-9:45 p.m.	Social Media Management	16-up	-0-
Fri	6-7 p.m.	Beginner Cardio	18-up	-0-
	8-9 p.m.	Intro Weightlifting	17-up	\$5 class
	9-9:45 p.m.	Dominoes/Spades	18-up	-0-
Sat	11 a.m.-noon	Mommy Fitness Time	20-up	\$5 class
	1-2 p.m.	Let's Get Flexible	30-up	-0-
	3-4 p.m.	Leg Strength Fitness	30-up	\$5 class

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	9-10 a.m.	Zumba Fitness (M-F)	18-up	\$35 mo./\$3 class
	10 a.m.-1 p.m.	Pickleball (M,F)	50-up	IPAR card
	6-7 p.m.	Zumba Fitness (M-F)	18-up	\$35 mo./\$3 class
	7:30-8:30 p.m.	Karate (M,W)	5-up	\$50 mo.
	7:30-9:45 p.m.	Badminton (M,S)	18-up	IPAR card
Tue	5-9 p.m.	ActivStars Karate	4-15	\$8 week
Wed	11:30 a.m.-1 p.m.	Senior Lunch	50-up	\$4
	5-8:30 p.m.	Needle Work Gathering	18-up	-0-
Thu	5-9 p.m.	ActivStars Cheerleading	4-15	\$8 week
Sat	11 a.m.-1 p.m.	Jujitsu	6-up	\$25 mo.

OPEN GYM BASKETBALL	
Mon	9 a.m.-6 p.m. / 7-9:45 p.m.
Tue	9 a.m.-6 p.m.
Wed	6 a.m.-5 p.m. / 7-9:45 p.m.
Thu	9 a.m.-6 p.m.
Fri	9 a.m.-6 p.m. / 7-9:45 p.m.
Sat	9 a.m.-4:45 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.

Parks and Recreation Briefs, AquaStars Swim Program, Valentine Activities

Feb. 9 | AquaStars Swim Program

11 a.m. to 1 p.m. | \$1 for ages 4-17; \$1.50 for ages 18-50 | Heritage Aquatic Center, 200 Jefferson St. AquaStars provides special needs children with an opportunity to sidestep crowds and experience the excitement of play in an indoor, 20-yard, temperature-controlled lap pool. The center's amenities include an accessible ramp, accessible chair lift and water chair, making it an ideal location for the AquaStars program. The city will provide the appropriate lifeguard and staffing ratios, as well as access to waterproof wheelchairs. The program is custom-designed to children with special needs, ages 18 and younger. Participants must be accompanied by an adult or guardian. For more information, call (972) 721-7311.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

- **Feb. 8 | Celebrating Black History**
10 a.m. to 1 p.m. | Free
Enjoy the "Celebrating Black History Month" event.
- **Feb. 14 | Valentine Preschool Bash**
10 a.m. to noon | Ages 3-6 | \$5 per person
Enjoy a morning full of fun with crafts, cupcakes and much more. Children must be accompanied by an adult. Registration is required.

Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

- **Feb. 11 | After-School Sweetheart Party**
3:30 to 5:30 p.m. | Ages 6-14 | Free
Enjoy a Valentine party with music, games and refreshments.

Heritage Senior Center

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

- **Feb. 3-April 15 | Free Tax Service by AARP Volunteers**
8:15 a.m. to noon Monday and Thursday | By appointment only
Volunteers trained by AARP will help residents fill out their tax return. Bring all applicable tax forms and last year's tax return. For seniors and low- to middle- income residents (those with less than \$80,000 adjusted gross income before deductions). To schedule an appointment, contact Ms. Beckner at (214) 770-5599.

- **Feb. 11 | Valentine Dance**
7 to 9:15 p.m. | Ages 18 and older | \$5 per person
Celebrate all things valentines. It will be an evening of music, dancing and light refreshments.
- **Feb. 14 | Vintage Valentine's Day Tea Party**
10 to 11:30 a.m. | Members and families | \$5 per person
Come to a tea party in celebration of Valentine's Day. Enjoy some old-fashioned favorites like petit fours, macaroons and crustless finger sandwiches. There also will be music, games and more. Party clothes and hats are encouraged. Registration deadline is 5 p.m. Feb. 7.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

- **Feb. 12 | Cupid's Cuties Valentine Party**
10 a.m. to noon | Ages 3-5 | Free
Come to the annual preschool Valentine party with games, crafts and refreshments. Registration is required by Feb. 6. All children must be accompanied by an adult or guardian.

Lively Pointe Youth Center

909 N. O'Connor Road, (972) 721-8090

- **Feb. 8 | Special Needs Valentine Dance**
6 to 8 p.m. | Ages 15 and older | Free
Dance the night away to a professional DJ and disco lights. Refreshments will be provided. This event caters to individuals with special needs and disabilities. Participants must be accompanied by an adult. Registration is required by noon Feb. 3. For more information, contact Carleshia Smiley at (972) 721-8098.
- **Feb. 15 | Irving's Got Talent Auditions**
11 a.m. to 3 p.m. | Grades 6-12 | Free
Seeking musicians, dancers and performers for Irving's annual talent competition. Interested participants must register by Feb. 7. Registration forms are available at Lively Pointe and online at CityofIrving.org/LivelyPointe. Auditions will be held in the ballroom at the Heritage Senior Center, 200 S. Jefferson St. For more information, call (972) 721-8090. Finalists will perform at the Irving Got Talent competition, 7 p.m. March 6 at the Irving Arts Center, 3333 N. MacArthur Blvd.



Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

- **Feb. 7 | Father Daughter Dance**
7 to 9 p.m. | Ages 4-13 | \$25 per couple (\$10 per additional daughter)
Fathers, father figures and daughters are welcome to attend a magical evening. The event includes dinner, DJ, door prizes and pictures by a professional photographer.
- **Feb. 29 | Elementary Lock-In**
6 to 11 p.m. | Ages 5-10 | \$10 per child
Grab friends and have a great time. Games, food, music and so much more.
- **April 1-May 9 | Preschool Soccer League**
Ages 3-6 | \$80 per player
Children will be introduced to soccer in a fun and exciting environment. Players will be assigned a coach and team, based on age. Weekly practices will be held on Wednesday evenings for 45 minutes. All games will be scheduled on Saturday mornings. Each player will receive a T-shirt, ball and trophy. Registration is open until all spots are full.

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

- **Feb. 8 | Pottery Painting**
11 a.m. to 3 p.m. | Ages 5 and older | Prices vary
Enjoy a day of relaxation while painting various pieces of pottery. Children aged 12 and younger must be accompanied by an adult or guardian.
- **Feb. 13 | Bee-Mine Bash**
10 a.m. to noon | Ages 3-5 | \$5 per person
Celebrate Valentine's Day with games, crafts, refreshments and Valentines. Bring valentine's cards to hand out. Registration deadline is Feb. 6.

CITY COUNCIL
CANDIDATE PACKETS
AVAILABLE

Residents who are interested in becoming a candidate for a City Council position can pick up a candidate packet from the City Secretary's Office at City Hall, 825 W. Irving Blvd. Packets also will be available on the city's website at CityofIrving.org.

This year, the mayor and single-member district council Places 3 and 5 will be elected in the General Election. The mayor is an at-large position and candidates running for mayor may reside anywhere within the Irving city limits.

Places 3 and 5 are single-member districts; to qualify to run, candidates must be a resident of the city and have lived in their respective district for at least 12 months immediately prior to Election Day.

The filing period is Jan. 15 through Feb. 14. The City Secretary's Office is open from 8 a.m. to 5 p.m. Early voting dates are April 20 through April 28 and Election Day is May 2. For more information, call the City Secretary's Office at (972) 721-2493. ■

PAQUETES DISPONIBLES
PARA CANDIDATOS AL
CONCEJO MUNICIPAL

Los residentes que estén interesados en ser candidatos para una posición en el Concejo Municipal pueden recoger un paquete de candidatos en la Oficina de la Secretaria de la Ciudad, 825 W. Irving Blvd. Los paquetes también estarán disponibles en la página web de la ciudad en www.CityofIrving.org.

Este año, el alcalde y los distritos concejales de miembro-único de los Lugares 3 y 5 serán elegidos en la Elección General. El alcalde es una posición a nivel general y los candidatos para tal posición pueden

residir en cualquier lugar dentro de los límites de la Ciudad de Irving. Los lugares 3 y 5 son distritos de miembro-único, en los cuales para calificar, los candidatos deben ser residentes de la ciudad y haber vivido en su distrito respectivo por lo menos 12 meses inmediatamente antes del Día de la Elección.

El período para presentar las candidaturas es a partir del 15 de enero hasta el 14 de febrero. La Oficina de la Secretaria de la Ciudad está abierta desde las 8 a.m. hasta las 5 p.m. Las fechas de votación adelantada serán del 20 de abril al 28 de abril, y el día de las elecciones es el 2 de mayo. Para obtener más información, llame a la Oficina de la Secretaria de la Ciudad al (972) 721-2493. ■

LEARN CPR AND HELP
MAKE A DIFFERENCE

The Irving Fire Department (IFD) is offering Hands-Only Cardio Pulmonary Resuscitation (CPR) demonstrations to the community. According to the American Heart Association, about 90% of sudden cardiac arrest victims die before reaching the hospital, but statistics prove that if more people knew CPR, more lives could be saved. The IFD wants to emphasize the importance of knowing how to perform CPR.

Given properly and immediately to sudden cardiac arrest victims, CPR can save lives. The purpose of CPR is to keep the heart pumping and provide a continuous flow of oxygen to the lungs and brain until emergency care arrives.

For more information or to schedule a demonstration, visit CityofIrving.org/2213/Learn-CPR or call (972) 721-2651. ■



East Library Opens with New
Features, Amenities



On Feb. 8, residents can view the newly renovated East Library and Learning Center during its Community

Open House from 1 to 2 p.m. The event is part of the library's new schedule and programming format.

The updated facility, formerly the East Branch Library, along with the Irving Independent School District (IISD) now offers a variety of adult basic education classes at the facility. Those interested in the IISD programs must register prior to attending.

The facility closed its doors during the renovation process, which included repainting walls, adding a second classroom to accommodate up to 40 participants, realigning computers to face a

large TV screen for workshop training, and ordering new furniture and children's play center activity stations.

Know Before You Go

East Library and Learning Center is located at 440 S. Nursery Road. The new library hours are from 3 to 7 p.m. Monday through Thursday and 1 to 4 p.m. every second Saturday of the month. On Feb. 8, the library will host the following free events:

Community Open House
1 to 2 p.m.

Kamishibai: Japanese Storytelling
(Session 1) – 2:30 to 3:20 p.m.

Kamishibai: Japanese Storytelling
(Session 2) – 3:30 to 4:20 p.m.

The facility's upgrades are in response to the community's growing interest in adult learning and workforce development, early literacy skills for children and a desire to create community connections.

For more information on library hours or programs, visit CityofIrving.org/2147/East-Library-and-Learning-Center or call (972) 721-3722.

For more information on the adult literacy programs, including registration, contact IISD Adult Education and Literacy at (972) 600-6130.

Visit CityofIrving.org/2255/Investing-in-Our-Future for more information on the city's ongoing infrastructure initiative. ■



Winter Reading Challenge, Library Briefs

SHERLOCKED Continues ...

Everyone loves a good mystery and this winter adults can enjoy discovering the most famous detectives of all time during SHERLOCKED, Irving Public Library's third annual Winter Reading Challenge. Presented as a mini-Irving Community Read celebration, free copies of "The Adventures of Sherlock Holmes" by Sir Arthur Conan Doyle will be distributed at SHERLOCKED events while supplies last. Readers have through Feb. 29 to register at IrvingLibrary.ReadSquared.com and log five titles to win a limited edition puzzle book, a Sherlock Holmes key chain and a free book. Information on the SHERLOCKED scavenger hunt, tailored book lists and events can be found at ReadSquared.com. This month's featured events include:

Feb. 21 | Murder Mystery Theater, ages 16 and older
6:30 p.m. | Jack D. Huffman Community Building, 801 W. Irving Blvd.
Enjoy mocktails and a thrilling live mystery to solve. Visit IrvingLibrary.ReadSquared.com for details and tickets.

Feb. 22 | The Adventures of Sherlock Holmes Community Discussion
11 a.m. | Valley Ranch Library, 401 Cimarron Trail
Join fellow readers to discuss the Irving Community Read selection "The Adventures of Sherlock Holmes" by Sir Arthur Conan Doyle.

Library Briefs

Feb. 6 | Harry Potter Book Night: Triwizard Tournament
Celebrate the magical world of Harry Potter at the library! Dress up in house robes as beloved characters and travel to the three wizarding schools to participate in Triwizard Tournament tasks. For all ages.
● 5:30 p.m. South Irving Library, 601 Schulze Drive
● 6:30 p.m. West Irving Library, 4444 W. Rochelle Road
● 7:30 p.m. Valley Ranch Library, 401 Cimarron Trail

Feb. 8 | African American Read-In
2 p.m. | All ages | South Irving Library, 601 Schulze Drive
For African American Heritage Month, be introduced to authors and children's literature reflecting the African American experience. This celebration features special guest, The Bandan Koro African Drum and Dance Ensemble, with cultural performances of tribal dances and beats.

Feb. 29 | Leap Year Party
2:30 p.m. | West Irving Library, 4444 W. Rochelle Road
Celebrate Leap Year with a bounce in one's steps. Partygoers are treated to a performance by the Jumpin' Jammers Jump Rope Team, crafts, treats and more.

Irving Police Department Blue Tie Banquet Feb. 28

Each year, the Irving Police Department (IPD) honors officers and staff for their accomplishments during the previous year. A silent auction kicks off the evening, followed by dinner. The Blue Tie Banquet gives the department the opportunity to spotlight outstanding examples of leadership and excellence in IPD employees.

In addition to honoring the men and women of the IPD, the proceeds from this year's event help support the Irving Family Advocacy Center (FAC). IPD partners with FAC to respond to the needs of families and victims of crime in the community. The FAC provides resources focused on providing assistance to the residents of Irving, including counseling services, parent education and play therapy for young crime victims. Creating stronger families today means safer communities for the future.

Seating is limited. Reserve a seat online at <https://irvingfac.ticket.qtego.net>. For more information or sponsorship opportunities, email kerober@cityofirving.org or call (972) 721-2598. ■





PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

February 2020

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Brownstones of Las Colinas TH	101 Decker #801-#804	Condos	12,971 SF	\$931,843	Permit Issued	11/25/2019	Irving	Nov-19

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	1153 W. John Carpenter Fwy.	Office	5,571 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
2	Shell Bldg.	1163 W. John Carpenter Fwy.	Office	4,544 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
3	Shell Bldg.	1173 W. John Carpenter Fwy.	Office	4,757 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
4	Shell Bldg.	1183 W. John Carpenter Fwy.	Office	4,544 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
5	Shell Bldg.	1193 W. John Carpenter Fwy.	Office	4,757 SF	\$800,000	Permit Issued	2/12/2019	Irving	Aug-19
6	TXU Garage	6555 Sierra Dr.	Office Parking Garage	224,576 SF	\$11,000,000	Permit Issued	7/17/2019	Irving	Sep-19
7	Shells Buildings (5)	200-240 O'Connor Ridge Blvd.	Office	27,651 SF	\$2,075,000	Permit Issued	4/17/2019	Irving	Sep-19
8	Plasma Bldg Intelligence	777 Meadow Creek Dr.	3-story office	17,126 SF	\$3,500,000	Permit Issued	6/25/2019	C-FB	Nov-19
9	Texasland & Bus	410 E. Airport Fwy.	3-story office	18,900 SF	\$3,100,000	Permit Issued	10/1/2019	Irving	Feb-20
10	Star Park Las Colinas	5901, 5941, 5981 High Point Dr.	Shell Bldgs.	37,341 SF	\$7,600,000	Permit Pending	12/14/2019	Irving	Jan-20
11	Market Place Shopping Ctr	2150 Market Place Blvd	Shell Bldg.	18,078 SF	\$1,260,000	Permit Pending	1/23/2020	Coppell	Feb-20
12	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Metroplex Wheels & Tires	635 S. Belt Line Rd.	Auto Repair	4,658 SF	\$650,000	Permit Pending	10/16/2018	Irving	Oct-18
2	DCURD	780 Lake Carolyn Pkwy	Storage Bldg.	624	\$1,000,000	Permit Approved	8/29/2019	Irving	Oct-19
3	Lindamood Demo	2020 S. Nursery	Warehouse	5,280 SF	\$155,000	Permit Issued	9/12/2019	Irving	Nov-19
4	Lindamood Demo	2014 S. Nursery	Warehouse	4,940 SF	\$145,000	Permit Issued	9/12/2019	Irving	Nov-19
5	Electrical Surplus of Texas	822 E. Shady Grove Rd.	Storage Bldg.	4,800 SF	\$149,650	Permit Pending	9/24/2019	Irving	Nov-19
6	RDO	3200 E. Airport Fwy.	Auto Repair	36,405 SF	\$8,800,000	Permit Approved	12/20/2019	Irving	Feb-20
7	Shell Bldg.	8480 Esters Blvd.	Warehouse	8,028 SF	\$4,000,000	Permit Pending	1/9/2020	Coppell	Feb-20

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Issued	10/15/2018	Irving	Jan-20
2	Retail Center	8455 Walton Blvd.	Retail	45,816 SF	\$4,000,000	Permit Issued	5/9/2019	Irving	Dec-19
3	Senior Living (Civils only)	8465 Walton Blvd.	Senior Living	45,816 SF	\$4,000,000	Permit Issued	5/9/2019	Irving	Dec-19
4	Clay Cooley Nissan	1000 E. Airport Fwy.	Car Dealership	61,845 SF	\$12,000,000	Permit Issued	3/12/2019	Irving	Dec-19
5	CVS	8700 N. Belt Line Road	Retail	15,081 SF	\$1,400,000	Permit Pending	5/1/2019	Irving	Jun-19
6	Shell Bldg.	1625 W. Airport Fwy	Retail	5,100 SF	\$490,000	Permit Pending	9/6/209	Irving	Oct-19
7	Shell Bldg.	1424 N. Belt Line	Retail	2,064 SF	\$170,000	Permit Issued	9/26/2019	Irving	Dec-19
8	Liquor Express	4910 W. Airport Fwy.	Retail	2,278 SF	\$150,000	Permit Pending	10/29/2019	Irving	Nov-19
9	Murphy Express	5140 N. Belt Line Rd.	Gas Station	7,940 SF	\$2,500,000	Permit Issued	10/28/2019	Irving	Feb-20
10	Lee Plaza	5101 N. Belt Line Rd.	Retail/Apts.	22,880 SF	\$3,000,000	Permit Pending	11/6/2019	Irving	Nov-19
11	Goody Goody	3340 W. Royal Lane	Retail	19,602 SF	\$2,195,000	Permit Issued	11/22/2019	Coppell	Feb-20
12	SOS Collision	222 W. Airport Fwy.	Auto Repair	29,598 SF	\$410,000	Permit Pending	8/27/2019	Irving	Jan-20
13	Shell Bldg.	1215 N. Belt Line Road	Retail	3,500 SF	\$290,000	Permit Issued	9/18/2019	Irving	Feb-20

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Hampton Inn & Suites	4600 Plaza	Hotel	121,770 SF	\$2,000,000	Permit Pending	11/8/2019	Coppell	Dec-19
2	Fairfield Inn & Suites/ Marriott	4800 W. John W. Carpenter Fwy.	Hotel	59,700 SF	\$8,000,000	Permit Pending	1/23/2020	Coppell	Feb-20

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
2	CareNow	2675 N. Belt Line Rd.	Medical Clinic	4,655 SF	\$1,400,000	Permit Issued	6/28/2019	Irving	Dec-19

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Jan-20	55	\$21,197,442	1	\$3,443	4	\$1,120,000	50	\$20,074,442

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

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 24, 2020

BUREAU MANAGEMENT AND STAFF REPORTS



ICVB Memorandum

Date: February 17, 2020
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Vice President, Sales & Services
RE: Sales & Services Department Board Report for January 2020

Convention Sales & Services Staff Activities

Leads Generated	January	YTD
Irving CVB – Hotel Leads	156	634
Irving Convention Center Leads	32	112

January

Room Nights Generated	Monthly Goal	January 2020 Actuals	January 2019 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	January Convention Center	Convention Center YTD
Definite Room Nights	16822	9625	19489	201853	55770	80190	2431	17166
Lost Room Nights		33201	35449		198294	106208	8869	82060

Travel & Activity Customer Services Activity

January	Organization	Event	Location
27	Association Societies Alliance	Hosted Dinner/Tour	Irving
28-31	Southwest Showcase Inc.	Southwest Showcase Tradeshow	Austin

January Servicing & Inventory

Groups Serviced	
January	24
YTD	60

Proclamations/Welcomes/Flag Presentations:

- Welcome– Zest Fest,
January 24, 2020, Councilman Zapanta

Pending:

- Welcome/ Flag Presentation – Religious Conference Management Association,
February 5, 2020, Councilman Kyle Taylor
- Welcome/Special Recognition/Flag-Texas Council of Deliberation,
March 7, Requested Mayor Stopfer
- Welcome/Ribbon Cutting/Proclamation/Flag - National Guard Association of Texas,
March 25-28, 2020, Requested Mayor Stopfer

Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flags for Convention Programs
Name Badge/Lanyard Services	13	2485 Badges/3343 Lanyards
Pens	11	2461
Bags	4	691
Promotional Materials	16	2091 Restaurant Maps/ 2350 TMF maps/ 81 Surveyors
Staffing Services	9	104 Event Hours

Event Location:

Hotels: 18

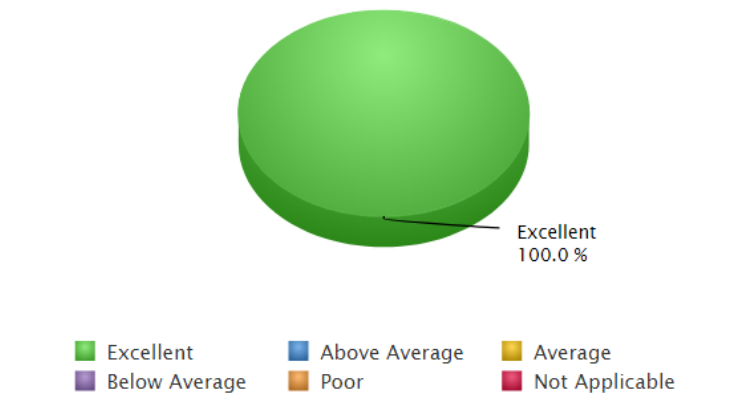
Irving Convention Center: 6

Other: 0

Customer Service Satisfaction Survey Results January 1-31, 2020

How was your overall destination experience?

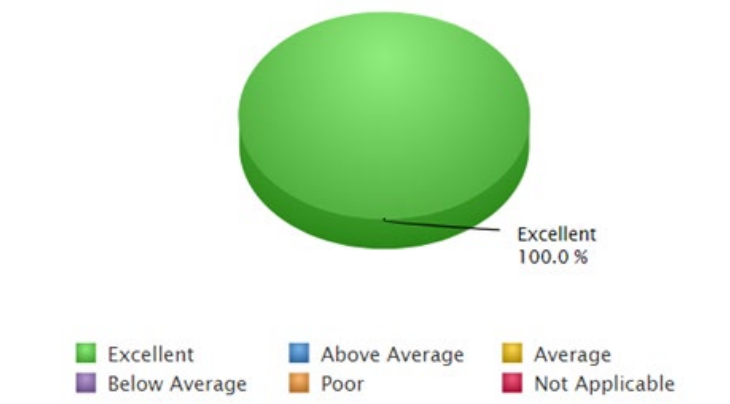
Answer Distribution



1/01/2020 -1/31/2020
Score: **95.0% / 100.0**

How was your overall Convention and Visitors Bureau experience?

Answer Distribution



1/01/2020 -1/31/2020
Score: **100.0% / 100.0**

Definite Bookings

February - May 2020

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
The National Catholic Bioethics Center	The National Catholic Bioethics Center	2/2/2020	2/12/2020	200	583
Philips North America LLC	RespirTech Dallas Regional Meeting - PHI10513	2/3/2020	2/5/2020	40	46
Young Presidents' Organization	YPO - February 2020 New Hire Orientation	2/3/2020	2/6/2020	10	30
American College of Emergency Physicians	ACEP - Council Steering Committee & BOD Meeting Room Block Feb 2020	2/3/2020	2/5/2020	19	40
Texas Association for Literacy & Adult Education	TALAE Annual Conference	2/4/2020	2/8/2020	150	655
Trend Micro	Trend Micro Irving Training	2/4/2020	2/7/2020	15	45
Haynes and Boone, LLP	2020 Partners Retreat	2/5/2020	2/8/2020	230	437
Frank Glazier Football Clinics, Inc.	Frank Glazier Football Clinic 2020	2/6/2020	2/9/2020	200	425
BioTE Medical	Feb-20	2/6/2020	2/8/2020	150	300
Zeta Tau Fraternity	Zeta Tau Fraternity Conference	2/6/2020	2/9/2020	400	326
American Planning Association Focus North Texas	American Planning Association Focus North Texas	2/6/2020	2/7/2020	300	20
Allergan USA, Inc.	PRM Financial Acumen Dallas Ft Worth, TX Feb 2020 (Catering Only)	2/6/2020	2/6/2020	100	0
Pathways Core Training Inc.	Pathways Monthly February 2020	2/7/2020	2/22/2020	100	272
Irving Arts Center	Irving Arts Center Performers	2/8/2020	2/9/2020	12	12
McKesson Corporation	#12740-EOT Meetings Feb 2020	2/9/2020	2/12/2020	14	37
American Red Cross	Donor Recruitment Training	2/10/2020	2/13/2020	15	48
McKesson Corporation	11797 - Ignite - Corp Fx	2/10/2020	2/14/2020	40	120
Vizient, Inc.	Vizient, Inc. 2020 Health Plan Alliance - Medicare Advantage Product Design & Implementation	2/10/2020	2/10/2020	30	30
Mercer (US) Inc.	Mercer XLT Kick-Off	2/10/2020	2/14/2020	140	350
McKesson Corporation	#12260 2020 Executive Development 301 Session 1	2/10/2020	2/12/2020	12	36
American Legal and Financial Network	2020 ALFN Bankruptcy Intersect	2/11/2020	2/13/2020	120	96
Gaelco Darts USA	Gaelco Darts USA Tournament 2020	2/12/2020	2/16/2020	200	305
Dance with Me USA	Dance with Me Dallas	2/12/2020	2/16/2020	100	255
DFW Church	DFW Church of Christ Marriage Retreat	2/14/2020	2/15/2020	950	200
University of Dallas Athletics Department	Hendrix College vs U of D	2/14/2020	2/15/2020	20	9
TexSom	TEXSOM 2020 International Wine Awards	2/15/2020	2/19/2020	300	390
Juvenile Diabetes Research Foundation	Juvenile Diabetes Research Foundation	2/15/2020	2/15/2020	400	30

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Boy Scouts of America	National Executive Board & Committees Meeting 02/2020	2/16/2020	2/18/2020	75	153
Fresenius Medical Care	February CMT West Training Series	2/17/2020	2/21/2020	70	280
Verizon Communications, Inc.	February 2020 Business Markets New Employee Experience	2/17/2020	2/20/2020	40	160
Texas Wine and Grape Growers Association	Annual Conference for 2020	2/18/2020	2/23/2020	600	515
Texas Wine and Grape Growers Association	Annual Conference for 2020 - Overflow Room Block	2/18/2020	2/22/2020	500	145
AICC, The Independent Packaging Association	AICC E-Commerce Xperience	2/18/2020	2/20/2020	200	190
Produce Marketing Association	Center for Growing Talent by PMA Immersion Academy	2/19/2020	2/20/2020	102	204
Productive Dentist Academy	Productive Dentist Academy	2/19/2020	2/22/2020	150	225
Vizient, Inc.	Vizient, Inc. 2020 Environmental Council	2/19/2020	2/20/2020	18	36
Big 12 Conference	CFO West Football Officiating Clinic 2020	2/20/2020	2/22/2020	400	316
Nutrien AG Solutions	SH&E Meeting	2/21/2020	2/28/2020	280	841
Southern Baptists of Texas Convention	Evangelism Conference	2/21/2020	2/27/2020	3500	630
American College of Emergency Physicians	ACEP 2020 Annals Board Retreat	2/22/2020	2/23/2020	42	84
National Systems Contractors Association	2020 National Systems Contractors Association Conference	2/23/2020	2/28/2020	1020	1020
Golden Corral Corporation	Golden Corral Regional Workshop-Dallas	2/24/2020	2/27/2020	150	132
McKesson Corporation	#12182-March Meeting 2020	2/24/2020	2/28/2020	31	93
American College of Emergency Physicians	ACEP - Research Summit Room Block February 2020	2/24/2020	2/24/2020	25	25
Allstate Insurance Company	2020 Texas CSA Leadership Conference	2/25/2020	2/28/2020	145	303
Vizient, Inc.	Vizient, Inc. 2020 Provista Channel Partner Meeting	2/25/2020	2/26/2020	50	56
Susan G. Komen Breast Cancer Foundation	Komen Scholars Meeting	2/26/2020	2/27/2020	80	150
StarQuest Performing Arts	StarQuest Dance Competition 2020 Staff/Attendees	2/27/2020	3/2/2020	100	70
Spotlight Dance	2020 Spotlight Events Dallas Regional	2/27/2020	3/1/2020	750	80
Legacy Dance Championships	Legacy Dance Championships Staff and Attendee Rooms	2/27/2020	3/1/2020	700	56
Legacy Dance Championships	Legacy Dance Championships Overflow Room Block	2/27/2020	3/1/2020	100	120
Tour-Rific of Texas	Westfield Choir	2/27/2020	2/29/2020	80	50
National Sorority of Phi Delta Kappa	NSPDK Southwest Region Youth Conference	2/27/2020	2/29/2020	400	266
Southwest Commission on Religious Studies	Southwest Commission on Religious Studies	2/28/2020	3/2/2020	150	230
SPORTING Blue Valley Soccer Club	SPORTING Blue Valley Soccer Club Team Rooms	2/28/2020	2/29/2020	140	70

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McTeggart Irish Dancers of North Texas	2020 Texas State Championship and Cowtown Feis	2/28/2020	3/1/2020	250	105
Fresenius Medical Care	2020 March 2-6, 2020 -CMT West Training Series	3/2/2020	3/6/2020	70	280
Verizon Communications, Inc.	March 2020 Business Markets New Employee Experience	3/2/2020	3/5/2020	40	160
Vizient, Inc.	Vizient, Inc. 2020 Medical Nutritionals Task Force	3/2/2020	3/2/2020	15	15
Vizient, Inc.	Vizient, Inc. 2020 HPA Risk Adjustment	3/3/2020	3/3/2020	40	40
Texas Council of Deliberation	Texas Council of Deliberation	3/4/2020	3/8/2020	300	253
Texas Steel Guitar Association	Annual Meeting for 2020 - Overflow Rooms	3/4/2020	3/8/2020	350	105
The National Due Diligence Alliance	The National Due Diligence Alliance 2020 Conference	3/4/2020	3/8/2020	90	200
Vizient, Inc.	Vizient, Inc. 2020 Supplier Orientation (March)	3/4/2020	3/5/2020	200	100
The Glass Doctor	Glass Doctor 2020-03 Regional Meeting Dallas TX	3/4/2020	3/6/2020	40	66
BioTE Medical	Mar-20	3/5/2020	3/7/2020	150	300
Tour-Rific of Texas	Abilene High School	3/5/2020	3/6/2020	70	35
Pathways Core Training Inc.	Pathways Monthly March 2020	3/6/2020	3/22/2020	100	272
Genius Women's Conference	Genius Women's Conference	3/6/2020	3/8/2020	150	140
NBM Incorporated	The NBM Show - March 2020	3/8/2020	3/15/2020	4000	506
American Red Cross	Donor Recruitment Training	3/9/2020	3/12/2020	15	48
Texas Steel Guitar Association	Annual Meeting for 2020	3/11/2020	3/15/2020	350	845
Prospanica - The Association of Hispanic Professionals	2020 Prospanica Leadership Summit	3/12/2020	3/13/2020	150	110
Heart of Texas H.O.T. Line Dance Event	Heart of Texas H.O.T. Line Dance Event 2020	3/12/2020	3/15/2020	200	300
2029 Kansas United Girls Basketball Club	2029 Kansas United Girls Basketball Club Team Travel	3/13/2020	3/15/2020	20	20
Drive Nation Sports	KC Basketball Group Team Travel	3/13/2020	3/15/2020	50	50
Verizon Communications, Inc.	March 16-20, 2020 Business Markets New Employee Experience	3/16/2020	3/19/2020	40	160
Mary Kay Inc.	Mary Kay Career Conference 2020	3/18/2020	3/21/2020	2000	340
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/19/2020	3/22/2020	350	354
Aselia Con	Aselia Con	3/20/2020	3/23/2020	800	150
SPORTING Blue Valley Soccer Club	SPORTING Blue Valley Soccer Club Team Rooms	3/21/2020	3/22/2020	140	70
Hispanic IT Executive Council	2020 Spring IT Leadership Summit	3/22/2020	3/26/2020	200	465
National Guard Association of Texas	National Guard Association of Texas	3/24/2020	3/31/2020	700	808
International City/County Management Association	2020 ICMA Mountain Plains Regional Conference	3/24/2020	3/26/2020	200	172
The Holdsworth Center	The Holdsworth Center	3/25/2020	3/28/2020	400	510

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting 2020	3/25/2020	3/27/2020	60	90
National Guard	National Guard	3/25/2020	3/29/2020	750	1840
Confluent Health	Confluent Health PTVille2/ Key Leader	3/26/2020	3/28/2020	115	124
University of Texas Southwestern UT Southwestern	Research Community Forum	3/27/2020	4/4/2020	500	890
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	3/29/2020	3/31/2020	70	60
Bank CEO Network	Bank CEO Network	3/29/2020	3/30/2020	120	180
Success Partners	Success Partners University	3/30/2020	4/2/2020	600	420
National Brokerage Agencies, Inc.	National Brokerage Agencies Spring Conference	3/30/2020	4/2/2020	120	322
a360inc	2020 a360inc Solutions Summit	3/30/2020	4/2/2020	120	204
SMU Dedman School of Law	SMU Dedman School of Law	3/30/2020	4/4/2020	500	655
Fresenius Medical Care	CM Tier 3: Leading Your Business	3/30/2020	4/3/2020	64	320
Verizon Communications, Inc.	March 30-April 3, 2020 Business Markets New Employee Experience	3/30/2020	4/2/2020	40	160
DFW Fiber Fest	DFW Fiber Fest Host Hotel & Overflow hotels	3/31/2020	4/5/2020	750	1185
Church of God International Office	Kid Fest	4/2/2020	4/5/2020	750	310
BioTE Medical	Apr-20	4/2/2020	4/4/2020	150	300
Windsor National Associates	Windsor National Associates	4/2/2020	4/5/2020	158	158
American College of Emergency Physicians	EMF - SRS Grant Review Meeting Room Block	4/2/2020	4/2/2020	25	25
Pathways Core Training Inc.	Pathways Monthly April 2020	4/3/2020	4/18/2020	100	272
Southern Collegiate Athletic Conference	Trinity University Women's Softball Team Travel	4/3/2020	4/5/2020	25	19
CMG Financial	CMG Financial - Sales Mastery	4/6/2020	4/10/2020	75	65
USA Volleyball	Mizuno Lone Star Classic 2020	4/9/2020	4/12/2020	50	60
CEDIA	CEDIA Technology & Business Summit Dallas-Grapevine	4/13/2020	4/14/2020	100	80
American Red Cross	Donor Recruitment Training	4/13/2020	4/16/2020	15	48
American College of Emergency Physicians	ACEP - EMBRS Meeting April 2020	4/13/2020	4/15/2020	10	30
The Holdsworth Center	The Holdsworth Center	4/14/2020	4/17/2020	50	150
American College of Emergency Physicians	ACEP - Board Meeting and Candidate Interviews - April 2020	4/14/2020	4/15/2020	25	42
Scrapbooking Expo	Scrapbooking Expo	4/15/2020	4/18/2020	3000	1075
Texas Boyz Entertainment	All Black and Bling Steppers Ball 2020	4/15/2020	4/20/2020	300	339
USA Volleyball	Mizuno Lone Star Classic 2020	4/16/2020	4/19/2020	100	60
Tour-Rific of Texas	Deer Park High	4/17/2020	4/18/2020	110	112
Marcus Evans	ACO & Payer Leadership Summit 2020	4/17/2020	4/24/2020	100	170
TexSom	The Court of Master Sommeliers Advanced Sommelier Course 2020	4/18/2020	4/22/2020	85	287

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Dallas/Fort Worth Association of Executives	DFWAE 2020 Association Day	4/19/2020	4/20/2020	300	30
McKesson Corporation	#11527 TMJ VIP Customer Visit April 2020	4/19/2020	4/23/2020	16	80
American College of Emergency Physicians	US Acute Care Solutions	4/19/2020	4/21/2020	35	96
McKesson Corporation	Texas Oncology PA/PD Meeting	4/21/2020	4/23/2020	110	110
Big 12 Conference	National Referee Conference 2020	4/23/2020	4/25/2020	400	320
Mensa Board Games	Mensa Mind Board Games	4/23/2020	4/26/2020	525	525
Texas Association of Student Councils	TASC - 2020 High School Annual Conf	4/24/2020	4/29/2020	5200	2675
Pioneer Natural Resources	Pioneer Natural Resources - Dallas Casa Event	4/26/2020	4/26/2020	100	100
Fujitsu America	Fujitsu Americas SKO 2020	4/26/2020	4/30/2020	300	779
CCCI - Cru	CCCI- Cru- Church Movements- April Training 2020	4/26/2020	4/30/2020	40	100
McKesson Corporation	#12087-2020 Six Sigma Conference	4/26/2020	4/30/2020	125	385
ACE Cash Express, Incorporated	April 2020-Quarterly Meeting	4/27/2020	4/30/2020	22	66
Verizon Communications, Inc.	April 2020 Business Markets New Employee Experience	4/27/2020	4/30/2020	40	160
NHS Global Events	Texas Association of Law Enforcement Polygraph Investigators 2020	4/27/2020	4/30/2020	115	260
National Multifamily Housing Council	National Multifamily Housing Council 2020	4/28/2020	5/1/2020	250	450
Andromeda Consultants	Table Top Gamers	4/29/2020	5/3/2020	350	229
SLS Event Planning and Consulting LLC	Credit Repair Expo 2020	4/29/2020	5/3/2020	1000	592
Kameha Con	Kameha Con Overflow Hotel Guest and host hotel Room Block	4/30/2020	5/4/2020	5000	1700
The Humane Society of the United States	Homes for Horses	4/30/2020	5/2/2020	140	110
Pathways Core Training Inc.	Pathways Monthly May 2020	5/1/2020	5/16/2020	100	272
American Recovery Association	2020 NARS and Annual Meeting	5/3/2020	5/9/2020	300	838
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2020	5/4/2020	5/6/2020	400	42
Texas Court Appointed Special Advocates	The Forum 2020	5/6/2020	5/9/2020	120	100
Building Professional Institute	2020 Building Professional Institute	5/9/2020	5/14/2020	700	114
American Red Cross	Donor Recruitment Training	5/11/2020	5/14/2020	15	48
Tiger Sports Management	Dallas Premier Showcase (Soccer)	5/13/2020	5/18/2020	2000	793
American Staffing Association	American Staffing Association - Connect South 2020	5/13/2020	5/15/2020	130	80
BioTE Medical	May-20	5/14/2020	5/16/2020	150	300
International Association for Orthodontics	2020 IAO Institute Meeting - May 2020	5/14/2020	5/16/2020	15	27

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McKesson Corporation	2020 PSaS National Sales Conference	5/17/2020	5/24/2020	1000	2150
Collaborative Communications Group	Verizon Innovative Learning Schools Leader Summit	5/17/2020	5/19/2020	175	296
McKesson Corporation	2020 PSaS National Sales Conference - Overflow Block	5/17/2020	5/24/2020	1000	200
Vizient, Inc.	Vizient, Inc. 2020 Pharmacy Institute	5/20/2020	5/20/2020	25	25
AmerisourceBergen	RFP #3 - AmerisourceBergen Board of Directors Meetings May 2020	5/26/2020	5/27/2020	30	60
SENPA	SENPA 2020 Conference	5/28/2020	5/31/2020	160	350
United in Purpose	United in Purpose	5/30/2020	6/3/2020	350	946

**Highlighted items above are Target Industries for Irving

Marketing Communications

To: Maura Gast, Executive Director

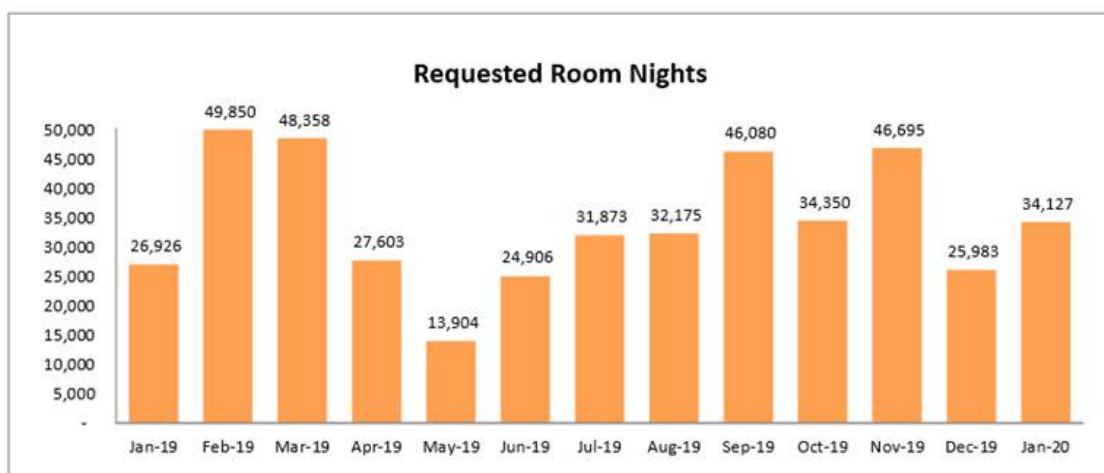
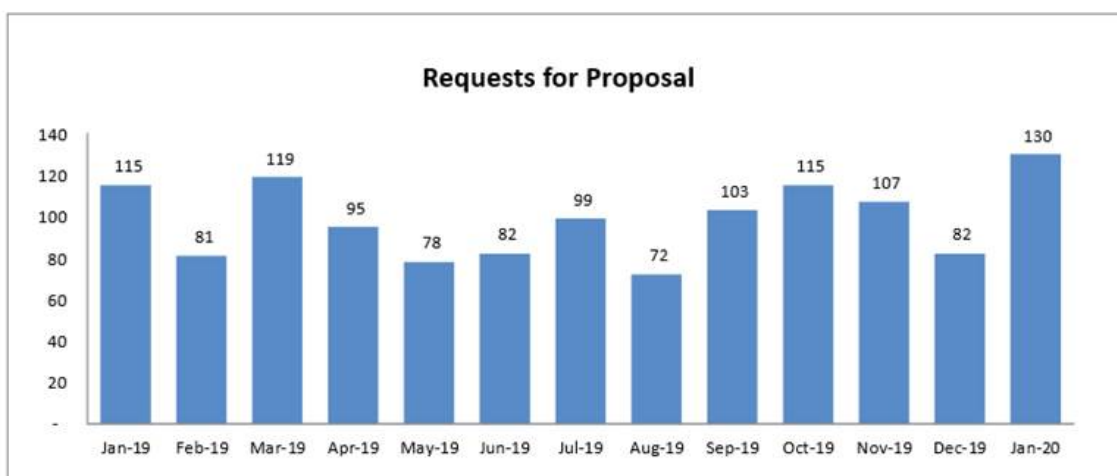
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

Date: February 19, 2020

Re: January 2020 Board Report

RFPS

January was a record month with the highest number of RFPs of any month to date with **130 RFPs** (above average) and **34,127 associated room nights** (average). Year-over-year January 2020 performed better than January 2019 with an increase of 15 RFPs and 7,201 associated room nights.

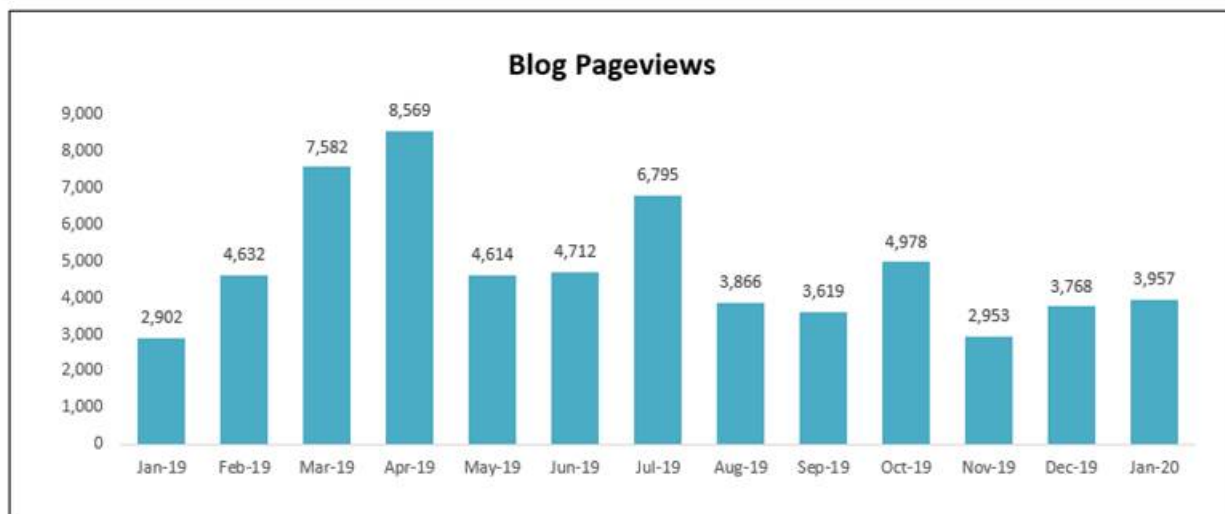
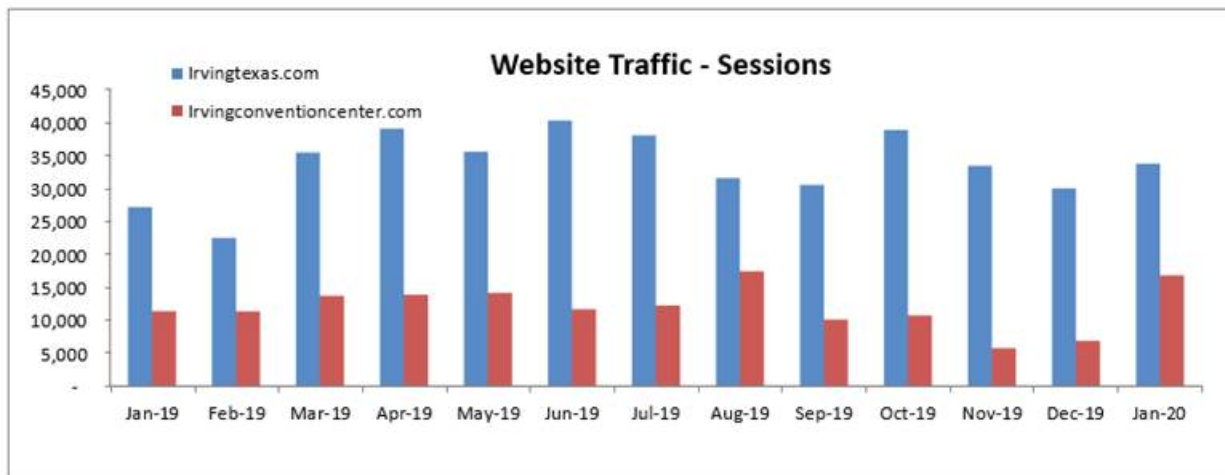


Website Traffic

Website traffic increased in January with **50,519 total sessions** and **43,816 total users** visiting both websites. The Visit Irving website had 33,733 sessions and 30,236 users (above average) while the Irving Convention Center had 16,786 sessions and 13,580 users (above average). This was the second-highest month for traffic to the Convention Center website in the past year. The year-over-year performance showed an increase in both sessions and users to both websites.

Blog traffic also increased in January with **3,957 pageviews** and 3,517 unique pageviews. The average time visitors spent on the blog was three minutes and 22 seconds and the bounce rate was at 55.59%. The top two blog posts were “We Tried the 3-Day Juice Cleanse at Freshii, Here’s What Happened,” with 934 pageviews and “5 Brunch Spots in Irving You Need to Try,” with 392 pageviews.

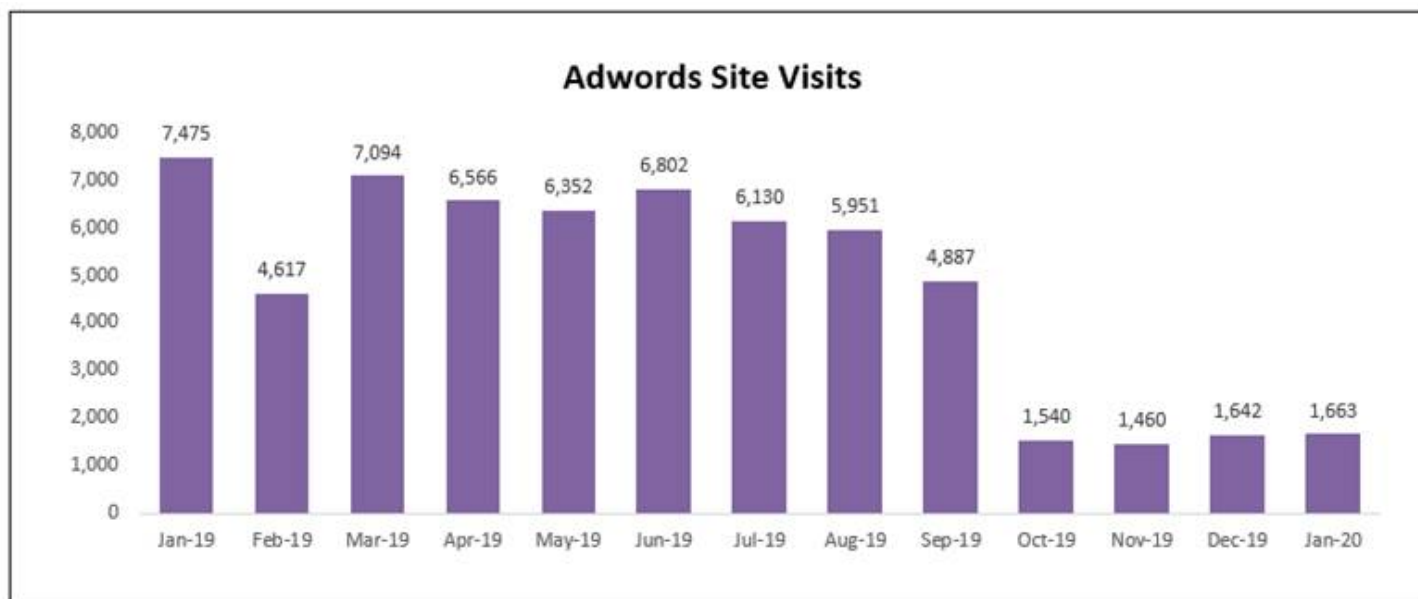
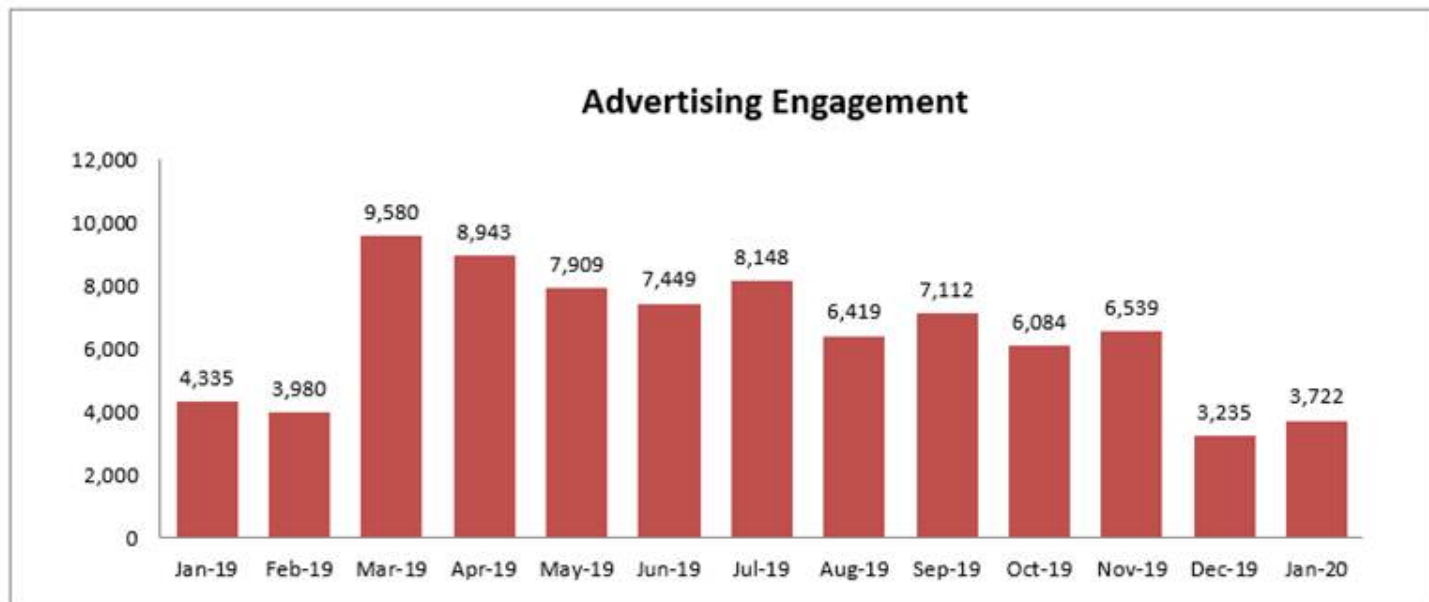
Simpleview rolled out new SEO and Paid Search reports for 2020. The information in these reports is easier to digest and includes maps for in-state and out of state traffic that show where our website visitors are located, what devices they’re using and what they’re doing in the sites. The SEO report also includes a section that breaks down our Visit Irving Facebook engagement. The SEM report details our paid search campaigns including the number of RFP submissions generated by each campaign. I’ve included copies of both reports and will continue to include them moving forward.



Advertising and Paid Search

Advertising engagement also increased in January with **3,722 advertising impressions** and **1,054 site visits**, which was a slight drop in year-over-year performance. MPI was the top performer in January with 1,977 impressions and 920 site visits, followed by Meetings Today with 420 impressions and AJR with 263 impressions.

The Google Adwords paid search campaign had **17,538 impressions** and **1,663 site visits** in January, which generated **33 RFP submissions**. This was a decrease in total paid search traffic due to the reduced spend this year, however, resources have been shifted to meetings-focused campaigns, which is reflected in the number of RFP submissions.



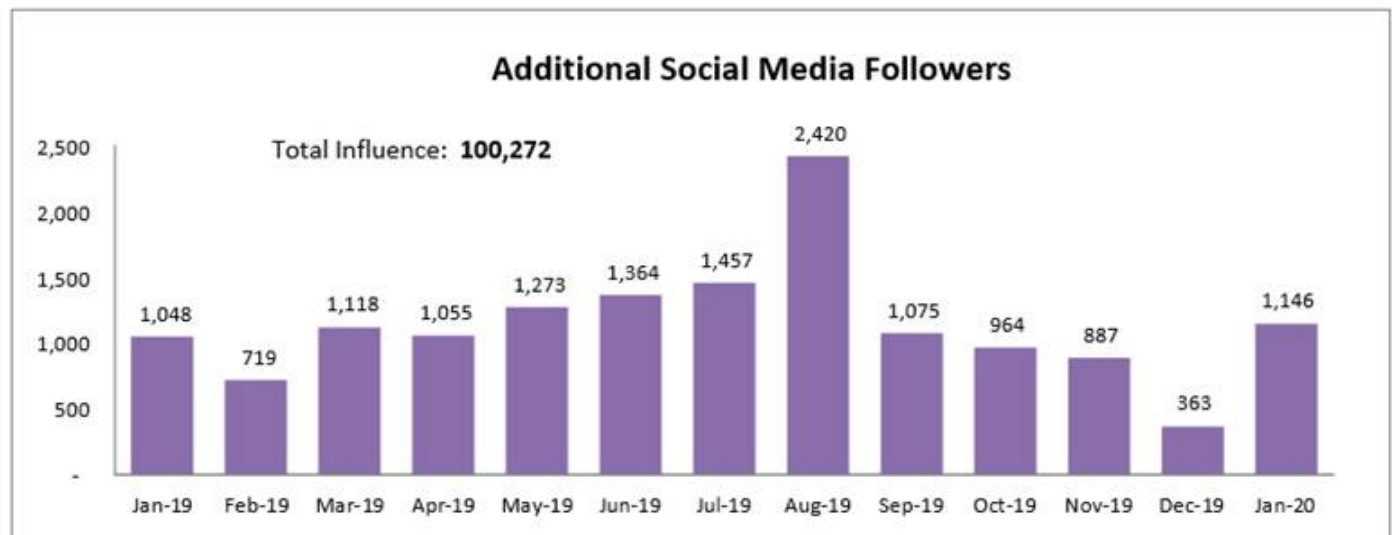
Hotel and Flight Bookings

The 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 November 2019. In November, 70 hotel reservations were booked, which accounts for 148 room nights and \$22,884 in hotel revenue. Travelers also booked 224 flights in November. While the information for January is incomplete, early indications are that it performed well for hotel bookings with 128 reservations, 297 room nights and \$50,682 in hotel revenue already reporting.



Social Media

A milestone was reached in January with **the crossing of the 100,000 social media followers** threshold. Kayla has worked hard to accomplish this goal and it's a great start to 2020. Social media in January increased by **1,146 new followers** and total influence is now at **100,272**. The Visit Irving Facebook Page saw the largest increase with 1,072 news likes for a total of 68,253 likes. Kayla has also updated her monthly social media reports to reflect our branding.



IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas Impressions Profile Visits	68,253 81,477 67,773		5,690 86,500 395	6,470 8,406	681
Convention Center Impressions Profile Visits/Users	13,095 781,260 344,877	205,669	2,545 3,905 83	2,022 N/A	346
Impacting Irving	1,170				

Hashtags #VisitIrving
#IrvingRocks

Irving Convention and Visitors Bureau username on Facebook, Twitter, Instagram - @VisitIrvingTx
Irving Convention Center username on Facebook, Twitter, Instagram - @IrvingTxCC

Featured Social Post



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*	41,620,629	228,729,495			270,350,124
ADVERTISING EQUIVALENCY ⁺	\$384,991	\$2,115,746			\$2,500,737
PUBLIC RELATIONS VALUE ⁺⁺	\$1,154,973	\$6,347,238			\$47,502,211

*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.

Attachments

- ✚ "Q&A: Irving convention centers' executive chef receives international recognition," Gavin Pugh, *Community Impact Newspapers*, Dec 17, 2019
- ✚ "Rev Up Your Engines at The Best Auto Shows in the World," Dena Roche, *Iconic Life*, Jan 3, 2020
- ✚ "Destination Guides: Fort Worth/Irving," Sarah (Sally) Braley, *M&C Meetings and Conventions*, Jan 9, 2020
- ✚ "Renovations Complete at the Westin Dallas Fort Worth," Sarah (Sally) Braley, *M&C Meetings and Conventions*, Jan 14, 2020
- ✚ "Irving: Bustling North Texas destination moves to its own groove," Elly DeVries, *Group Tour Magazine*, Feb 13, 2020
- ✚ Visit Irving Social Facts
- ✚ ICC Social Stats

Q&A: Irving convention centers' executive chef receives international recognition



Alvarez has headed the convention center's kitchen since before its opening in 2011. (Gavin Pugh/Community Impact Newspaper)

By **Gavin Pugh** | 5:05 AM Dec. 17, 2019 CST



Eduardo Alvarez, Irving Convention Center at Las Colinas' executive chef, was inducted into the Dallas restaurant scene when he moved to the area as a teenager. Starting out in the high-end French restaurant Les Saisons, Alvarez eventually learned the ropes of working a kitchen.

Alvarez received international recognition in September as one of only three U.S.-based winners in an awards program held by Northstar Meetings Group and the Singapore Tourism Board.

Q: You were working in Dallas for years until you transitioned to the Irving area. How did that happen?

A: When I was at the Dallas Convention [Center], I got a phone call from a friend of mine, and he said, 'Hey, they're looking for a chef, and there is some interviews that's going on. Are you interested?' So I said yes. He never mentioned [where it] was at. So it ended up to be Texas Stadium, and that's how I got into Irving.

Q: So you've worked with the Dallas Cowboys, but how did you get plugged in with Jerry Jones?

A: When I first started working with Texas Stadium, I knew about Jerry Jones, but I didn't know much about [how he was]. And so one day my boss ... came to me and she asked me, 'Are you willing go and cook for the Jones' house?' ... I said [I was] surprised, but yes, I'm gonna take that challenge.

I was part of one of his birthdays they did at his house. They [rented] everything; we do all the jobs from there. Lots of holidays, Easter especially. I was cooking for the family. So it became ... lots of holidays—Easter, especially.

Q: And how did you arrive at the Irving Convention Center?

A: I saw the building under construction, and I didn't know what it was about, what it was going to be. So I didn't have any idea that it was going to be the convention center until a friend of mine and I started digging in and getting more information about it. We tried to apply, but we didn't have all the right information back then, plus it was under construction.

Q: What did building your new kitchen look like?

A: We [were] part of buying all the equipment, and some of the construction or the way the kitchen was designed didn't work out for this kind of operations. It was built to be a la carte kitchen and not this type of production kitchen. So we had to create some of the [kitchen] from the beginning. Luckily I have ... good managers to support me.

Q: How does running a kitchen geared toward large events differ from running a restaurant?

A: It is a big difference. [At] a la carte restaurants, you prepare it and you serve it right away, and it is very rarely that you're gonna miss consistency. Preparing for big number of people is more steps to it. And you got to make sure that that is cooked at the right temperature, doesn't get dry, doesn't get over-cooked and it tastes good at the same time and has a nice presentation. It's very important that we have presentation since lots of our customers eat salads with their eyes. We also have to do lots of custom menus for different events we have, and they have a special request and you know, we have to create all of that to work for them.

Q: What is a dish you are working on right now that you are excited about?

A: Since it's the holidays ... we have an event for 600 people, and we are doing poached pear salad. ... That one took a week to work on it. Not because of the pear that needs to be poached. It is the quality that we want to serve and [present].

Q: What do you personally prefer to make when you are cooking for yourself?

A: I personally like a steak salad. So a nice sirloin. I always like it with a nice mushroom sauce and lemon just by itself.

Since [I'm] from Mexico, I have to eat lots of Mexican food. So chili rellenos is one of them I like a lot, or handmade enchiladas.

<https://communityimpact.com/dallas-fort-worth/coppell-valley-ranch-las-colinas/2019/12/17/qa-irving-convention-centers039-executive-chef-receives-international-recognition/>

ICONIC

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\ TRAVEL \ LUXURY PURSUITS \

Rev Up Your Engines at The Best Auto Shows in the World

by DENA ROCHE
January 3, 2020



Pebble Beach - Photo by Kimball Studios

If you have a need for speed and an eye for sleek and sexy automotive design, then plan your year now and don't miss the most famous car shows.

Supercars are the ultimate luxury symbol. If simply revving your Porsche isn't enough, car events are a perfect way to get your automotive fix in some of the most dazzling vacation destinations in the world. Here, your ultimate guide to the biggest and best auto shows in the world.

PARK PLACE SUPER CAR SHOW—Irving/Dallas, Texas

If it's true that everything is bigger in Texas it's no surprise that the **Park Place Super Car Show** slated for September 2019 is planning to grow exponentially entering its third year.

This newbie to the car show circuit features the most luxurious autos of any event in Texas. Held at the Four Seasons Las Colinas, the largest Four Seasons in the world, the grounds are a perfect backdrop to view gorgeous cars like this year's best of show, a 1996 Ferrari 275 GTB 6C. The show features a VIP tasting experience highlighting some of the top tables in Dallas, a fashion show, and a sampling of some of the hottest new cars from brands like Porsche, McLaren, Bentley and more.



Where to stay: With the event onsite, the **Four Seasons Las Colinas** is the only choice. To get ready for the big event, book the oxygen infusion facial at the Well & Being Spa.

<https://iconiclif.com/best-famous-car-shows-in-the-world/>

HOME / DESTINATION GUIDES

DESTINATION GUIDES

Add a comment

Fort Worth/Irving, Texas

In these two top Texas meetings cities, Fort Worth has welcomed the high-tech Sinclair Hotel and Irving's the Omni Mandalay is undergoing a major renovation to its 35,000 square feet of meeting space and public areas.

by Sarah J.F. Braley | January 09, 2020



The Dallas Metroplex is burgeoning with towns constantly expanding to entice groups. For instance, Fort Worth has welcomed the high-tech Sinclair Hotel, and in Irving (above), the Omni Mandalay is undergoing a major renovation to its 35,000 square feet of meeting space and public areas.


Other properties in development for the city are the 252-room AC Hotel by Marriott, opening this year; a 232-room Kimpton hotel, to debut in summer 2021; and the 240-room Sandman Signature Hotel, for which an opening date has yet to be set.

Dickies Arena is now open in the Will Rogers Memorial Center Complex. Ten minutes from downtown, the 14,000-seat arena hosts the annual Fort Worth Stock Show and Rodeo, concerts, sporting events and more.

The historic Stockyards district is getting a makeover, with work already proceeding on the first phase of the \$175 million project. Among the plans, an Autograph Collection hotel is planned for the area, to debut in spring 2020 with 200 rooms, 15,000 square feet of meeting space and an elegant event barn. In addition, a rustic resort called the Hotel Drover will be built at the end of Mule Alley's planned street of shops, eateries, offices and live-entertainment venues.

Read more about what's new in this destination, along with full venue details, activity itineraries and more on Northstar Meetings Group's Fort Worth/Irving Destination Guide.

<https://www.meetings-conventions.com/Destinations/Destination-Guides/Fort-Worth-Irving-Texas-meeting-event-planner-guide/>



MEETINGS AND CONVENTIONS

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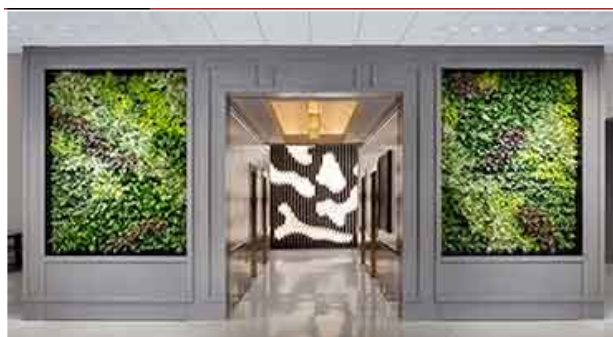
HOTELS AND RESORTS

Add a comment

Renovations Complete at the Westin Dallas Fort Worth

The 506-room hotel has almost 35,000 square feet of meeting space.

by Sarah JF Braley | January 14, 2020



Renovations have been wrapped up at the 506-room **Westin Dallas Fort Worth Airport** in Irving, Texas. The project entailed updates to the guest rooms, the restaurant and bar, the fitness center and all public spaces, and a new 2,955-square-foot Westin Club for Marriott Bonvoy reward members was added.

The living wall at the 506-room Westin Dallas Fort Worth

The aim of the new design was to showcase Westin's wellness focus, the airport location and the hotel's Texas roots. Gold and deep green accents reminiscent of the local landscapes of prairies and woodlands were used, while the new cognac-colored leather represents the state's cowboy culture. New art installations include a

three-dimensional wall feature in the lobby, an abstract aerial view of the local landscape and lakes, a circle of hanging lights meant to suggest the osage orange fruit common to the area and a living wall of plants near the elevators.

The hotel's eatery, Byrn Western Grill and Lounge, offers classic American fare, and a café featuring Starbucks coffee products is also on-site.

Among the hotel's amenities are a rooftop pool, the availability of in-room spa services and a fitness Gear Lending program in partnership with New Balance. Guests can use the gear at the renovated fitness center, which now features a Peloton bike and other state-of-the-art equipment. The property also provides complimentary shuttles to the airport, complimentary parking, valet parking, pet-friendly rooms and a full breakfast buffet every morning. The 34,701 square feet of meeting space includes the 10,541-square-foot Trinity Ballroom.

IRVING



Irving cityscape

Mustangs of Las Colinas

The Pavilion
at Toyota Music
Factory

Bustling North Texas destination moves to its own groove

By Elly DeVries

Its location in the heart of Dallas-Fort Worth and proximity to DFW airport make the city of Irving, Texas, easy to get to. But its charm and abundant offerings for groups make it hard to leave behind. The dynamic and diverse destination welcomes more than 3 million visitors every year.

"In Irving, you could spend the night tapping your toes to the tunes of a world-renowned musician at one of the best amphitheaters in Texas; ride on a gondola like the kind you'd see in Italy; or indulge in cuisine from around the globe," said Lori Sirmen, communications manager at Visit Irving.

The ultimate urban center

A major component of Irving is Las Colinas, a more than 12,000-acre, master-planned urban center located within the city limits. The community blends peaceful residential areas with soaring towers; 56 tranquil lakes juxtapose with fine dining and entertainment venues.

"Irving started out not unlike most suburbs around the U.S., but the Las Colinas development turned Irving into an 'urban suburban' destination of its own," said Maura Allen Gast, FCDME,

executive director at Visit Irving. "Its business center — home to big names such as ExxonMobil, Kimberly Clark and Verizon, among many others — helped put Irving on a map of its own."

"The standards for architectural design in this particular area have allowed the community to stand the test of time," Gast said. "Its granite curbs and intentional limited sign 'pollution' have allowed this area to grow gracefully. The city has managed to meld its postwar suburban boom with its founding history and its contemporary business future into a truly diverse and welcoming community."

A slice of Venice

At the core of Las Colinas, groups will find 125-acre Lake Carolyn, which is a great starting point to explore the Mandalay Canals. Inspired by the canals of Venice, the Mandalay Canals wind through restaurants, shops and office buildings, offering visitors scenic views of waterfalls, vine-covered bridges and Old World charm.

"Gondola Adventures offers gondola cruises along the Mandalay Canals, so you don't have to go to the northeastern coast of Italy to cross this experience off your bucket list," Sirmen said. "Visitors can select from a number of gondola tour packages, including a sunset cocktail cruise. All of the cruise packages include entertainment ranging from guitar music to an Italian serenade from their talented gondoliers."

New along the waterfront is Water Street, a mixed-use development that features almost 60,000 square feet of cafes, wine bars and retail destinations paired with housing. The development includes a park and pathways with access to the lake.

Music-minded

Music lovers rejoice in Irving, as it's home to a variety of musical venues.

"Visitors can see famous performers from every genre at the Pavilion at the Toyota Music Factory and enjoy regional acts, as well as up-and-comers at venues all over the city," Sirmen said.

Toyota Music Factory, located in Las Colinas, is an entertainment experience featuring 15 restaurants; a cinema; and The Pavilion at Toyota Music Factory, a convertible, state-of-the-art amphitheater. Toyota Music Factory satisfies all music tastes, with a lineup including everything from national and local favorites to new classics.

Irving's historic side

Irving's Heritage District encompasses a historic Main Street, museums and important landmarks.



"Heritage House was built in 1912 and is one of Irving's oldest homes," Sirmen said. "Nearby Heritage Park features a historic train depot. For more history, visitors can head to Centennial Park where they can admire a space dedicated to Irving's first 100 years of existence."

Heritage District dining options include traditional institutions like Big State Fountain Grill and Joe's Coffee Shop. Or, groups can try a more eclectic eatery like Sapp Sapp, Villa's, Di Rosani's and La Surenita.

Beyond the Heritage District, Sirmen recommends groups tour Ruth Paine House Museum.

"The museum tells a little-known side story to the assassination of President Kennedy in Dallas on Nov. 22, 1963," she said.

Must-see mustangs

While in Irving, groups can't miss the *Mustangs of Las Colinas*, one of the world's largest equestrian sculptures. African wildlife artist Robert Glen created the sculpture of nine bronze mustangs galloping across a granite prairie stream. The sculpture was installed in 1984 as the centerpiece of Williams Square Plaza in Las Colinas.

"The *Mustangs of Las Colinas* provide one heck of a photo op," Sirmen said.

The adjacent Mustangs of Las Colinas Museum is currently closed for renovations but will reopen later this year.

The sculpture was created to capture the free spirit embodied in the heritage of Texas. Since its installation, *Mustangs of Las Colinas* has become a top attraction in North Texas. ■

Visit Irving
972-252-7476
irvingtexas.com



Gondola Adventures

SOCIAL MEDIA FACTS

JAN
2020



FOLLOWERS



68,253

+1,072



5,690

+3



6,470

+32



80,413

+1,107

FACEBOOK



81,477

Impressions



67,773

Users

TWITTER



86,500

Impressions



395

Profile Visits

INSTAGRAM



8,406

Impressions



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

-84-



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

SOCIAL MEDIA FACTS



IRVING
CONVENTION CENTER
AT LAS COLINAS

JAN
2020

FOLLOWERS



13,095

+30



2,545

-3



2,022

+6



17,662

+33

FACEBOOK



781,260 Impressions



344,877 Users

TWITTER



3,905 Impressions



83 Profile Visits

INSTAGRAM



0 Impressions



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

-85-



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

DATE: January 28, 2020
TO: Maura Gast, Executive Director
FROM: Susan Rose, VP Finance & Administration
RE: December STR And AirBNB Data Reports

STR

Irving's hotel occupancy rate for December remained higher than Texas and US figures at 57.4%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 2.6%, while Texas figures stayed the same and the US figures were slightly up at 0.6% for the month. Demand for the current period is up 1.7% and YTD increased 2.5% over last year, while STR data reflects a 2.6% decrease for the current period and a 1.5% decrease in YTD occupancy compared to 2018.

For average daily rate, Irving was \$103.95, down 2.6% in December compared to last year, leaving Irving's YTD average daily rate at \$110.57, down 1.5% over last year. Both current month and YTD ADR figures were higher than Texas' numbers.

As previously noted, do not be mis-lead by a decrease in occupancy, as new inventory has come online which then causes a lower occupancy figure. When the inventory level is static, then the Occupancy figure is a good performance indicator. However, when there are increases or decreases in inventory, then "Demand" must be looked at as well. Demand is the actual amount of room nights sold during the period being reviewed.

AirBNB

For the month of December, there were 422 available listings in Irving which is a 34.8% increase in listings over last year's figure of 328. The average daily rate for December is \$189.56, which is down 4.2% over last year, with an occupancy percentage of 63.2%, which is a 10.8% increase compared to last year. For the hotel comparable subset, the average daily rate for December is \$103.50, up 14.6% from last year, with occupancy at 57.4%, down 2.8% from last year.

NOTE: Commencing in January 2019, the AirDNA rate and occupancy figures include HomeAway data, in addition to AirBNB data. Therefore, prior year data reflected on the graphs will not correlate with the prior year data from previously published graphs. Prior year data sets have been updated to include HomeAway data as well.

All STR & AirBNB graphs are accessible via the board web portal and can be found at www.irvingtexas.com/board.

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: December 2019

	Current Month - December 2019 vs December 2018												Year to Date - December 2019 vs December 2018											
	Occ %		ADR		RevPAR		Percent Change from December 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	54.4	54.1	126.84	124.32	69.00	67.23	0.6	2.0	2.6	4.8	2.1	2.8	66.1	66.1	131.21	129.97	86.76	85.96	-0.0	1.0	0.9	3.0	2.0	2.0
Texas	54.2	54.2	94.10	94.73	51.03	51.38	-0.0	-0.7	-0.7	2.5	3.2	3.2	65.0	64.8	104.30	105.37	67.74	68.29	0.2	-1.0	-0.8	2.2	3.1	3.3
Atlanta, GA	58.2	58.0	100.69	97.46	58.60	56.52	0.4	3.3	3.7	6.7	2.9	3.3	69.5	70.0	114.54	109.88	79.56	76.92	-0.8	4.2	3.4	5.9	2.3	1.6
Arlington, TX	63.8	64.4	100.46	95.69	64.04	61.65	-1.0	5.0	3.9	11.1	7.0	5.9	69.9	69.3	96.41	94.35	67.42	65.43	0.8	2.2	3.0	6.6	3.5	4.3
Charlotte, NC-SC	55.6	56.7	103.76	103.81	57.71	58.81	-1.8	-0.0	-1.9	3.2	5.2	3.2	68.5	69.8	111.23	110.18	76.19	76.92	-1.9	1.0	-0.9	2.7	3.7	1.8
Fort Worth, TX+	57.0	58.3	94.77	94.14	54.06	54.91	-2.2	0.7	-1.5	1.6	3.2	0.9	68.9	71.1	106.37	105.88	73.25	75.22	-3.1	0.5	-2.6	0.3	3.0	-0.2
Frisco, TX+	53.6	56.9	124.54	128.42	66.77	73.07	-5.8	-3.0	-8.6	8.1	18.3	11.5	66.1	68.3	140.11	141.82	92.68	96.85	-3.1	-1.2	-4.3	5.8	10.6	7.1
Grapevine, TX+	73.0	68.5	194.64	193.40	142.07	132.55	6.5	0.6	7.2	7.2	0.0	6.5	77.1	75.2	184.42	183.37	142.15	137.96	2.4	0.6	3.0	5.7	2.6	5.1
Irving, TX+	57.4	58.9	103.95	98.99	59.64	58.31	-2.6	5.0	2.3	7.1	4.7	2.0	71.2	72.3	110.57	108.34	78.72	78.34	-1.5	2.1	0.5	5.3	4.8	3.2
Nashville, TN	57.4	58.7	129.41	130.80	74.28	76.82	-2.3	-1.1	-3.3	4.0	7.6	5.1	73.5	73.1	150.40	147.17	110.54	107.58	0.5	2.2	2.7	10.5	7.5	8.1
Phoenix, AZ	63.4	59.8	116.97	109.78	74.14	65.61	6.1	6.6	13.0	16.9	3.4	9.7	70.7	69.5	133.36	129.70	94.23	90.20	1.6	2.8	4.5	5.7	1.2	2.8
San Jose, CA+	62.7	64.6	169.64	171.34	106.42	110.71	-2.9	-1.0	-3.9	3.7	7.9	4.7	75.2	79.1	199.25	197.16	149.89	155.92	-4.9	1.1	-3.9	-1.3	2.7	-2.3

Competitive Set Comparison													
Actual Figures							Percent of Change from Last Year						
	Current Month			Year-To-Date				Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	54.4	126.84	69.00	66.1	131.21	86.76	US	0.6	2.0	2.6	0.0	1.0	0.9
Texas	54.2	94.10	51.03	65.0	104.30	67.74	Texas	0.0	-0.7	-0.7	0.2	-1.0	-0.8
Irving	57.4	103.95	59.64	71.2	110.57	78.72	Irving	-2.6	5.0	2.3	-1.5	2.1	0.5
Best USA	Grpvine	Grpvine	Grpvine	Grpvine	SanJose	SanJose	Best USA	Grpvine	Phoenix	Phoenix	Grpvine	Atlanta	Phoenix
	73.0	194.64	142.07	77.1	199.25	149.89		6.5	6.6	13.0	2.4	4.2	4.5
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Grpvine	Irving	Grpvine	Grpvine	Arlngtn	Arlngtn
	73.0	194.64	142.07	77.1	184.42	142.15		6.5	5.0	7.2	2.4	2.2	3.0
Worst USA	Frisco	Ft Worth	Ft Worth	Frisco	Arlngtn	Arlngtn	Worst USA	Frisco	Frisco	Frisco	SanJose	Frisco	Frisco
	53.6	94.77	54.06	66.1	96.41	67.42		-5.8	-3.0	-8.6	-4.9	-1.2	-4.3
Worst Texas	Frisco	Ft Worth	Ft Worth	Frisco	Arlngtn	Arlngtn	Worst Texas	Frisco	Frisco	Frisco	Frisco	Frisco	Frisco
	53.6	94.77	54.06	66.1	96.41	67.42		-5.8	-3.0	-8.6	-3.1	-1.2	-4.3
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only													

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: December 2019

	Current Month - December 2019 vs December 2018											
	Occ %		ADR		RevPAR		Percent Change from December 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	57.4	58.9	103.95	98.99	59.64	58.31	-2.6	5.0	2.3	7.1	4.7	2.0
Luxury/Full Service Irving+	54.5	54.0	141.95	136.21	77.36	73.61	0.8	4.2	5.1	13.2	7.7	8.6
All Suite/Extended Stay Irving+	61.9	63.5	89.40	87.17	55.33	55.37	-2.6	2.5	-0.1	3.2	3.3	0.6
Limited Service Irving+	55.2	57.7	103.63	101.67	57.23	58.65	-4.3	1.9	-2.4	-2.4	0.0	-4.3
Budget Irving+	58.1	62.1	56.19	54.94	32.63	34.09	-6.4	2.3	-4.3	-4.6	-0.3	-6.7
Las Colinas+	54.6	56.4	119.99	111.46	65.53	62.90	-3.2	7.6	4.2	11.6	7.1	3.6
DFW North+	60.9	63.0	97.88	93.82	59.62	59.07	-3.3	4.3	0.9	6.9	6.0	2.5
DFW South+	57.3	57.8	88.79	88.37	50.91	51.12	-0.9	0.5	-0.4	-0.5	-0.1	-1.0
Full Service Las Colinas+	48.9	45.5	172.69	170.44	84.39	77.55	7.4	1.3	8.8	28.8	18.3	27.1
Limited Service Las Colinas+	58.9	63.4	87.11	84.56	51.34	53.59	-7.0	3.0	-4.2	-4.3	-0.1	-7.1
Full Service DFW North+	57.5	57.7	128.36	123.50	73.75	71.24	-0.4	3.9	3.5	3.5	0.0	-0.4
Limited Service DFW North+	63.5	66.5	79.78	76.50	50.65	50.88	-4.5	4.3	-0.4	4.4	4.9	0.1
Full Service DFW South+												
Limited Service DFW South+	55.3	55.2	79.11	78.01	43.75	43.07	0.2	1.4	1.6	1.4	-0.2	0.0
ICC Comp Set No Boutiques+												

	Year to Date - December 2019 vs December 2018											
	Occ %		ADR		RevPAR		Percent Change from YTD 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	71.2	72.3	110.57	108.34	78.72	78.34	-1.5	2.1	0.5	5.3	4.8	3.2
	69.8	70.8	149.86	148.15	104.60	104.87	-1.4	1.1	-0.3	9.2	9.5	8.0
	74.3	75.0	95.02	94.11	70.60	70.54	-0.9	1.0	0.1	2.7	2.6	1.7
	71.6	72.7	110.37	111.06	78.98	80.73	-1.6	-0.6	-2.2	-0.7	1.5	-0.1
	69.4	71.0	57.48	56.65	39.90	40.21	-2.2	1.5	-0.8	-0.8	-0.1	-2.3
	70.6	72.6	127.21	123.18	89.77	89.43	-2.8	3.3	0.4	10.1	9.7	6.7
	74.1	76.5	105.74	104.90	78.30	80.25	-3.2	0.8	-2.4	0.2	2.7	-0.6
	68.9	67.2	91.41	91.10	62.94	61.26	2.4	0.3	2.7	3.4	0.6	3.0
	65.5	66.7	180.14	182.31	117.97	121.68	-1.9	-1.2	-3.0	19.8	23.6	21.2
	74.3	76.1	93.00	91.98	69.09	70.02	-2.4	1.1	-1.3	0.0	1.4	-1.0
	73.4	76.1	136.82	136.09	100.45	103.60	-3.6	0.5	-3.0	-3.0	0.0	-3.6
	74.9	76.8	85.52	84.04	64.03	64.51	-2.5	1.8	-0.7	1.6	2.3	-0.2
	66.9	66.2	81.32	81.40	54.44	53.91	1.1	-0.1	1.0	1.8	0.8	1.9

AirBNB Data	Occ %		ADR		RevPAR		Percent Change from Prior Year					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Entire Place	63.2	57.2	189.56	182.74	119.81	104.55	10.8	-4.2	6.1	76.0	57.4	81.4
Hotel Comparable	57.4	58.4	103.50	93.31	59.39	54.48	-2.8	14.6	11.4	118.0	95.8	90.2

	Occ %		ADR		RevPAR		Percent Change from Prior Year YTD					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	63.5	61.0	198.91	150.65	126.30	91.88	4.1	17.7	22.5	102.6	84.8	105.6
	63.0	65.0	90.70	89.39	57.16	58.12	-4.8	2.7	-2.2	40.0	43.2	36.3

Available Listings	2019	2018	% Chg
Entire Place	248	145	71.0
Private Room	166	151	9.9
Shared Room	28	32	(12.5)
Total Available Listings	442	328	34.8

	Participation			
	Properties		Rooms	
	Census	Sample	Census	Sample
Irving, TX+	88	76	12963	11311
Luxury/Full Service Irving+	16	14	4896	4296
All Suite/Extended Stay Irving+	33	32	3712	3605
Limited Service Irving+	14	14	1786	1786
Budget Irving+	24	15	2450	1505
Las Colinas+	31	30	5262	4926
DFW North+	27	26	4166	4078
DFW South+	30	20	3535	2307
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	22	21	2466	2378
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2018			2019			Calculated Demand Change over prior year		STR Reported Change over prior year	
	Occ %	Current Month Demand	Year To Date Demand	Occ %	Current Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	66.4	247,296	247,296	66.5	254,496	254,496	2.9%	2.9%	0.5%	0.5%
February	74.4	250,037	497,333	70.4	243,421	497,917	-2.6%	0.1%	-5.1%	-2.3%
March	76.5	284,818	782,151	77.0	303,898	801,815	6.7%	2.5%	0.9%	-1.0%
April	77.4	281,441	1,063,592	74.2	283,519	1,085,334	0.7%	2.0%	-3.5%	-1.7%
May	74.5	279,748	1,343,340	73.9	291,548	1,376,882	4.2%	2.5%	-0.5%	-1.4%
June	79.4	288,650	1,631,990	78.6	300,278	1,677,160	4.0%	2.8%	-0.3%	-1.2%
July	75.0	285,044	1,917,034	73.0	288,175	1,965,335	1.1%	2.5%	-2.1%	-1.4%
August	70.0	266,054	2,183,088	69.5	273,955	2,239,290	3.0%	2.6%	-0.3%	-1.3%
September	74.4	273,701	2,456,789	70.5	268,938	2,508,228	-1.7%	2.1%	-5.1%	-1.7%
October	78.2	297,171	2,753,960	79.0	317,464	2,825,692	6.8%	2.6%	1.7%	-1.3%
November	67.4	250,958	3,004,918	66.1	257,066	3,082,758	2.4%	2.6%	-2.4%	-1.5%
December	59.3	226,764	3,231,682	57.4	230,578	3,313,336	1.7%	2.5%	-2.6%	-1.5%

Irving, Texas & United States Comparison

December 2019

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	112.87	2.2%	112.87	2.2%	66.5%	0.5%	66.5%	0.5%	75.07	2.8%	75.07	2.8%
FEBRUARY	114.81	2.3%	113.84	2.2%	70.4%	-5.1%	68.4%	-2.3%	80.87	-3.0%	77.82	-0.2%
MAR	111.53	2.9%	112.84	2.3%	77.0%	0.9%	71.4%	-1.0%	85.88	3.8%	80.57	1.3%
APRIL	113.37	1.0%	112.52	1.5%	74.2%	-3.5%	72.1%	-1.7%	84.16	-2.5%	81.15	-0.1%
MAY	111.53	2.5%	112.27	1.7%	73.9%	-0.5%	72.5%	-1.4%	82.39	2.0%	81.37	0.3%
JUNE	111.43	2.9%	112.08	1.9%	78.6%	-0.3%	73.5%	-1.2%	87.62	2.5%	82.39	0.6%
JULY	106.93	3.4%	111.33	2.1%	73.0%	-2.1%	73.4%	-1.4%	78.10	1.3%	81.73	0.7%
AUGUST	105.28	0.7%	110.58	1.9%	69.1%	-0.3%	72.8%	-1.3%	72.76	0.4%	80.55	0.6%
SEPTEMBER	111.01	2.5%	110.68	2.1%	70.3%	-5.1%	72.6%	-1.7%	78.09	-2.7%	80.38	0.3%
OCTOBER	116.05	1.2%	111.21	1.9%	79.1%	1.7%	73.2%	-1.3%	91.76	3.0%	81.44	0.6%
NOVEMBER	109.63	1.3%	111.09	1.9%	66.1%	-2.4%	72.5%	-1.5%	72.49	-1.1%	80.57	0.4%
DECEMBER	103.95	5.0%	110.57	2.1%	57.4%	-2.6%	71.2%	-1.5%	59.64	2.3%	78.72	0.5%
12 mo. rolling averages:												
	ADR	110.82	2.3%		Occupancy	71.3%	-1.4%		RevPAR	79.05	0.9%	

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	102.12	-0.1%	102.12	-0.1%	57.4%	-2.7%	57.4%	-2.7%	58.63	-2.8%	58.63	-2.8%
FEBRUARY	106.31	-0.2%	104.26	-0.1%	65.1%	-1.8%	61.1%	-2.3%	69.22	-2.0%	63.66	-2.4%
MAR	111.45	-1.1%	106.97	-0.5%	71.2%	-0.9%	64.6%	-1.8%	79.36	-2.0%	69.06	-2.3%
APRIL	108.15	-2.7%	107.28	-1.1%	68.8%	0.8%	65.6%	-1.1%	74.35	-2.0%	70.36	-2.2%
MAY	106.70	-0.3%	107.16	-0.9%	66.8%	0.7%	65.8%	-0.8%	71.26	0.4%	70.54	-1.7%
JUNE	104.36	-1.1%	106.64	-0.9%	70.0%	-0.6%	66.5%	-0.8%	73.06	-1.7%	70.93	-1.7%
JULY	102.29	0.0%	105.99	-0.8%	69.5%	2.4%	67.0%	-0.3%	71.09	2.4%	70.96	-1.1%
AUGUST	99.25	-1.0%	105.19	-0.8%	64.9%	1.5%	66.7%	-0.1%	64.38	0.4%	70.15	-0.9%
SEPTEMBER	103.79	-1.3%	105.04	-0.9%	63.0%	1.6%	66.3%	0.1%	65.35	0.3%	69.61	-0.8%
OCTOBER	108.52	-2.7%	105.40	-1.1%	67.6%	1.8%	66.4%	0.3%	73.36	-0.9%	69.99	-0.8%
NOVEMBER	102.28	-0.5%	105.13	-1.0%	61.9%	0.5%	66.0%	0.3%	63.35	-0.1%	69.37	-0.8%
DECEMBER	94.10	-0.7%	104.30	-1.0%	54.2%	0.0%	65.0%	0.2%	51.03	-0.7%	67.74	-0.8%

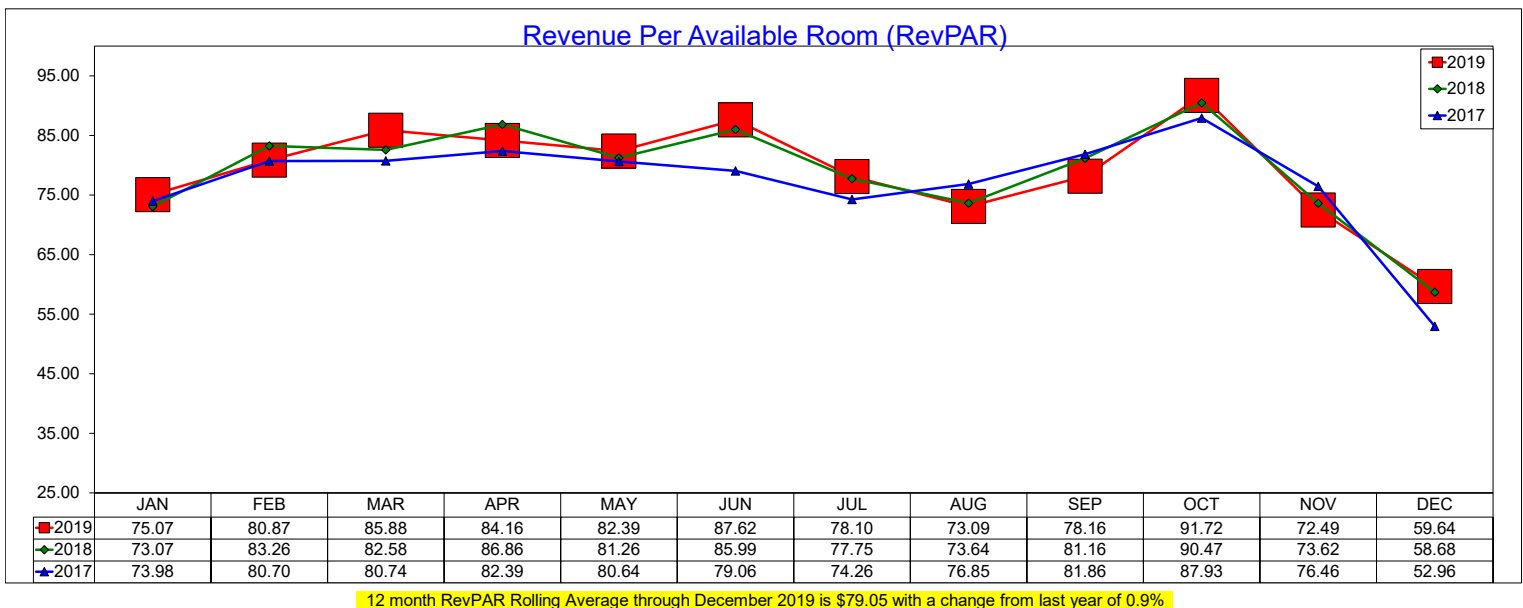
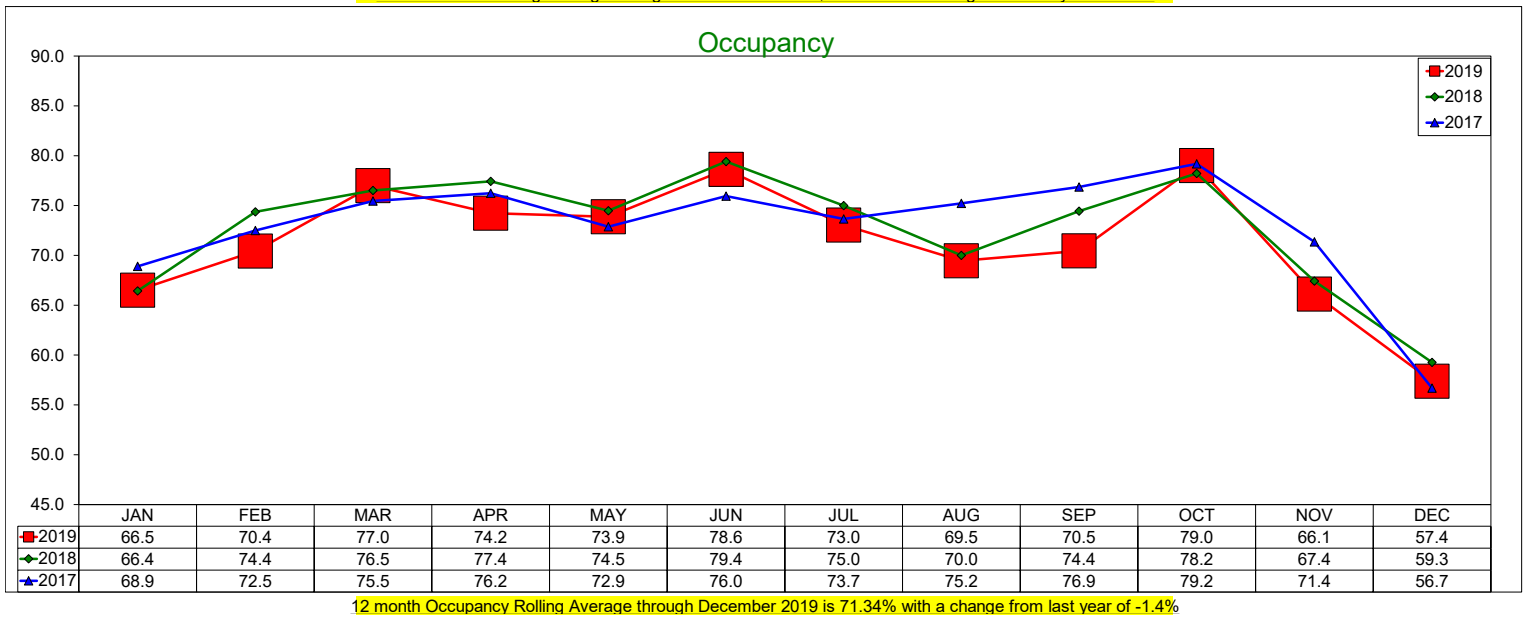
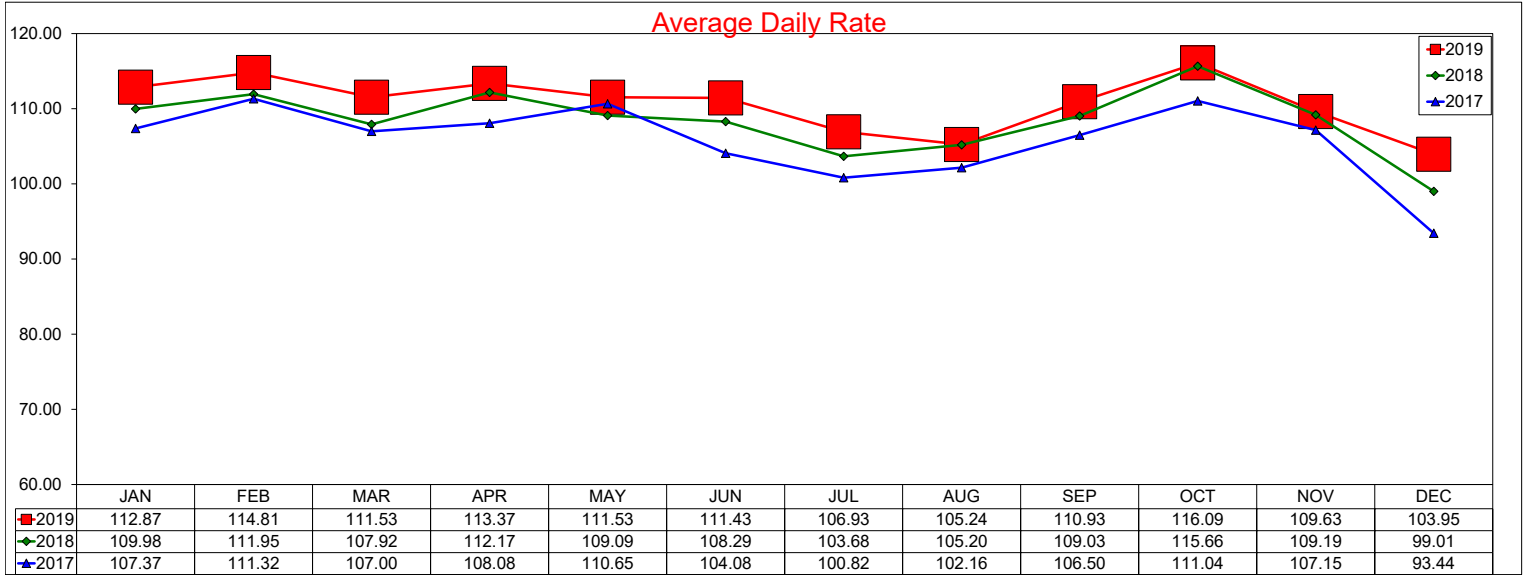
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	124.39	0.8%	124.39	0.8%	54.8%	0.7%	54.8%	0.7%	68.13	1.5%	68.13	1.5%
FEBRUARY	128.94	1.9%	126.72	1.4%	62.2%	0.7%	58.3%	0.7%	80.15	2.6%	73.82	2.0%
MAR	132.66	0.6%	129.02	1.1%	68.4%	0.0%	61.8%	0.4%	90.78	0.6%	79.68	1.5%
APRIL	131.85	0.9%	129.82	1.0%	68.0%	0.3%	63.3%	0.3%	89.67	1.2%	82.18	1.4%
MAY	132.43	1.6%	130.42	1.2%	68.7%	0.9%	64.4%	0.4%	91.01	2.5%	84.02	1.6%
JUNE	134.52	0.9%	131.20	1.1%	73.5%	-1.3%	65.9%	0.1%	98.85	-0.4%	86.51	1.2%
JULY	135.04	0.7%	131.85	1.1%	73.8%	0.4%	67.1%	0.1%	99.62	1.1%	88.45	1.2%
AUGUST	132.47	0.9%	131.95	1.1%	71.4%	0.0%	67.6%	0.1%	94.55	0.9%	89.24	1.2%
SEPTEMBER	131.93	0.6%	131.92	1.0%	67.4%	-0.9%	67.6%	0.0%	88.91	-0.3%	89.18	1.0%
OCTOBER	133.34	-0.5%	132.07	0.9%	69.3%	-0.8%	67.8%	-0.1%	92.35	-1.2%	89.50	0.8%
NOVEMBER	125.55	1.0%	131.53	0.9%	61.8%	0.3%	67.2%	-0.1%	77.62	1.3%	88.42	0.8%
DECEMBER	126.84	2.0%	131.21	1.0%	54.4%	0.6%	66.1%	0.0%	69.00	2.6%	86.76	0.9%

Note: The "Change %" column refers to the change from the prior year's figure.

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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

December 2019



Monthly & YTD AirBNB Data

December 2019

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	148.03	3.7%	148.03	3.7%	48.5%	-24.2%	48.5%	-24.2%	71.81	-21.4%	71.81	-21.4%
FEBRUARY	145.41	-2.0%	146.75	1.0%	53.9%	-4.9%	51.0%	-15.5%	78.39	-6.8%	74.85	-14.7%
MAR	202.06	33.8%	170.55	15.4%	66.0%	-1.9%	56.5%	-10.5%	133.44	31.3%	96.43	3.3%
APRIL	181.03	23.0%	173.63	17.6%	61.1%	-9.1%	57.8%	-10.1%	110.58	11.8%	100.37	5.7%
MAY	195.54	9.8%	179.05	16.1%	61.6%	12.3%	58.7%	-5.3%	120.45	23.3%	105.10	9.9%
JUNE	199.59	10.4%	183.08	14.5%	73.7%	-2.3%	61.1%	-5.1%	147.04	7.9%	111.94	8.6%
JULY	214.55	20.0%	188.45	15.2%	71.5%	2.6%	62.7%	-4.1%	153.40	23.1%	118.13	10.5%
AUGUST	212.86	40.7%	192.35	19.0%	61.5%	0.0%	62.5%	-3.5%	130.87	40.8%	120.20	14.9%
SEPTEMBER	219.47	28.2%	196.28	20.4%	67.5%	18.9%	63.2%	-0.5%	148.20	52.4%	124.00	19.9%
OCTOBER	208.91	24.2%	197.99	20.9%	64.9%	15.6%	63.4%	1.7%	135.54	43.6%	125.53	23.0%
NOVEMBER	216.44	21.3%	200.18	21.0%	64.6%	15.2%	63.5%	3.2%	139.81	39.7%	127.20	25.0%
DECEMBER	189.56	-4.2%	198.91	17.7%	63.2%	10.8%	63.5%	4.1%	119.81	6.1%	126.30	22.5%

Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	83.69	-6.1%	83.69	-6.1%	60.7%	-4.8%	60.7%	-4.8%	50.81	-10.6%	50.81	-10.6%
FEBRUARY	82.08	-6.9%	82.79	-6.6%	70.8%	26.5%	66.0%	10.0%	58.14	17.8%	54.62	2.7%
MAR	89.48	11.0%	85.22	0.0%	71.7%	3.4%	67.9%	6.7%	64.13	14.9%	57.90	6.8%
APRIL	83.64	1.2%	84.80	0.4%	58.2%	-17.0%	65.0%	-0.6%	48.67	-16.1%	55.12	-0.2%
MAY	87.24	-2.8%	85.30	-0.2%	56.3%	7.8%	63.0%	0.9%	49.16	4.8%	53.74	0.7%
JUNE	84.92	-6.4%	85.23	-1.5%	67.1%	-6.5%	63.7%	-0.7%	57.02	-12.5%	54.30	-2.1%
JULY	81.69	-5.1%	84.76	-1.9%	68.4%	-0.5%	64.3%	-0.9%	55.86	-5.6%	54.49	-2.8%
AUGUST	90.44	5.6%	85.52	-0.9%	56.0%	-18.6%	63.0%	-3.7%	50.61	-14.0%	53.91	-4.6%
SEPTEMBER	93.55	-1.5%	86.35	-1.3%	66.5%	-1.1%	63.4%	-3.5%	62.20	-2.5%	54.73	-4.8%
OCTOBER	94.83	0.9%	87.29	-1.2%	68.5%	-2.0%	63.9%	-3.5%	64.95	-1.0%	55.79	-4.7%
NOVEMBER	101.69	18.5%	88.93	0.9%	63.7%	-14.4%	63.9%	-4.6%	64.78	1.5%	56.82	-3.7%
DECEMBER	103.50	14.6%	90.70	2.7%	57.4%	-2.8%	63.0%	-4.8%	59.39	11.4%	57.16	-2.2%

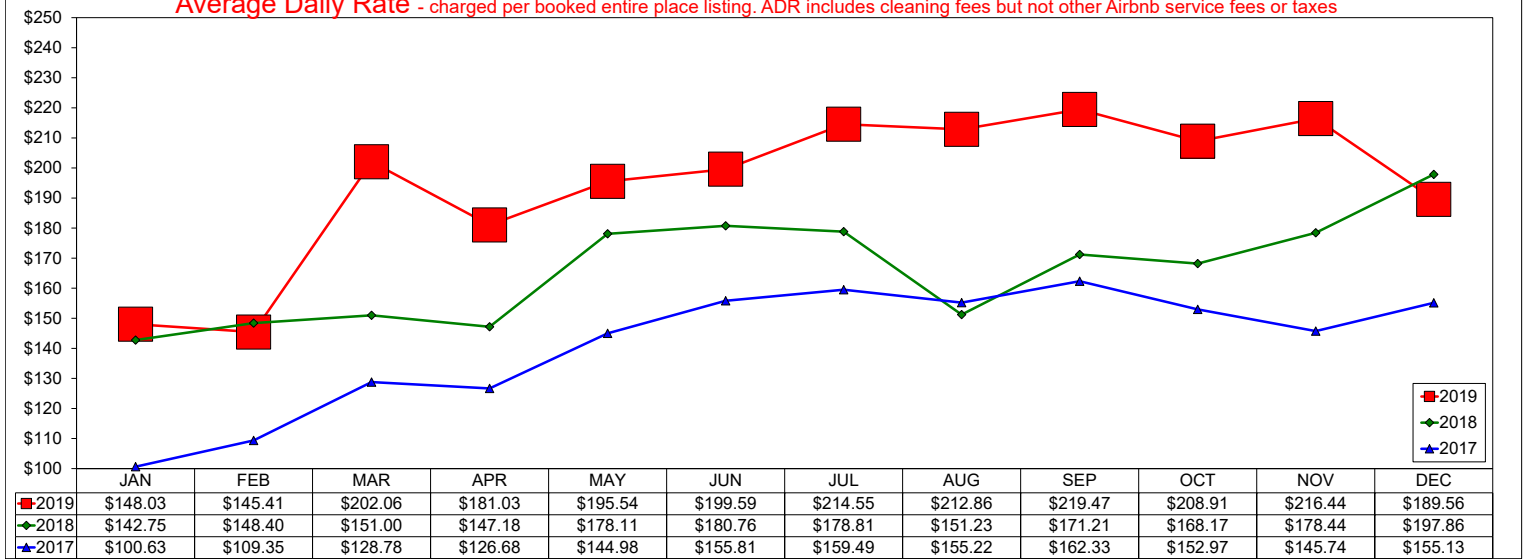
Note: The "Change %" column refers to the change from the prior year's figure.

AirBNB - Entire Place

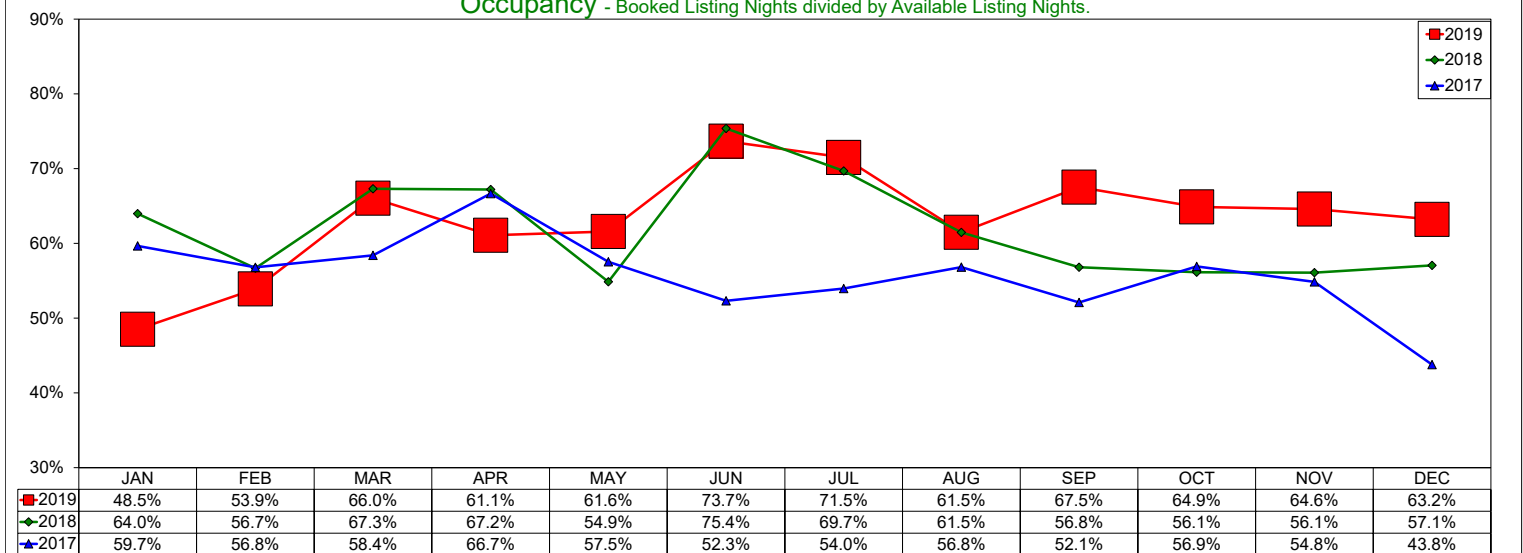
December 2019

Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms

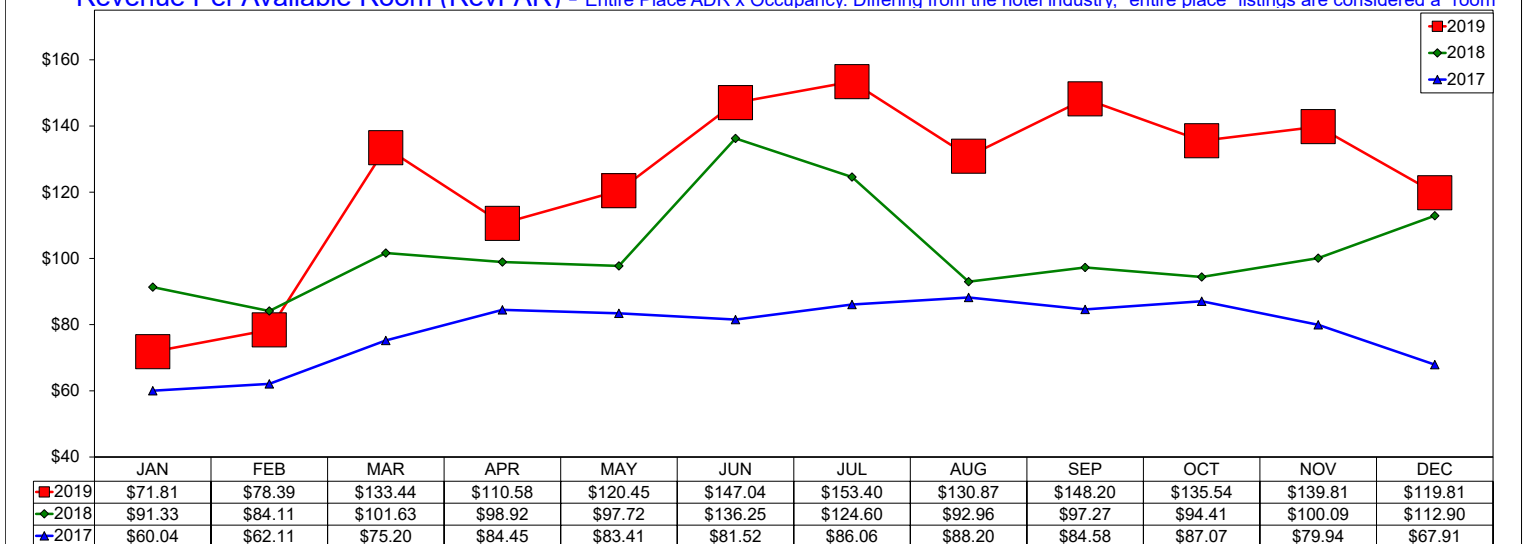
Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"

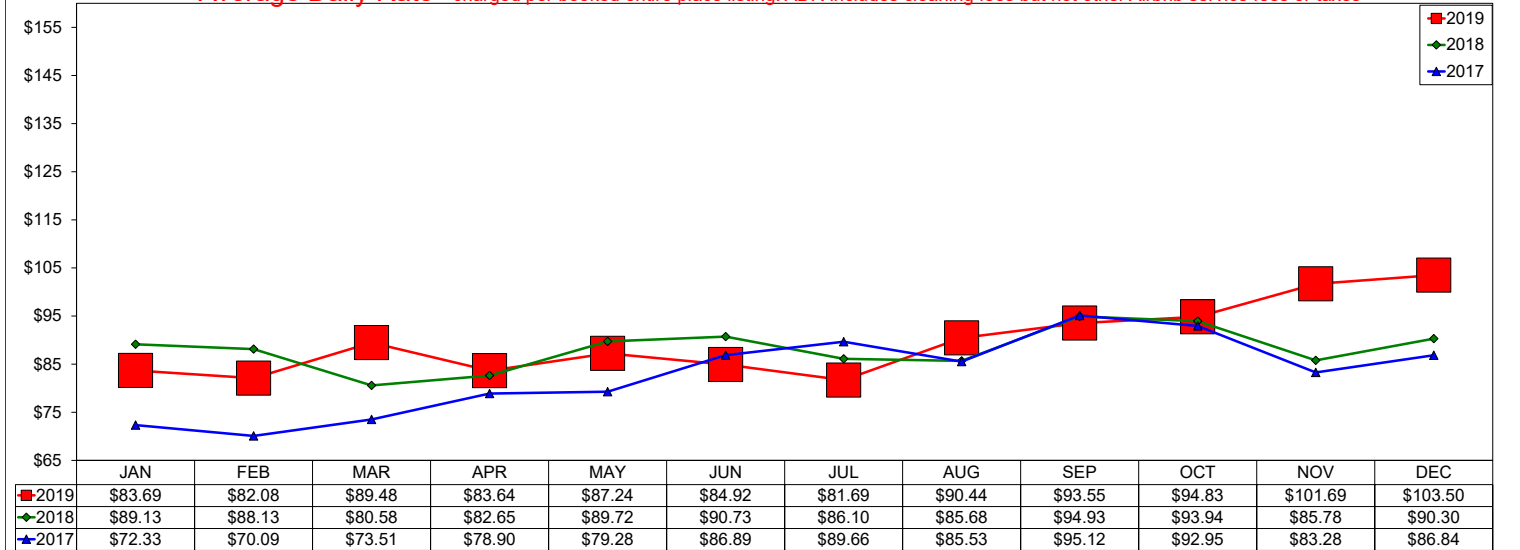


AirBNB - Hotel Comparable Subset

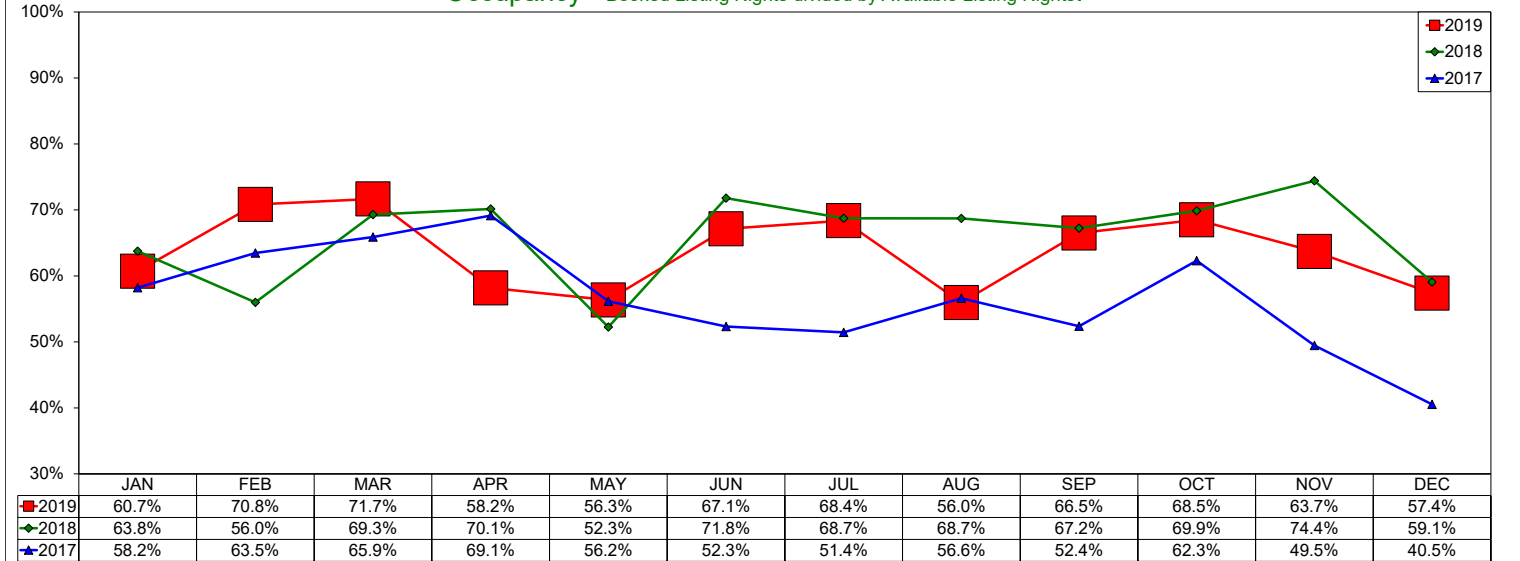
December 2019

Studio and one bedroom entire place rentals only. AirDNA believes these are the type of listings most likely to compete directly with hotels

Average Daily Rate - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



Occupancy - Booked Listing Nights divided by Available Listing Nights.



Revenue Per Available Room (RevPAR) - Entire Place ADR x Occupancy. Differing from the hotel industry, "entire place" listings are considered a "room"



Irving Convention and Visitors Bureau

Activity Totals: 11/1/2019 - 2/20/2020

Category	Activity	Hours	Volunteers	Average
Visitor's Center Help Desk	Crown Cheer and Dance	8.00	1	8.00
	Great Amer Franchise & North Texas Comic Book Show	19.50	4	4.88
	Las Colinas Bridal Show	4.00	1	4.00
	Las Colinas Bridal Show	8.75	2	4.38
	Lone Star Wrestling	12.00	2	6.00
	RCMA	19.00	3	6.33
	Texas Prime	22.39	4	5.60
	USA Judo	3.00	1	3.00
	Zest Fest	32.00	7	4.57
	Category Total Hours	128.64		
Total Hours		128.64		

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 24, 2020**

CONVENTION CENTER MANAGEMENT REPORTS





IRVING CONVENTION CENTER AT LAS COLINAS

AN ASM GLOBAL MANAGED FACILITY

February 17, 2019

TO: Maura Gast, Executive Director ICVB
FROM: Verenis Pedraza, ASM Global Director of Finance
Matt Tungett, ASM Global Director of Sales
SUBJECT: **Monthly Financial & Sales Report – January 2020**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	23,119	43,500	9,870	227,826	297,920	131,471
Ancillary Income	836,069	474,044	432,065	1,962,122	1,241,770	1,373,793
Total Event Income	859,188	517,544	441,935	2,189,948	1,539,690	1,505,264
Other Income	97,002	70,000	76,444	243,193	245,000	156,677
Adjusted Gross Income	956,190	587,544	518,379	2,433,141	1,784,690	1,661,941
Indirect Expenses	(670,582)	(549,676)	(553,071)	(2,436,195)	(2,211,332)	(2,239,575)
Net Income (Loss)	285,608	37,868	(34,692)	(3,054)	(426,642)	(577,634)

- The F&B catering goal for the month was nearly doubled due to greater than anticipated spending from Ebby Halliday Kick-Off Meeting, Atos, and Hilti.
- Setup, cleaning, and security expenses exceeded budget due to heavy demand and bookings in the month of January.
- Other operating income exceeded expectations, due to commissions from the use of our in-house A/V provider.
- Indirect expenses were higher than expected for the month. The General and Administrative grouping included several large invoices for computer maintenance and computer software. Management fees for the month were also higher due to the increased catering revenue.
- Overall, the ICC surpassed the budget target by over \$245,000.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	1,135,022	678,580	649,574	2,602,591	1,717,763	2,066,880
Net Income/(Loss)	794,222	438,040	384,540	1,785,407	1,076,139	1,205,178
Net Income/(Loss) %	69.97%	64.55%	59.20%	68.60%	62.65%	58.31%

ICC by the Numbers

EVENTS	
This month	To date
25	89
Current Year	Current Year
22	79
Prior Year	Prior Year

VISITORS	
This month	To date
19,772	64,725
Current Year	Current Year
17,781	72,879
Prior Year	Prior Year

FUTURE GUESTROOMS BOOKED	
This month	To date
2,431	17,166
Current Year	Current Year
3,920	15,550
Prior Year	Prior Year

SURVEY RESULTS	
Returned	Score
3	86.7%
This Month	Current Month
21	95.2%
Year to Date	Year to Date

SIGNED CONTRACTS	
This month	To date
29	82
Current Year	Current Year
34	90
Prior Year	Prior Year

Target Industry Bookings

Medical City Health – March 2020

Edward Jones – January 2020

Interface – October 2020

ASUG – October 2020

US Bank – April 2020

February and March at a Glance

- | | |
|---------------------------|---|
| • January 31 - February 1 | Lone Star Wrestling |
| • February 3-7 | RCMA |
| • February 9 | Health and Wellness Expo |
| • February 12-13 | Financial Planning Association of DFW |
| • February 14-16 | Great American Franchise Expo |
| • February 14-16 | North Texas Comic Book Show |
| • February 17-22 | TX Wine and Grape Growers |
| • February 23-25 | Southern Baptists of TX Evangelism Conference |
| • February 27 | Apartment Association of Tarrant County |
| • February 28 – March 1 | Legacy Dance Championship |
| • March 5-7 | North Texas Teen Book Festival |
| • March 9-15 | The NBM Show |
| • March 16-17 | Head Start of Greater Dallas |
| • March 19-21 | Mary Kay Career Conference |
| • March 25-28 | National Guard Association of Texas |

cc: Tom Meehan, General Manager, ASM Global

March 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Legacy Dance Champions... Legacy Dance Championship Definite	Franklin Covey 2020 Dallas Leader in Me Symposium FranklinCovey Client Sales, Inc Definite			North Texas Teen Book Festival City of Irving Definite		
Islamic Center of Irving A... Islamic Center of Irving Tentative 1	Destination Accreditation Board Meeting Destinations International Tentative 1		Edward Jones Edward Jones Definite			
		Fluor Fluor Tentative 1				
			IPD Honor Guard Practice City of Irving Police Department Tentative 1			
8 Start of daylight saving time	9	10	11	12	13	14
	The NBM Show National Business Media Definite					
15	16	17	18	19	20	21
The NBM Show National Business Media Definite	Headstart of Greater Dallas Head Start of Greater Dallas Definite			Mary Kay Career Conference 2020 Mary Kay Definite		
	Solar Soccer Club Colleg... Solar Soccer Club Tentative 1	Elevate IT Elevate Events LLC Definite				
	Gamestop SSC Meeting GameStop Corporation Tentative 1					
22	23	24	25	26	27	28
DFW Church DFW Church Definite	Medical City Health Nurs... Medical City Health Definite		National Guard Association of Texas National Guard Association of Texas Definite			
	ICVB Board of Directors ... ICVB Tentative 1		DuCharme, McMillen & A... DuCharme, McMillen & Associat... Tentative 1	CVS/Caremark CST Symp... CVS Caremark Definite		
			Matt booking Irving Convention Center Tentative 2			

March 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Trial Advocacy College of Texas 2020 Texas Trial Lawyers Association Definite						
	SUCCESS Partners University SUCCESS Partners Definite					
			2020 DFW Fiber Fest DFW Fiber Fest Definite			

April 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Trial Advocacy College of Texas 2020 Texas Trial Lawyers Association Definite						
	SUCCESS Partners University SUCCESS Partners Definite					
			2020 DFW Fiber Fest DFW Fiber Fest Definite			
5	6	7	8	9	10	11
2020 DFW Fiber Fest DFW Fiber Fest Definite	NTBA North Texas Business Alliance Co-op. Definite			HCA HCA North Texas Division Definite		Varughese & Cherian We... Varughese and Cherian Wedding Definite
	Research Community Forum The University of Texas Southwestern Medical Center Definite			US Bank Quarterly Execu... US Bank Definite		
	K12 Testing K12 Management Inc. d/b/a K12 Texas Management Inc. Tentative 1					
12 Easter	13	14	15	16	17	18
		Women's Business Counc... Women's Business Council South... Definite	Scrapbook Expo 2020 Scrapbook Expo Inc Definite			
		IREM Institute of Real Est... Institute of Real Estate Manage... Definite				
		ICVB Community Engage... ICVB Tentative 1				
19	20	21	22	23	24	25
DFW National College Fair National Association for College ... Definite	DFWAE 2020 Association ... DFWAE Definite		Innotech Dallas Prospera Events, LLC Definite		TASC Annual Conference Texas Association of Student Councils Definite	
			Spring Conference on Sp... Ed311 Definite	Solar Soccer Club Senior... Solar Soccer Club Tentative 1		
			7x24 Exchange Lone Star ... 7x24 Exchange Lone Star Chapter Definite			
			Workforce Solutions Gre... Workforce Solutions Greater Dallas Tentative 2			

April 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
TASC Annual Conference Texas Association of Student Councils Definite		Urban Land Institute Urban Land Institute Definite		Kameha Con SilvrFire, LLC Definite		
	Breakfast with the Stars Irving Schools Foundation Tentative 1					

May 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
TASC Annual Conference Texas Association of Student Councils Definite		Urban Land Institute Urban Land Institute Definite		Kameha Con SilvrFire, LLC Definite		
	Breakfast with the Stars Irving Schools Foundation Tentative 1					
3	4	5	6	7	8	9
Kameha Con SilvrFire, LLC Definite	DFW Minority Supplier Showcase Dallas/Fort Worth Minority Supplier Development Council Definite		Future Com Future Com Definite			
		Destination Developmen... ICVB Definite	Edward Jones Edward Jones Tentative 1	USA Women's National Championship 2020 Texas USA Wrestling Definite		
		Hotel Association of Nor... Hotel Association of North Texas Tentative 2			30th DFW Fraud Conference Association of Certified Fraud Ex... Definite	
10 Mother's Day	11	12	13	14	15	16
Building Professional Institute Texas Municipal League Definite					Coppell High School Band Banquet Coppell High School Definite	
USA Women's National C... Texas USA Wrestling Definite					Nexstar Nexstar Corporate Office Definite	
						Sam Houston Prom Sam Houston High School Definite
						Ranchview High School ... Ranchview High School Definite
						The Big 5G Event KNect365 Tentative 1
17	18	19	20	21	22	23
The Big 5G Event KNect365 Definite						
	2020 PSaS National Sales Conference McKesson Corporation Definite					

May 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25 Memorial Day	26	27	28	29	30
				Lucky Leaf Expo Lucky Leaf Definite		
				American Solutions for B... American Solutions for Business Tentative 1	Dallas Mind Fest Dallas Mind Fest Tentative 1	
31	1	2	3	4	5	6
	Chase for Business Lunch Series JP Morgan Chase Tentative 1		EAN HOLDINGS BRANCH ... EAN Holdings, LLC Definite	Association of Fundraising Professionals 2020 DFW Phila... Association of Fundraising Professionals Definite		Texas USAG Annual Awar... Texas USA Gymnastics Definite
					Walk the Runway Fashio... City of Irving Tentative 2	

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 24, 2020**

INDUSTRY REPORTS / BOARD PARTNERS





3rd annual Charity Bowl-a-Thon benefiting Irving Schools Foundation

Las Colinas Association is excited to host their annual Bowl-a-Thon for the third year in a row, benefiting Irving Schools Foundation at PINSTACK Las Colinas. The charity Bowl-a-Thon will take place Wednesday, April 29th from 6 p.m. to 9 p.m. All proceeds will go to Irving Schools Foundation.

Team and attendee tickets can be purchased in advance and attendee tickets can also be purchased at the door. Tickets are \$110 for a team of six bowlers and \$20 for attendees. Attendee tickets include a player card for the arcade, laser tag and bumper cars with 60 points preloaded, two drink tickets and access to the buffet of food.

Bowler's tickets include all the same amenities plus two hours of bowling.

Several high-quality items will also be raffled off. Raffle tickets cost \$5 and can be purchased at the venue. There will be awards for best team shirts, best team name, community award, most team strikes, most gutter balls and highest score.

To find out what the raffle and auction items are and keep up with all things Bowl-a-Thon be sure to follow us on Facebook, Instagram and Twitter @LasColinasTex.



IRVING SCHOOLS FOUNDATION

Maximizing Educational Opportunities

The Irving Schools Foundation (ISF) provides financial resources to maximize educational opportunities for teachers and students in Irving Independent School District (ISD) by funding innovative programs, scholarships and activities that enhance creativity, leadership, and academic success.

The ISF provides college scholarships to graduating seniors and Irving ISD teachers. Scholarships are awarded each spring at the Breakfast with the Stars ceremony and range from \$1,000 to \$10,000. In 2019, the Foundation awarded over \$500,000 in scholarships. ISF also awards cash to each of the Irving ISD Campus Teachers of the Year and the two District Teachers of the Year. They awarded a total of over \$18,000 to these teachers in 2019.

Other programs ISF operate include their Community to Classroom store where students in need can get school supplies. They also have a food pantry called food for thought which has provided over 128,000 weekend and holiday meals to students since its inception in March 2019.

ISF also provided funding for innovative classroom projects through their Spark Tank program which allows students to pitch their ideas to ISF's committee and ask for funding.

If you are interested in getting involved, you can volunteer by contacting their office at 972-600-5018 or sjeter@irvingisd.net or you can donate at irvingschoolsfoundation.org/ways-to-help/.





2020 CENSUS

2020 Census: Simple Questions that Help us All

In March 2020, every household across the United States will be invited to fill out the 2020 Census online, by phone or by mail. The information collected by this survey will be used to determine congressional representation, help businesses and local governments understand their community, and distribute more than \$675 billion in Federal funds every year. The questions themselves are simple. The household member who fills out the form is asked:

- How many people were living or staying in this house, apartment or mobile home?
- Were there any additional people staying here on April 1, 2020 that you did not include in question 1?
- Is this house, apartment or mobile home owned by an occupant free and clear? Owned with a mortgage? Rented? Or occupied without paying rent?
- What is your telephone number?

Then for each person in that home, the following questions are asked:

- First and last name, sex (male or female), age, and date of birth.
- Is that person of Hispanic, Latino or Spanish origin? Four “Yes” options to indicate heritage, or “No”.
- What is that person’s race? There are fifteen check-box options and spaces to designate a more specific heritage (White, Black or African American, American Indian or Alaska Native, Chinese, Vietnamese, Native Hawaiian, Filipino, Korean, Samoan, Asian Indian, Japanese, Chamorro, Other Asian, Other Pacific Islander, or Some Other Race).

For each person after the first, two additional questions are asked:

- Does this person usually live or stay somewhere else? Eight “Yes” options or “No”.
- How is this person related to the householder? Sixteen options including “Non-relative”

This works out to about seven questions per household member, plus four about the household as a whole. All of the answers collected in an area are combined for statistical use. Individual responses cannot be shared with law enforcement, ICE, DEA, landlords, courts or anyone until 72 years have passed, and then they become available for historical and genealogical research.

Visit 2020census.gov for more information.

IMPORTANT CENSUS DATES

April 1, 2020: Census Day is observed nationwide. By this date, most homes will have received an invitation to participate in the 2020 Census. Respond based on where you live and sleep most of the time as of April 1, 2020.

May 2020: Census takers begin visiting homes that haven’t responded to the 2020 Census to make sure everyone is counted. This operation, called “Nonresponse Followup,” will last through July. They will still accept self- responses to the census during this time.

December 2020: The Census Bureau delivers apportionment counts to the President and Congress as required by law.



The Enclave

Recognized Property

LCA NEWS

2020 Annual Meeting of Members

The 2020 Annual Meeting of Members will be held on Tuesday, March 24, 2020. There are two key components of this year's Annual Meeting.

One is the election of three (3) Directors to the Las Colinas Association Board. This year, one (1) commercial, one (1) residential position and one (1) at-large position are open for election. The Board is made up of seven (7) members, consisting of three (3) residential members, three (3) commercial members, and one (1) at-large

member, who is currently the Declarant

The second is amendments to supplementary declarations 16 and 59 and an amendment to the Master Declaration.

In the next couple of weeks, you will receive the Annual Meeting Notice, Proxy, Candidate Biographies and a booklet that explains in detail the proposed amendments. Be on the lookout for the packet by mid-February at the latest.



LCA DEPARTMENTS

Security Services

Shortly after Las Colinas Association's (LCA) incorporation in 1973, a vehicle patrol service was established to add visibility within the growing development. The area wide patrol service still drives public and private streets, alleys and other common development areas. The service provides an additional crime deterrent to the community with six (6) marked patrol vehicles 24/7, making observations and reports while assisting local law enforcement as well as LCA members. In 2019, Patrol drove an average of 46,382 miles a month. That is the equivalent of driving across the United States almost eighteen times!

The next decade brought the addition of LCA's alarm monitoring services in 1983; working with patrol and further expanding member security services. LCA operates an Underwriters Listed (UL) private alarm monitoring center for its member to use at no additional monthly monitoring charge. LCA offers various monitoring options, including the new mesh radio

monitoring which uses LCA's private radio network and requires no phone-line or cell device. While LCA does not sell, install or repair alarm systems; the security services department is always available to members as an unbiased resource in the ever-growing security alarm market.

Learn more on how you can take advantage of LCA's security services or how security staff may be able to assist in finding a complete solution for your property. LCA Security Staff includes a Director of Security Services, Security Operations Coordinator, Administrative Shift Supervisor, Security Services Assistant as well as five Patrol Shift Supervisors. You can contact Security Service's Staff for additional information on services by emailing safety@lascolinas.org or calling 972-541-2345. If you need immediate security assistance, please call LCA Dispatch at 972-541-1312. Please remember, if you have an emergency call the Irving Police or Fire at 911.



22,712

ALARMS
PROCESSED
THROUGH THE
MONITORING
CENTER IN 2019



6

PATROL'S
AVERAGE
RESPONSE TIME
(MINUTES) IN
2019



1,897

PATROL
CALLS AND
OBSERVATIONS
IN 2019





RESTAURANT REVIEW

ZEYTIN MEDITERRANEAN GRILL

Looking for a light, but satisfying lunch? Tired of the same soup and salad routine? The delight of Zeytin Mediterranean Grill might be the answer to your dilemma. Mediterranean food is known for its use of olives, pita bread, delightful spices, and fresh flavors. The cuisine is light enough to not leave you feeling weighed down, making it the perfect choice for lunch.

Situated behind the iconic E.O Perry Flower Clock, Zeytin is located at 114 East John Carpenter Freeway #100. Zeytin is Turkish for olive, a staple in Mediterranean cuisine and an ingredient prominent in Zeytin's dishes. They offer a buffet lunch as well as their regular menu items and have catering services.

For a start, you can never go wrong with hummus and pita. Their hummus is a perfect blend of tahini, chickpeas, garlic and other spices. The pita has a sprinkling of sesame seeds on top and served warm. Pita bread can be refilled as many times as you wish so none of the delicious hummus is wasted.

For lunch, we recommend the chicken shawarma plate. The chicken is marinated in cumin, cardamom, cinnamon, turmeric and paprika. The pieces of chicken are stacked on a skewer to cook and the skewer constantly rotates. The chicken is then cut off in thin pieces. These tasty morsels are juicy and seasoned perfectly.

The plate is served with a fresh Greek salad and basmati rice. The Greek salad is lettuce piled high with diced cucumbers, onions and tomatoes and dressed in a light citrus vinaigrette. Unlike most vinaigrettes, Zeytin's is not overpowering and sweet. It complements the fresh salad well. The buttery, aromatic basmati rice is the perfect carb to accompany this meal. This slender grained rice has a nutty flavor that blends with the spices in the shawarma.

This meal won't leave you feeling sluggish when you get back to the office but will keep you full until quitting time. Zeytin's bright, fresh flavors will have your taste buds dancing and fulfill your craving for something new and different.





COMMUNITY EVENTS



Cochon555

One of the most talked-about culinary tours in the country is coming back to Las Colinas **February 9th**. Cochon555 is an event dedicated to supporting family farmers and educating people about the importance of heritage breed pigs. There will be over a hundred cooks, chefs, restaurant and bar owners, sommeliers and mixologists working together to cook, pair and create beautiful pork dishes. Tickets to the event can be purchased at cochon555.com.



Call of Duty League: Dallas Empire Home Series

The Dallas Empire, one of 12 professional esports teams, has chosen the Pavilion at Toyota Music Factory as their venue to compete in for their inaugural season. This esports team is a Call of Duty League and will compete in a weekend-long tournament starting **March 28th**. The Dallas Empire is owned by Envy gaming and launched in January of this year. Teams will consist of five players and will follow a home and away game format. Tickets can be purchased at www.ticketmaster.com



Love on the Run 10k/5k & 5K Walk

Love on the Run 5K and 10K will be held **February 15th** at the Toyota Music Factory. Race registration includes a commemorative hot chocolate mug, finisher medal, half zip pullover, pancakes, race photography, two free beers at the finish line for anyone 21+, music on the course and lots of other fun perks. Strollers, joggers, walkers and dogs are welcome too, so bring the whole family! Both racecourses will go through the scenic Las Colinas Urban Center. The race proceeds will benefit the Baylor Scott & White Irving Foundation. You can register at www.irvingmarathon.com/loveontherun

EVENT DATES

Cochon555

Sunday, February 9th at Four Seasons Resort and Club Las Colinas

Love on the Run 10k/5k & 5k walk

Saturday, February 15th at the Toyota Music Factory

Call of Duty League Dallas Empire Home Series

Saturday, March 28th at the Pavilion at Toyota Music Factory



3838 Teleport Blvd.
Irving, Texas 75039-4303



RESTAURANT GUIDE
Download at LasColinas.org



WEATHER APP
Search "Weather Link" in Apple App Store
or Google Play Store



STORY SUGGESTIONS
Email us at jhubble@LasColinas.org



CONTACT US
LasColinas.org
[liaisons@LasColinas.org](mailto:laisons@LasColinas.org)
972-541-2345





ASK THE GOLF GUY

BY RICK ARNETT | [@arnettrick](#)

There are so many rumors about potential future Nelson Championship venues. How would you handicap them?

— Kurt M, Fort Worth

That's been a popular question once the PGA Tour and Salesmanship Club announced this will be the Nelson's last year at Trinity Forest GC. As mentioned in this issue, the location was problematic with comparatively few nearby amenities (compared to the TPC Four Seasons). The links setup, while great, was hampered with a date immediately preceding the PGA Championship which has almost no links layouts in their rotation to prepare for (like the Houston Open provided for the Masters). Some have suggested the date could immediately follow the Colonial (except it would bump the popular Memorial Invitational) or precede the Open Championship (even with the warm July weather) and provide a charter to fly players across the pond (like the John Deere Classic). Finally, it could move to a Fall Series date with better North Texas climate.

That said, in my opinion the opportunities are limited.

TPC Four Seasons: The common-sense choice if the PGA Tour honchos and Four Seasons' owner agree. The familiarity, on-course amenities and convenient location makes it a no-brainer. Golf fans love it, the players enjoy bringing their families and the course has improved over the years. **Even**

TPC Craig Ranch: The venue has hosted Web.com (now Korn Ferry) Tour Championships. The course is terrific and new owner ClubCorp is expanding



TPC Four Seasons

the clubhouse and amenities. Once completed, the only challenge is access and where to stage for overflow as the parking lot is limited. **10-1**

Texas Rangers GC: They are hosting the Korn Ferry Veritex Bank Championship in April. So, maybe the PGA Tour is dipping their toes in to see how it plays out for future consideration. The course is fantastic, the practice area is huge, and the clubhouse should be completed by then. Hotel access is close by (as is Texas Live) and the Globe Life parking lot or ATT Stadium could be utilized for vehicle overflow. **50-1**

PGA of America in Frisco: Many immediately knee-jerked that this would be an easy solution. A proposed excellent facility, a championship layout to host important PGA sponsored events and Frisco has blown up with available hotels and restaurants.

One humongous hurdle is the PGA of America and PGA Tour are known adversaries and don't appear to share any significant revenue. It's like a mini Civil War with golf's bigger organizations. Yet, new PGA

of America CEO Seth Waugh is a refreshing forward thinking exec and open to new ideas. He said in *Golf Digest*, "When I think of the future of golf ... creativity is going to be key, because golf is facing some serious existential threats that can't be solved by policy or any single mandate."

Maybe, just maybe, the two organizations can come to a mutually beneficial truce as otherwise, a fearful option is to remove the event entirely—a bad choice when an important charity like Momen-tous Institute is adversely affected. **100-1**

Editor's Note: The golf courses are expected to open in summer 2022. The hotel, convention center, and other facilities are expected to open within six months of that date and the development will host the KitchenAid Senior PGA Championship in 2023, so there would need to be a stop gap venue of one or possibly two years.

A

Have a question for the Golf Guy? Email Rick Arnett at rick@myavidgolfer.com. Questions published will receive a free DFW 2020 Passbook. Please include contact information in email.



UNIVERSITY OF DALLAS

Office of the President

January 14, 2020

Ms. Maura Gast
Irving Convention and Visitor's Bureau
City of Irving
825 W Irving Blvd.
Irving, TX 75060

Dear Ms. Gast:

Please accept this letter as official notification that Jason Trujillo, Vice President of Advancement at the University of Dallas, will serve as replacement for Karin Riley.

If you have any questions, please do not hesitate to contact my assistant Chris Rodriguez (crodriguez1@udallas.edu).

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Hibbs".

Dr. Thomas S. Hibbs
President, University of Dallas
Udallas.edu

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, FEBRUARY 24, 2020**

ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES





TODAY'S HIGHLIGHTS



SUPER TUESDAY

8:30am – 11:00am

Pre-registered guests will engage in the Attendee Experience Bootcamp, the Hands on Hospitality experience, or an Impact Irving serving opportunity.



TEAM TEXAS EXCURSIONS

11:30am – 4:00pm

Planners pre-register for one of six tours, with lunch included. Depart from the ICC Lobby.



OPENING RECEPTION

6:30pm – 8:30pm

True Texas BBQ and live music! Read more in the cover story.



PHOTO BY DEREK MALONE



TONIGHT: OPENING RECEPTION AT THE TOYOTA MUSIC FACTORY

Sponsored by Visit Irving & Team Texas

Saddle up and head to the Toyota Music Factory, Tuesday night. A true **Texas BBQ** buffet will leave you hollering, and the **live music** will keep the shindig going. The Big Team Texas opening reception will be a kick-off as grand as Texas. Y'all be sure to holler at the Team Texas Sponsors – Irving, Fort Worth, Grapevine, Arlington, Frisco, Plano, Dallas, Beaumont, Lubbock & Amarillo.

DID YOU KNOW?

The 250,000-square-foot Toyota Music Factory complex features an 8,000 capacity indoor-outdoor amphitheater, The Pavilion at Toyota Music Factory, which converts into an intimate 2,500-seat theater, and a 4,000-seat indoor theater.

CONTINUED ON NEXT PAGE >>

BUSES DEPART FROM HOTELS @ 6:15PM



BIGGER BETTER BOLDER SACRAMENTO

240,000+
SQUARE FEET OF
PROGRAMMABLE
SPACE

40,000 SQUARE FEET
NEW
FLEXIBLE SPACE
BALLROOM



300+
NEARBY
RESTAURANTS

GET OUT OF THE WAY, STATUS QUO.

Sacramento is getting a transformed convention center that matches the dynamic attitude the city embodies. The new Sacramento Convention Center Complex will be home to conventions, meetings and other exciting cultural experiences, while the expanded exhibit hall and new ballroom will add more creative options for meeting planners. Construction began in January 2019 and will be ready for business in late 2020.

150+
DAILY NON-STOP
FLIGHTS

2,000
WALKABLE
HOTEL ROOMS



Visit
SACR★MENTO

sccexpansion.com



<< CONTINUED FROM COVER

TONIGHT: OPENING RECEPTION AT THE TOYOTA MUSIC FACTORY

The Texas Lottery Plaza is an outdoor 50,000-square-foot event plaza, which is host to live music every weekend and concert nights.

Toyota Music Factory also has its very own Alamo Drafthouse Cinema, one of the first, and one of the most popular, full-service restaurant and movie theater combos in the nation.

Not just a world-class entertainment facility, Toyota Music Factory is lined with restaurants serving of all kinds delicious fare. *We'll highlight the restaurants at Toyota Music Factory in Wednesday's EMERGE DAILY. Stay tuned!*

EMERGE DAILY TUESDAY

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- 7 The EMERGE Step Challenge
- 8 Tips & Trends
- 8 Social Buzz
- 9 Attendee Snapshots
- 11 Industry Updates
- 15 Get Involved @EMERGE
- 15 Looking Ahead: The Morning Stretch

SHARE
YOUR
STORY

We're always looking for news to share from the RCMA community on social media, our web site, our email newsletter, and in Aspire Magazine!

RCMANEWS.COM

RCMA WHERE FAITH MEETS™

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HAVE FAITH IN US.

WE ARE THE RIGHT FIT.

Whether it's a meeting or an event, Greensboro has the right fit for faith-based groups of every size. You'll be surprised by all the benefits we provide like registration assistance, housing services, souvenir items, access to photography, media lists and much more.

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●●●●● NORTH CAROLINA
Convention & Visitors Bureau

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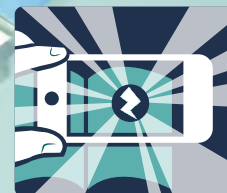
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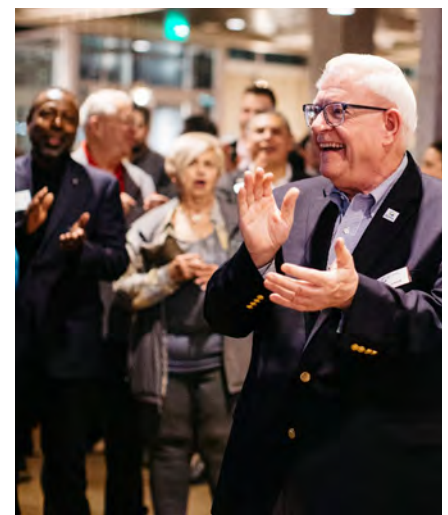
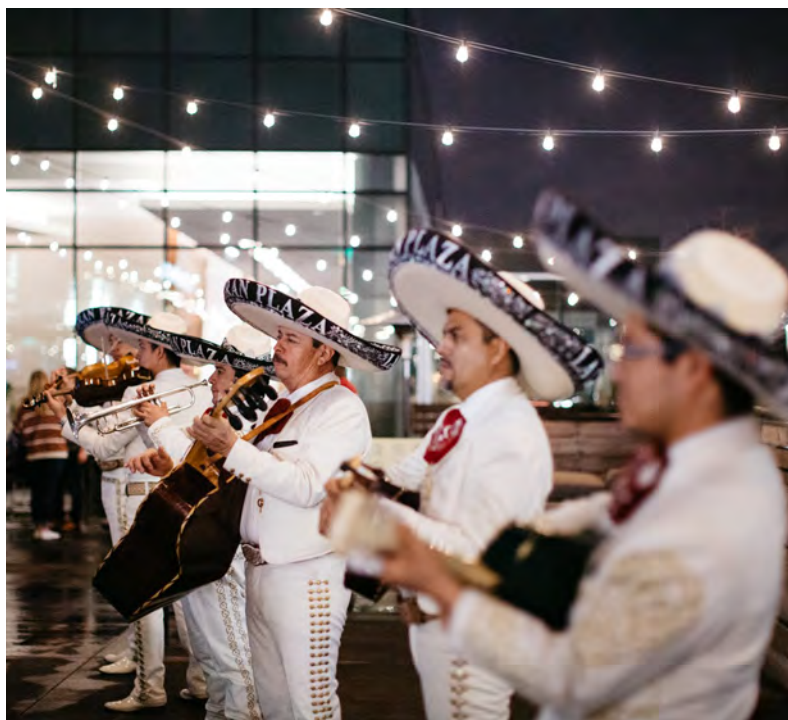


Visit Ursula
Booth #121

PHOTO HIGHLIGHTS

Early Arriver's Reception at the Westin Irving Convention Center

On Monday evening we were greeted with warm Texas hospitality and farm-to-table nibbles at **Mesa Mezcal**, inside the new **Westin Irving Convention Center**. A selection of thoughtfully curated specialty mock-tails were also provided for us. A special surprise was an **authentic Mariachi band** and birthday cakes for RCMA's Dr. Harry Schmidt and David Wright. This was a fun kick-off to EMERGE!



THE EMERGE 2020

STEP CHALLENGE

Instructions

- Create a MoveSpring account on a computer at **app.movespring.com** or by downloading the **MoveSpring app** to your mobile phone via the App Store (iPhone) or Google Play (Android).
- Select “**Sign up**” and enter the org code: **RCMA** (not case sensitive), then confirm RCMA EMERGE 2020 as the organization.
- Follow the steps to create your MoveSpring account and connect a device.
- Once your MoveSpring account is created you’ll automatically be added to the challenge (Go to **help.movespring.com** if you need technical help).

Prizes

- The first 250 attendees to reach 5,000 steps and stop by the Meet Minneapolis booth (#320) win a \$5 Target Gift card!
- The first 70 attendees to reach 10,000 steps and stop by the Meet Minneapolis booth (#320) win a \$25 Target gift card!
- PLANNERS who pass 25,000 steps will be entered to win a new iPad Pro!
- SUPPLIERS who pass 25,000 steps will be entered to win a \$100 gift card!
- If we cumulatively reach 1 million steps, **Meet Minneapolis will donate \$1,000 to RCMA’s local charity partner!**

*Prizes are first come, first serve. No rainchecks.
You must be present to win.

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TIPS & TRENDS



FIVE TRENDS SHAPING THE FUTURE OF EVENTS

Carrie Johnson, senior director of education, of **PCMA**, an organization of business events strategists based in Chicago, recently shared five emerging event trends, as detailed in *The NonProfit Times*. We've provided our own description, questions for reflection, and an idea for each trend.

1. EMOTIONAL INTELLIGENCE: Participants want to feel understood on a deeper emotional level, recognized as individuals, with experiences tailored to them.

Think About: *How can we better understand the needs of participants before they arrive? How can I personalize our experiences?*

Try This: Consider STARTING your planning with experience mapping, like an AX Map, or a design thinking activity, like an Empathy Map. See the link / QR Code above for free handouts.

2. ORCHESTRATED SERENDIPITY: Creating an environment that welcomes and gives space for the unexpected and unplanned.

Think About: *When have I seen something wonderful happen during an event that was unplanned?*

Try This: Schedule opportunities for unscripted sharing from participants. This could be a response from an experience like Open Space or World Cafe. See the link / QR Code above for a 'how to guide'.

3. MULTI-MODAL DESIGN: digital connectivity is shaping our expectations of space and interactivity. Events need to grow more adaptable, iterative and fluid.

Think About: *How do we engage all of the senses at an event? How do we help participants gain greater ownership of our spaces and sessions?*

Try This: Create spaces that have flexible furnishings that participants can move and adapt. Provide boards for sharing ideas, artwork and questions.



For a digital version of this article with links and "try this" resources, use the QR Code or go to:
www.myrcoma.org/news/trends

4. BIGGER THAN ONES SELF: events are becoming more than just sharing content, they must have a message. Organizations, especially nonprofits must actually embody their point of view.

Think About: *How might our organization embody our values and message in our next event?*

Try This: Consider infusing service and giving back opportunities in your event that directly reflect the values of your organization. Something like assembling water filters to provide safe drinking water to water-scarce areas. See the Winter 2020 Aspire Magazine for more ideas.

5. A CLEAR SENSE OF PLACE: the most memorable events authentically celebrate local surroundings.

Think About: *How could we help our participants experience authentic local culture and environments?*

Try This: Meet with local non-profit leaders to help plan a multi-stop experience that involves local food, music and culture that is off-the-beaten (touristy) path. Also consider infusing some of these elements in your sessions. See the link / QR Code for a supporting article.

DAILY BUZZ



@gratefuldylan

Already starting to feel good about the next week.

#Irving #Emerge2020
#lascolinas



@IMPACTINGIRVING

It's finally here!! We are so excited to welcome **RCMA** to Irving this week for **#EMERGE2020**, their annual conference. This is the first time for Irving to host this event, which will bring in 800+ attendees, including over 300 decision-makers who can influence future conferences for Irving! Thanks to the teams at **Visit Irving, Texas** and the **Irving Convention Center at Las Colinas** who have been working so hard to get ready to shine for this one - you've got this!



@brucejohnsonphotos

Headed to Irving, TX for the RCMA **#Emerge2020** Conference & trade-show.

#exploregwinnett
#atldistrict #atl #atlanta
#visitirving #irvingtx #irving
#delta #irvingconventioncenter
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Buzzing with energy from a multi-million-dollar renovation of the Benton Convention Center and a \$2 billion investment in the downtown area, Winston-Salem provides a perfect setting for inspired meetings. With 5,000 hotel rooms — including 1,200 downtown, great incentives, and a skilled convention services team, you'll love meeting in Winston-Salem as much as your attendees. **Come see why we were voted as one of Forbes' Top 10 Best Downtowns!**

Christian Schroeder, Director of Sales & Services
Christian@VisitWinstonSalem.com
336.728.4218

Romona Williams, National Sales Manager
Romona@VisitWinstonSalem.com
336.728.4213



Visit [VisitWinstonSalem.com](https://www.VisitWinstonSalem.com) for incentives, floor plans and more.



Big Addition to Arlington

Arlington, Texas just approved a \$550 Million Convention Center & Hotel addition to the city's booming entertainment district. The project will include a new 888-room hotel called Loews Arlington, a publicly owned convention center, and a parking facility for 1,500 vehicles. Construction is expected to begin in early 2020 and to be completed in 2023. The project will result in 150,000 square feet of indoor convention space, 66,000 square feet of outdoor space and a future expo hall that will connect via a skybridge to the new hotel. www.arlington.org

Oregon Hotel Offering New Look

Riverhouse on the Deshutes offers the largest convention center east of the Cascades and is the ideal location for Central Oregon events. Their state-of-the-art, LEED Silver certified building includes more than 41,000 square feet of indoor and outdoor meeting space for events, tradeshow, or weddings and celebrations. The venue includes 221 spacious rooms (205 guest rooms, 16 suites), accommodates up to 1,600 guests and has more than 41,000 square feet of indoor-outdoor space.

www.riverhouse.com



WM Events Welcomes Business Development Specialist

Atlanta event planning and design firm WM Events has announced the addition of Jillian Multari as business development specialist. In her new role, Multari will be responsible for growing the WM Events client portfolio, as well as expanding the sales department as the firm enters a new phase in its growth. www.wmevents.com





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500+	Let's Talk!

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Rachel Dailey, CFMP

Convention Sales Manager

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LOOKING AHEAD



START YOUR DAY OFF RIGHT WITH A MORNING STRETCH!

Wednesday & Thursday, 6:30–7:00am

ROOM 2 (ICC 3RD FLOOR) | SPONSORED BY VISIT PHOENIX

Fitness instructor **Michele Rusinko** will guide us through stretching and exercise designed to prepare our bodies for the day ahead.

You will leave **energized and refreshed, ready in mind, body and spirit** for great connections and learning at EMERGE.

Michele Rusinko is a certified integrative nutrition health coach, a certified personal trainer with the American Council of Exercise, and a registered yoga teacher with Yoga Alliance. She authored the book *Simply Seasonal: A Simple Guide to Eating Delicious and Nutritious Food*.

Michele will also be leading an Education Session on Thursday morning entitled, “**Prioritizing Sleep,**” setting us up “for sweet dreams through the cultivation of a soothing bedtime routine.”



COUNSELING & COACHING

Steve Sewell, counselor and certified grief specialist, is available to meet and offer support and encouragement. Each 45-minute personal session is confidential and at no cost to you.

Schedule a session by calling or texting Steve at (816) 262-9066

-132-

GET ★
INVOLVED
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Team-Up for the EMERGE Scavenger Hunt

Pull together a team now for tonight's scavenger hunt. Your team could win \$1,000 in gift cards! Read the details on **page 27 of the Conference Program**. Good luck and happy hunting!



Donate a Book for a Children's Library

RCMA and Go Providence are collecting Children's Books to donate to local Irving charity partner Brighter Tomorrows. Brighter Tomorrow's mission is to provide free of charge emergency safe shelter where survivors of domestic violence and sexual assault can begin healing. Many times children get caught up in these tragic scenarios and we want to provide them with a full suite of stories and literary resources to help make their stay and transition easier.

Please drop off books during trade show hours at **Go Providence's booth #527**. Thank you so much for your help! Together we can make a huge difference in the lives of these families!

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TODAY'S HIGHLIGHTS



GENERAL SESSIONS

8:15am & 12:30pm

Don't miss talks by Tony Evans and Sylvie di Gusto! *Inspiration, learning and meals included.*



EXPO SESSIONS

10:15am & 3:30pm

Connect with suppliers and enjoy complimentary refreshments. A SWEET TREAT BREAK will be at 3:30pm at booth #427 sponsored by Crown Plaza!



EDUCATION BREAKOUTS

2:20pm – 3:20pm

Read more on page 15 of this Daily.



TUESDAY HIGHLIGHTS

Over 200 early arriver's participated in serving and learning opportunities on "Super Tuesday." The Irving Convention Center provided a **Hands-on Experience**, giving participants a behind-the-scenes look at the hard work, talent and attention to detail required to prepare a large-scale event with excellence. Tech guru **Jim Spellos** led an **Attendee Experience Bootcamp**, guiding us to explore *Today's Technology From Exploration to Application*.

Impact Irving offered **serving opportunities** that directly impact people in need. Groups served in the community and at the convention center, helping to:

- *Assemble kits, organize food, and fill food orders for clients in need at the Irving Cares Food Pantry.*
- *Make peanut butter and jelly sandwiches for the homeless at the Salvation Army's Shelter.*
- *Be a reading buddy for a children from Thomas Haley Elementary School who struggle to read at their grade level.*
- *Create "no-sew" blankets for people in need by cutting and tying together fleece materials.*

In the afternoon, **TEAM TEXAS EXCURSIONS** gave planners an opportunity to tour some of the most dynamic locations throughout the DFW area.

CONTINUED ON NEXT PAGE >>



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TUESDAY HIGHLIGHTS

Tuesday Night, everyone got a **true taste of Texas** at the **Toyota Music Factory!** The mouth-watering **Texas BBQ buffet** was a huge hit, complete with pecan pie and warm peach cobbler. Guests dined **front-of-stage** in the breathtaking new theater space. Toes tapped to the **smooth southern sounds of Three Fools on Three Stools**, as they played a collection of country and folk-rock favorites.

Crowds were filled with laughter and awe at the **armadillo races**. Bold volunteers used **persuasive breaths** on the tail of their armadillo to urge their racer to victory! Just out front of the theater, guests could **sit on a real Texas steer**. Cameras were certainly clicking... and one captured our fearless CEO, Dr. Harry Schmidt, hands-free atop a longhorn! *A big Texas thanks to TEAM TEXAS for creating a magical kick-off to Emerge 2020.*

EMERGE DAILY WEDNESDAY

- 6 Photo Highlights from Tuesday
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- 9 Social Buzz
- 11 Industry Updates
- 15 Get Involved @EMERGE
- 15 Looking Ahead: Education Breakouts

SHARE
YOUR
STORY

We're always looking for news to share from the RCMA community on social media, our web site, our email newsletter, and in Aspire Magazine!

RCMANEWS.COM



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Whether it's a meeting or an event, Greensboro has the right fit for faith-based groups of every size. You'll be surprised by all the benefits we provide like registration assistance, housing services, souvenir items, access to photography, media lists and much more.

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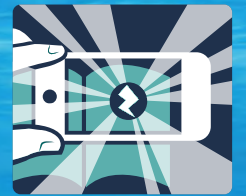
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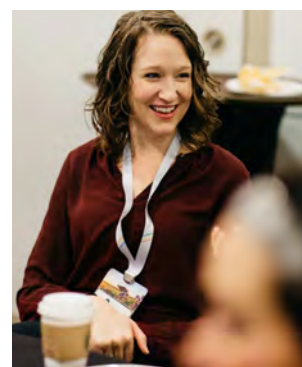
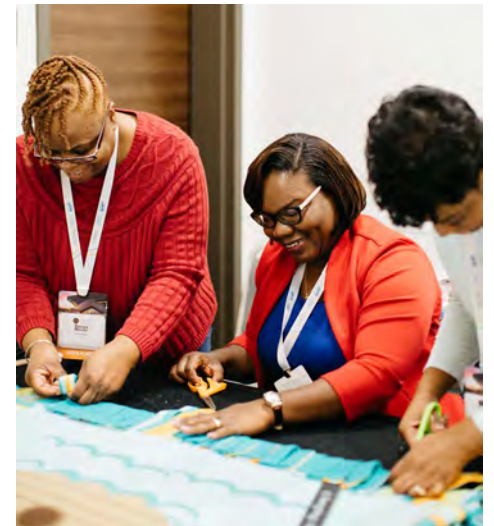
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PHOTO HIGHLIGHTS

TUESDAY STARTED BIG... TEXAS STYLE!





DINING AT THE TOYOTA MUSIC FACTORY

Just next door to Irving Convention Center you'll find the **Toyota Music Factory**, home to some of Irving's best restaurants, and location of **EMERGE's Tuesday Night Opening Reception**. Upbeat bar and grill **Bar Louie** serves up classic American grub in a relaxed environment. From savory flatbread creations to burgers, salads, and sandwiches, there's plenty on this menu to make your mouth water.

Gloria's Latin Cuisine is a family-friendly spot featuring Salvadoran & Tex-Mex favorites, ideal for lunch with colleagues. Coming to Gloria's after your conference? You'll soon find out why this is one of Irving's most popular restaurants.

For gourmet sandwiches, salads, and more, head to market and deli **Nosh & Bottle**. Boasting a wide array of meats and cheeses, the specialty shop has plenty of grab-and-go options. To get some quality time with your team after a day of meetings, stop into **Thirsty Lion Gastropub** for from-scratch American eats in a cozy pub atmosphere. Dark wood accents, TVs to catch the game, and a full menu make Thirsty Lion a comfy place to unwind.

For pizzas and calzones, salads and pastas, **Grimaldi's Pizzeria** has you covered. With its coal-fired brick oven crisping pies to perfection, every pizza is topped with the freshest ingredients, from cheeses to meats and veggies. The menu also offers specialty pizzas, seasonal dishes, and plenty of desserts.



DAILY BUZZ



@RCMAFAITHMEETS

#EMERGE2020 #WhereFaithMeets



@visitplano

Meeting planners from @rcmafaithmeets have lunch at the @Legacy-FoodHall @LegacyWestPlano as part of the Team Texas tour of cities. #emerge2020



@kurtkjellstrom

@visit_arlington you pulled out ALL the stops today and showing off your AMAZING city for @rcmafaithmeets #emerge2020! The growth here is simply phenomenal. Great days ahead for your city. See story line for behind the scenes photos.

#arlington #texas #citywide #sitevisit #emerge2020 #rcma #meetingplanners #eventplanners #events #growth #impact



@andrewyb

Learning about tools like @witlingo during a workshop being led by @jspellos at @RCMAfaithmeets #EMERGE2020



@visitplano

Meeting planners from @rcmafaithmeets tour the @renplanowest @LegacyWestPlano as part of the Team Texas tour of cities. #emerge2020



@SeeBransonNOW

#emerge2020 Toyota Music Factory in Irving TX. Great food, great fellowship and great music! Thanks for a great networking event RCMA



@speakerstevenswell

Grateful to be returning to RCMA as one of the speakers for this wonderful conference of meeting planners. emerge — RCMA <https://www.myrca.org/emerge>



@KIB_Irving

Keep Irving Beautiful is excited to partner with @RCMAfaithmeets and @VisitIrvingTx at #EMERGE2020. Our group is making no-sew blankets which will be donated locally. Thank you!!



@mariwri

These two are the best of the best. #birthdaybuddies #EMERGE2020



@IrvingConventionCenter

A huge hello, howdy and welcome y'all to the attendees of RCMA's #EMERGE2020 conference! We are so excited to have the RCMA community in our convention center. Our home is your home, so make yourselves comfortable and don't hesitate to ask if you need ANYTHING! (unless it has to do with the weather, in which case please contact the Man upstairs) Enjoy your stay! #VisitIrving #IrvingRocks

W
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Lots of Light in the New Kentucky International Convention Center

After a \$207 million renovation, the Kentucky International Convention Center (KICC) is practically a new building. KICC now has more than 200,000 square feet of contiguous exhibit space, filled with glass providing natural light. The new 612-room Omni Louisville Hotel opened in March 2018 and connects by skywalk to KICC. The AAA four-diamond property has 70,000 square feet of meeting space. www.kyconvention.com

Charleston Coliseum & Convention Center Big Renovation Complete

Just over a year ago, the Charleston Coliseum and Convention Center completed a \$100-million expansion and renovation project. The facility has a brand-new look that extends to every corner, inside and out. Along with a completely redesigned entrance and lobby, expanded and additional meeting space with high ceilings and a new ballroom, other interior upgrades include new carpet, tile and granite countertops; a catering kitchen; digital way-finding stations; functional public spaces; a refurbished exhibit space; loading docks; and WiFi access.

www.chaswvccc.com



Boise Centre Enjoying New Multiphase Expansion

The Boise Centre in Boise, Idaho, now offers 31 flexible meeting rooms and event spaces totaling over 80,000 square feet. The expansion added 36,000 square feet in a new wing, and a complete transformation of the existing space, adding a new junior ballroom, an executive conference room with an attached terrace. In two years, downtown Boise has gone from 692 hotel rooms to over 1,273 hotel rooms, with additional hotels opening in the next few months. www.boisecentre.com



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LOOKING AHEAD



EDUCATION BREAKOUTS

Wednesday 2:20pm & Thursday 10:00am & 11:15am

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EMERGE offers educational opportunities for suppliers and planners of all levels of experience. Breakout sessions are offered in different tracks:

- Intermediate
- Legal
- Meeting Basics
- Personal Development
- Planner Toolkit
- Supplier
- Tech

The focus of some of the education session is a bit broader in scope, we've designated some in **more than one track**.

You may also notice that many of the sessions have a "CMP-IS DOMAIN" in the description.

This designation indicates that continuing education credit (hours) is available for attendees of this session in the **Certified Meeting Professional (CMP)** program in a specific domain. Instructors will provide directions in the breakout on obtaining credit for the session.

In addition to breakouts in each track, **Round Tables** are offered during each education session. These are opportunities designed to listen, learn and contribute on multiple topics that interest you.

Descriptions of each education session start on page 18 of your Conference Program.

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@ EMERGE 2020



Team-Up for the SCAVENGER HUNT!

Pull together a team now for the EMERGE Scavenger Hunt. Your team could win \$1,000 in gift cards! Read the details on **page 27 of the Conference Program**. *Good luck & happy hunting!*



KIPLIN BATCHELOR

VICTOR SULLIVAN

MORNING DEVOTIONS

Start your day off at EMERGE with an inspirational message!

Wednesday's devotion will be led by **Kiplin Batchelor**, worship leader, speaker and Executive Affairs Liaison and Institute Administrator at Christ For The Nations.

Thursday's devotion will be led by **Victor Sullivan**, who has been pastor of Lamb of God Church in Ft. Worth, Texas, for the past 32 years.

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TODAY'S HIGHLIGHTS



EDUCATION BREAKOUTS

10:00am & 11:15am

Choose from eighteen different education sessions this morning! Details start on page 20 of your conference program.



GENERAL SESSION & LUNCH 12:30pm – 2:15pm

Jia Jiang uses humor and stories to convey a powerful message about overcoming fear of rejection. Don't miss it!



CLOSING SESSION

7:00pm – 8:30pm

Read more on page 15 of this Daily.



WEDNESDAY HIGHLIGHTS

Dr. Harry Schmidt, CEO and President of RCMA, opened the first session with these words: ***“We are a family. What a place to host our reunion!”*** The relationships, longstanding and new, are the fibers that hold RCMA together. They drive the desire for our family of planers and suppliers to want to be together for connection, friendship and meaningful work.

Our first keynote, Dr. Tony Evans, provided a faith-filled message that called us to explore, ***“What should my life be about? What is the rhyme and reason of my existence?... What is the impact I want to leave behind? What is the difference I want to make? How can I make a difference with my personality and gifts?”*** Dr. Evans provided the biblical example of David, who ***“did not detach God from his enterprises. He made sure he was making an impact in others’ lives.”*** He ended with this prompting, ***“Serve people at a higher level, because you aren’t just serving people—you are serving the purposes of God.”***

Our second General Session featured speaker, consultant, and author Sylvie di Giusto. Sylvie challenged us to consider, ***“What do people see when they see me? What ONE word do I want people to think of when they think of me?”***

CONTINUED ON NEXT PAGE >>



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WEDNESDAY HIGHLIGHTS

Sylvie noted the top characteristics that people look for in a working relationship: **Care, Trust, Organization, and Reliability**. She said, *“The moment you start taking care of yourself, people believe you can take care of them.”*

An abounding energy filled the morning and afternoon **Expo** times. Planners made important connections with a host of over 400 suppliers. Our first block of **Education Sessions** provided breakouts for planners and suppliers of all levels of experience. Expert presenters and roundtable discussions illuminated a wealth of relevant topics.

The community of professional planners and suppliers are setting a tone of warmth and openness that is shaping EMERGE to be a great experience for all.

EMERGE DAILY THURSDAY

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- 15 EMERGE 2021 in Charlotte

SHARE
YOUR
STORY

We’re always looking for news to share from the RCMA community on social media, our web site, our email newsletter, and in Aspire Magazine!

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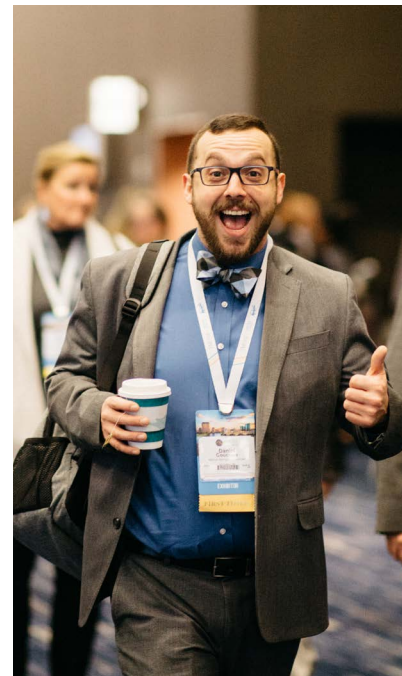
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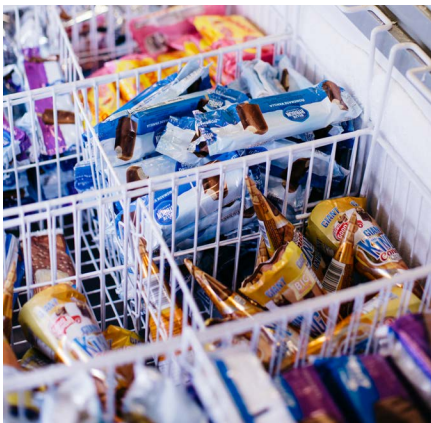
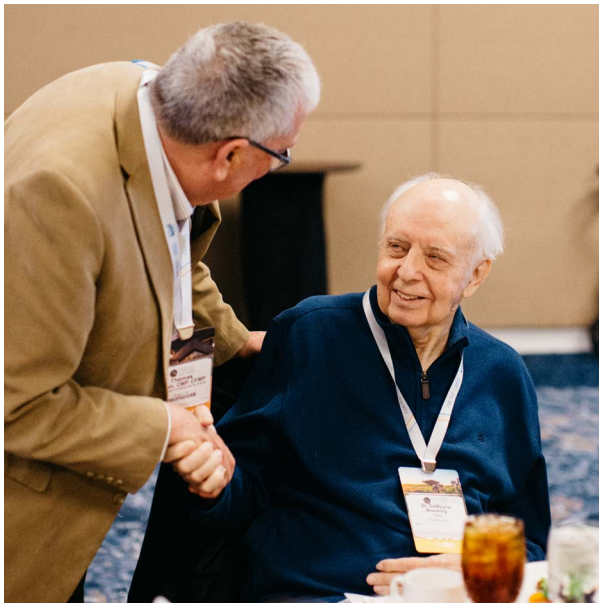
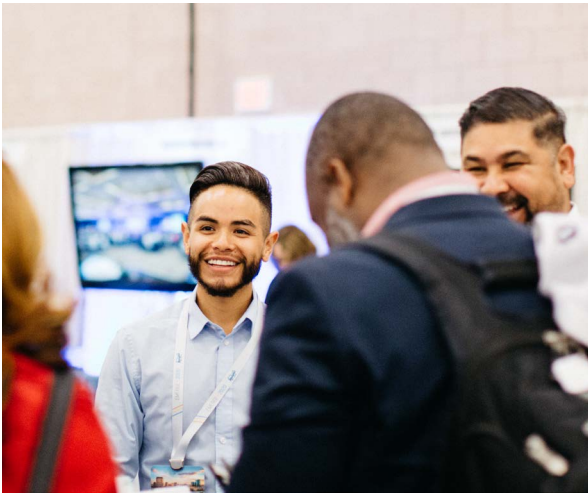


Visit Ursula
Booth #121

PHOTO HIGHLIGHTS

WEDNESDAY: *Inspiration, Education, and Connection.*





SNAPSHOTS

PLANNERS: What’s exciting or interesting about the next event you’re planning that we should know about?



Michele Schurk
Society of St. Vincent de Paul – Saint Louis, Missouri

In 2020 the Society of St. Vincent de Paul celebrates its 175th anniversary. Our National Assembly takes place at the Hyatt at the Arch in Saint Louis, September 2-5, 2020.



Mary Jean Knoll
General Conference of the Church of God (7th Day) – Denver, Colorado

We are excited to host our 2021 Biennial Convention in Northern Kentucky. Our membership is excited to have the opportunity to meet and also visit the Creation Museum and the Ark Experience. Susan Smith is wonderful.



Lindsey Smith, Kim McAndrews, & Cassi Tabbert
Gateway Church – Southlake, Texas

We are planning the XO Marriage Conference, with 4,000 attendees. Bring marriages closer together by providing a safe and fun environment. Planning a fun after party with fireworks! People coming to enrich their marriage makes it worth all we do!



Pené Woods
Christian Methodist Episcopal Church – Memphis, Tennessee

Our next exciting event will be held Aug. 31 – Sep. 4 at the Sheraton Dallas for our 8th Annual Unity Summit. We are celebrating the 150th Anniversary as a denomination. This will be a big celebration!

DAILY BUZZ

   @RCMAFAITHMEETS



@JacqueWoods
Got a word this morning thank you Sir! Acts 13:36
@drtonyevans
#emerge2020



@VisitIrvingTx
What an inspirational message delivered by @RCMAfaithmeets keynote speaker @drtonyevans. Thirty-four days ago he lost his sweet wife and today he asked the group, “What is your impact?”
#Emerge2020 #visitirving

SUPPLIERS: What's exciting or interesting that planners should know about *your destination, venue or product?*

Share your snapshot at:
MYRCMA.ORG/
SNAPSHOT



Cynthia Grant

DOUBLETREE BY HILTON – Columbia, South Carolina

Newly renovated 238 room hotel and large conference center with 22,000 square feet of meeting space. We have 800 complimentary parking spaces, complimentary airport shuttle, fitness center, business center and seasonal outdoor pool.



Melissa Evans

SPRINGFIELD CONVENTION BUREAU – Springfield, Missouri

Our newest attraction is The History Museum on the Square, named the #1 New Attraction by USA Today!



Megan Husband

VISIT MILWAUKEE – Milwaukee, Wisconsin

Milwaukee is host city of the DNC 2020 and is undergoing a huge development boom. New neighborhoods, new arena, new streetcar, new restaurants, and so much more! Milwaukee is ready to be on the international stage and know we can host your group successfully, too!



Michelle Gates

ILLINOIS HOLOCAUST MUSEUM – Skokie, Illinois

While a Holocaust Museum may not be front of mind for event and meeting planners, our museum has 65,000 square feet of rental space for any occasion – tours, keynote speakers, cocktail receptions, etc. Our museum is truly unique and wholly unforgettable.



@IrvingTxCC

It's no surprise that these breakfast goodies created by our beloved Chef Eduardo were quickly gobbled up at the opening session for @RCMAfaithmeets #EMERGE2020. What's your favorite? Pancake stacks, fruit cups or eggs hollandaise? Or was it the grits bar! #VisitIrving



@kelliepenn

We had the incredible opportunity to hear from Dr. Tony Evans this morning. My cup is full after hearing him share God's truths with us this morning. #emerge2020 #wherefaithmeets



W
S

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INDUSTRY UPDATES

*News from the
hospitality industry*



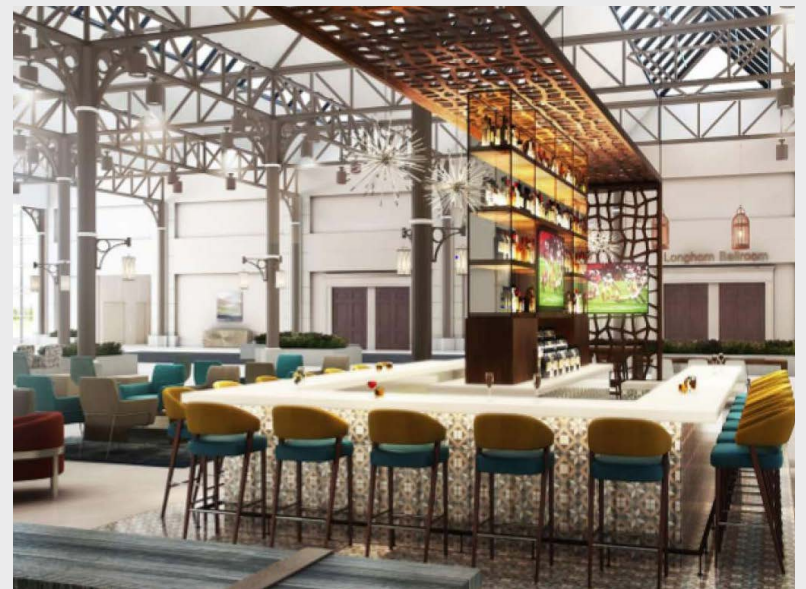
New Arena Coming to Athens

Athens, Georgia is excited to announce The Classic Center Arena coming in 2023! This space, attached to The Classic Center's current facility, will have 5,500 permanent seats with an ability to accommodate up to 7,500 concert attendees. It is expected to bring in 125 additional events ranging from concerts, conventions, family shows and sporting events to the Athens area annually. www.VisitAthensGA.com

Hilton Houston North Announces \$35 Million Renovation

The renovation includes the 18,000 square foot ballroom and 12 salons used for small meetings and breakout spaces. The 40,000 square foot atrium lobby will be completely reimagined and include a new Tech Center, Lobby Lounge Bar, Herb N' Kitchen Grab & Go, Hearth Restaurant, and a 15,000 square foot Starbucks. The Hilton Houston North has 480 guest rooms, including 190 suites, and 52,000 sq. ft. of function space. Renovations are expected to be complete by April 2020.

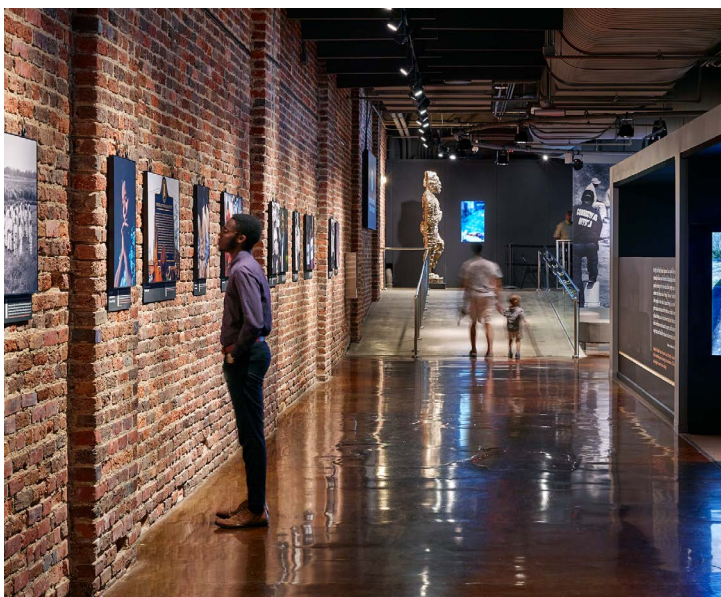
www.hilton.com



Montgomery Hosting Road Scholar's Conference on Civil Rights

This week, February 4-10, Montgomery, Alabama, is hosting the Road Scholar's Inaugural Conference on Civil Rights, commemorating the passage of the Civil Rights Act in 1875. The eight-day, seven-night conference will feature dynamic speakers including Bryan Stevenson, the Equal Justice Initiative founder and real-life hero of the movie *Just Mercy*. In addition to listening to groundbreaking talks, participants will also visit monuments, museums and historical sites throughout the city.

www.roadscholar.org



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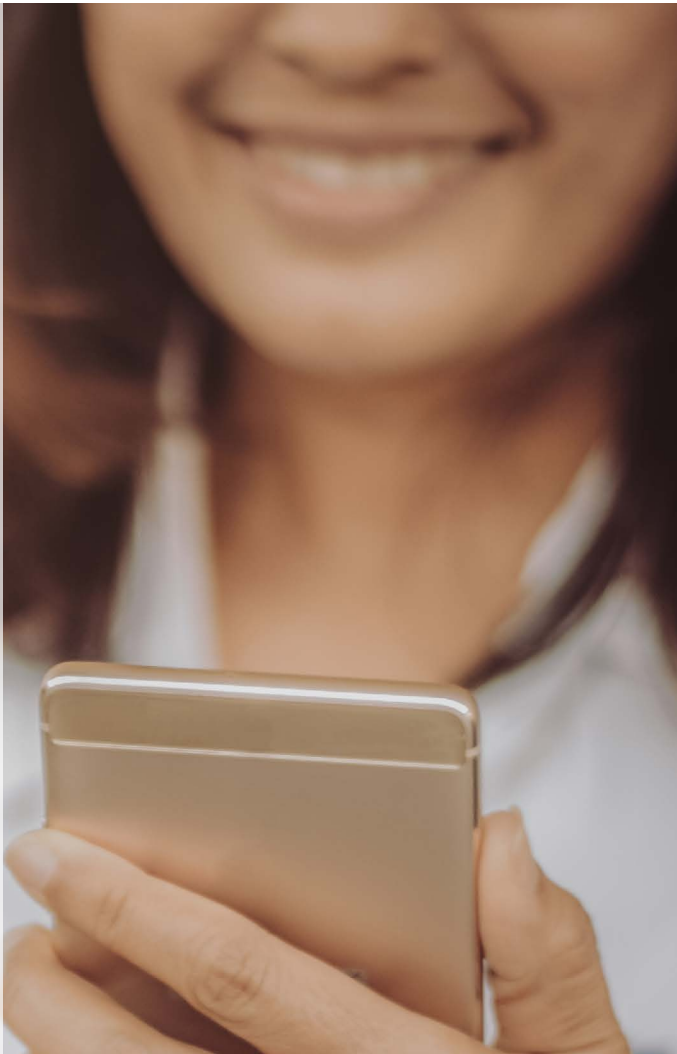


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LOOKING AHEAD

CLOSING EVENT

Thursday 7:00pm - 8:30pm

ICC GRAND BALLROOM | SPONSORED BY VISIT IRVING & ASM GLOBAL

Emerge 2020 will conclude with an **unforgettable dining experience**, prepared especially for you by award winning executive chef, **Eduardo Alvarez**. This won't be your typical convention center meal – we promise. *Expect upscale, inventive and flavorful.*

Chef Alvarez is a renown for his creativity and quality, formerly the executive chef at Cowboys Stadium and personal chef for Cowboys' owner Jerry Jones.

Laughter is also in store for you on this special evening! **Comedy magician Dewayne Hill** will bring



CHEF EDUARDO ALVAREZ



COMEDY MAGICIAN DEWAYNE HILL

his unique gift for entertaining audiences. Dewayne started performing magic at the age of 16. He set a World Record by performing the most card tricks (71) in a single hour. The feat created an exciting buzz among card handlers and magic lovers. He has shared his magic and humor on numerous television shows, including *America's Got Talent*.

The evening is hosted by the **Irving Convention and Visitors Bureau** and **ASM Global** at the Irving Convention Center at Las Colinas.



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February 10, 2020

Kathy Levine
Convention Services Manager
Irving Convention and Visitors Bureau
500 W. Las Colinas Blvd.
Irving, TX 75039

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Richard Hose
*City of Irving
KIB Administrator*

Dear Kathy,

On behalf of the Keep Irving Beautiful (KIB) Board of Directors, we would like to thank the ICVB for including us in the recent RCMA Emerge 2020 Conference. We were honored to be chosen as one of the participating organizations and were glad to be able to provide a service opportunity to the attendees.

We worked with an outstanding group of 24 individuals who gave 60 hours of service in making 16 no-sew blankets. We would like to give a special thanks to Lori Fojtasek for joining us and working alongside the volunteers.

Afterwards, we had the pleasure of delivering blankets to the following:

Irving Cares
Brighter Tomorrows
Irving ISD TAPPS (Teenage Pregnant and Parenting Students)
Texas Center for Proton Therapy

All of these groups were very appreciative of the donations, and they would like to send their thanks to everyone who participated. This was a great experience, and we hope to partner with you again for future projects.

Sincerely,

Rick Hose
KIB Coordinator

Julie Schmitt
Projects Coordinator

Maura -
I had no idea Irving, Texas
could be so fantastic!
Thanks for showing the state,
local & regional SAEs how
special it is for meetings!
Kudos to the entire Visit
Irving team. - Wendy

connecting leaders,
advancing associations

IN MEMORY OF
SALLY
ARMITAGE
HENDRICKS

Obituary for Sally Armitage Hendricks



Sally Armitage Hendricks passed away on Monday, February 3, 2020. She made it her constant aim to fill each day with life and joy. Born December 21, 1931 to Elton Marsh and Minnie Evelyn Armitage, Sally grew up in University Park and attended Highland Park High School. She met her future husband Bill on the Highland Park United Methodist Church bus on the way to an afternoon picnic. Soon after, they began their 58-year journey together. Sally attended Centenary College, volunteered at Baylor Hospital, and supported Bill in his medical education and in establishing his surgical practice.

After making a home in Irving in the mid-60's, Sally became a permanent and beloved civic volunteer. She spent decades helping to advance the arts and history in Irving, culminating in her reception of Irving's "High-Spirited Citizen" award. She served on numerous committees, boards, and as a volunteer with the Irving Symphony League, Irving Arts Center, and Irving Heritage Society, to name a few. For decades, Sally delighted in playing bridge with dear friends and found a warm and loving church family at Kirkwood United Methodist Church where she served faithfully all her life as a committee member and in various chair positions from pastor-parish relations to global mission work.

Even before they were married, Sally and Bill loved to sing in the choir together, nurturing her life-long love of sacred music. She spent many years as a member and President of the Christian Women's Club. For 23 years, until the summer of 2018, Sally took great joy in working full time alongside volunteers and fellow employees at Irving Cares. Helping others in need was second nature to Sally.

Among her most treasured experiences was attending yearly family gatherings in Palestine, Texas with the United Christian Ashrams, instituted by E. Stanley Jones in 1930. These gatherings offered Sally and Bill the opportunity to personally meet and learn from Dr. Jones, whose ministry in post-WWII India and close friendship Mahatma Ghandi went on to influence the life and work of Dr. Martin

Luther King. Summer after summer, this retreat experience imbued the whole family with the knowledge of God's love for people of all nations and cultures and a deep desire live to out the Gospel of Christ not with mere words, but in sacrificial action.

Perhaps most rewarding of all for Sally was serving by Bill's side, assisting him in his medical practice both at home and in short term missions around the world. Together they traveled with the Christian Medical and Dental Society from India to Dominican Republic, bringing medical care to those most in need. These journeys offered opportunities to share God's love in tangible, life-changing ways.

Sally sought to love family, friends, and strangers with devotion and sincerity. She enjoyed a rich, full life and never ceased to find a reason to share her beautiful smile, no matter the circumstances. An adoptive mother, she always took pride in introducing her "chosen children," Andy and Mary Evelyn, who loved seeing her generously extend this mother's heart to their schoolmates and college friends.

A two-time survivor of breast cancer, Sally is fondly remembered by her son, William Andrew "Andy" Hendricks, Jr. of Houston (wife Brenda and their children, William Andrew "Drew" III and Madelyn Anne), daughter, Mary Evelyn Wallace (husband Mike and their children, Alec Eason, Jamie Elizabeth, Maggie Glynn and Asher William) and three great-grandchildren Ari Nathan and Ryan Isabella, and Carmen Alexandra. She is also survived by her sister-in-law Lucille Armitage of San Antonio, and many beloved nieces and nephews. She is preceded in death by husband William Andrew "Bill" Hendricks, brother Herbert Armitage, and sisters Sue Scott and Jane Keas.

The family is especially grateful for the sacrificial love and care given by Mildred Robinson during the last years of Sally's life, and to our beloved LaVista Gossett. For both, we give great thanks to God.

A visitation will be held between 6:00pm and 8:00pm Monday, February 10, 2020 at Brown's Memorial Funeral Home 707 North MacArthur Blvd. Irving, TX 75061. The committal service will be held 11:15am Tuesday, February 11, 2020 at the Dallas Ft. Worth National Cemetery 2000 Mountain Creek Pkwy Dallas, TX 75211. 15 minutes prior to the service, friends and family attending, will begin the processional line up at the cemetery in Lane 2. A reception will occur for family and friends following the committal service at Irving Heritage House 303 S. O Connor Rd. Irving TX, 75060.



ALTERNATIVE PROPERTIES > HOTEL

Despite Warning Signs, Hotel Developers Plow Ahead with New

Projects.

Strong demand for rooms and steady industry metrics are outweighing new recession fears for hospitality builders.

Bendix Anderson | Feb 10, 2020

Once again, the bond markets flashed a major warning sign in February that the long economic expansion may soon end in a recession. But hotel developers—looking at other economic indicators and strong industry fundamentals—see strong demand and are plowing ahead with construction on new hotel projects. In fact, developers now have more new hotel rooms under construction than any other time in the last decade.

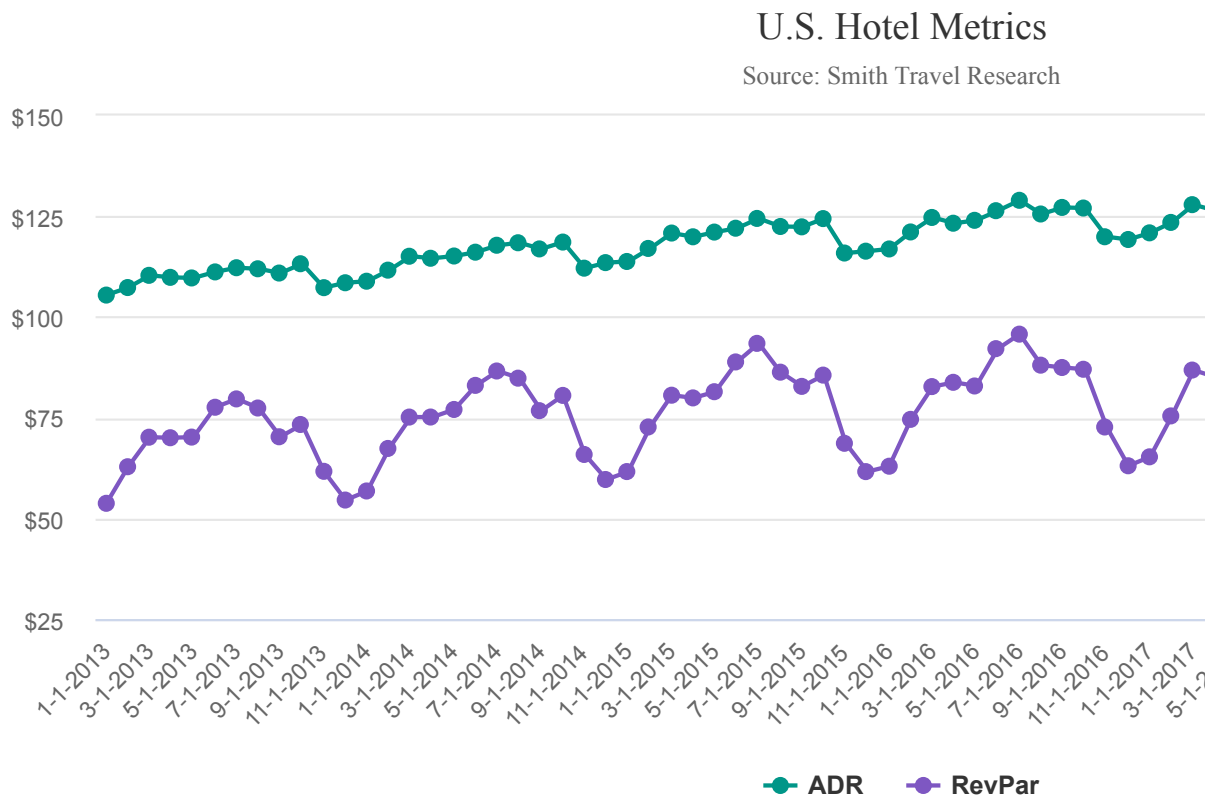
There are more than 1,500 hotels under construction, representing about 200,200 rooms, with completion dates scheduled through 2023, according to a count from Marcus and Millichap. That's up from 191,800 at the start of 2019, 180,000 at the start of 2018 and 126,200 in early 2015.

“On the national level, the supply pipeline has not reacted to any concerns,” says John Chang, senior vice president and national director of Marcus & Millichap Research Services. “Over time, the size of the pipeline has increased.”

That’s on top of a strong pace of openings in 2019, when the number of new rooms amounted increased lodging inventory by 2 percent.

That is the highest rate of growth recorded in this cycle, says Chang. However, it is lower than the 4 percent inventory growth posted back in 1998.

The demand for hotel rooms continues to be strong—but not quite strong enough to absorb all those new rooms. The average occupancy rate for hotel rooms in the U.S. is likely to drop to 65.9 percent in 2020—down 30 basis points from the year before, according to STR. Revenue per available room (RevPAR) is like to stay exactly the same as the year before, at \$86.73.



“That would be the worst RevPAR since 2009,” says Jan Freitag, senior vice president of lodging insights for STR. However, zero percent RevPAR growth is still better than shrinking RevPAR, which is what the industry has suffered in past recessions.

Recession worries are back, kind of

The news is full of positive news on the economy, according to many economic indicators. Unemployment is at historic lows and employers continue to create hundreds of thousands of new jobs in the U.S. every month.

But at the same time—just like last summer—bond markets are once again flashing a warning signal of an inverted yield curve .

Investment yields on long-term government bonds dropped in early February, falling below shorter-term bond yields, just as they had in spring and summer 2019. In the past, inverted yield curves have often portended coming recessions. At the very least, it shows that bond investors are betting their money on tough economic times and low interest rates ahead.

Leading hotel researchers are not expecting the worst. “Our house view on the economy does not call for a recession in the near-to-mid term,” says R. Mark Woodworth, senior managing director for CBRE Hotels. However, CBRE does have “concerns” about the economy, including “increased levels of economic policy uncertainty associated with the trade wars and growing concerns of an economic slowdown

in Europe,” according to Woodworth. “The expanding coronavirus issue [in China] will only add to this in the short term.”

Tough economic times brutal for new hotels

Developers that plan to open new hotels in uncertain economic time should be sure to plan for all plausible economic scenarios. “The way to protect against the downside is to not over-leverage,” says Woodworth. “Employ more conservative underwriting.”

New hotels are especially at risk from tough economic times. That’s because demand for all kinds of hotels tend to rise or fall immediately in response to the health of the broader economy. “Demand for hotel rooms and GDP growth are joined at hip,” says Freitag.

But limited service hotels are the leading type of project in the works , a type that tends to do relatively well in tougher times. As of December, there were 205,000 rooms currently under construction in the hospitality sector, with 70 percent of those in the limited-service category.

“Recessions can have a significant negative impact on most any hotel, particularly a new one,” says Woodworth. A new hotel has typically taken out loans based its projected stabilized occupancy. “A new hotel property typically takes an average of three years to reach stabilization, according to academic studies, says Woodworth. “A recession in the early years will extend this ramp-up... this can cause significant stress. The hit can be big.”

DART awards contract for Hidden Ridge Station in Irving

Archer Western Construction was awarded the \$11.6-million contract to build the new station.

Dallas Area Rapid Transit (DART)

Jan 29th, 2020



DART

The Dallas Area Rapid Transit (DART) has approved a contract for the construction of the infill Hidden Ridge Station along the Orange Line.

Archer Western Construction will build the station in Irving between existing North Lake College and Irving Convention Center stations for \$11.620 million.

In 2018, DART and the city of Irving executed an agreement for funding of the station, formerly known as Carpenter Ranch Station. The city agreed to fund the construction and has already deposited \$3.2 million with DART.

DART agreed to the Hidden Ridge Station name change to tie-in with the city's \$1 billion project nearby. That 110-acre mixed use development for Verizon Communications Inc. includes retail and restaurants, apartments, a hotel and additional office space.

The station, which was deferred from original construction to DFW International Airport in 2010, has 136 parking spaces, six bus bays and five kiss-and-ride spaces.

Upon completion in December, DART will have 65 stations along its light-rail corridor, the longest light-rail system in North America, according to DART.