

IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, January 28, 2019 @ 11:45 a.m.

Irving Convention Center
Junior Ballroom C-D
Third Floor

500 W. Las Colinas Blvd.

(Lunch Served 11:15 a.m.)

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS REGULAR/SPECIAL MEETINGS OCTOBER 2018 - SEPTEMBER 2019

NAME	OCT 19	NOV 26	DEC 17	JAN 28	FEB 25	MAR 25	APR 22	MAY 20	JUNE 24	JULY 22	AUG 26	SEPT 23
CLEM LEAR	Х	Х	Х									
RON MATHAI	Х	Х	Х									
BOB BETTIS	Х	Х	Х									
BOB BOURGEOIS	Х	Х	Х									
BETH BOWMAN	Х	Х	Х									
JO-ANN BRESOWAR	Х	Х	+									
DIRK BURGHARTZ	+	+	+									
DAVID COLE	Х	Х	Х									
KAREN COOPERSTEIN	Х	Х	Х									
DEBBI HAACKE	X	X	Х									
JOHN HAIGLER	Х	X	#									
TODD HAWKINS	+	Х	+									
CHRIS HILLMAN	+	Х	Х									
JULIA KANG	Х	Х	Х									
JACKY KNOX	+	Х	+									
KIM LIMON	+	Х	X									
RICK LINDSEY	X	Х	Х									
GREG MALCOLM	Х	Х	Х									
JOE MARSHALL	Х	Х	Х									
HAMMOND PEROT	+	Х	Х									
JOE PHILIPP	Х	Х	Х									
JUDY PIERSON	+	Х	Х									
KAREN RILLEY	+	#	Х									
MICHAEL RILLEY	+	#	Х									
LARS ROSENE	=	+	+									
HOLLY TURNER	Х	Х	+									
‡ JOHN DANISH	+											

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

^{# -} ABSENT-OTHER

^{= -} Not Member At Time ‡ - Council Liaisons Þ - Represented

^{∞ -} Budget Retreat



AGENDA

Irving Convention & Visitors Bureau Board of Directors
Monday, January 28, 2019 at 11:45 a.m.
Irving Convention Center at Las Colinas
Third Floor – Junior Ballroom C-D
500 W. Las Colinas Blvd.
Irving, Texas 75039

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

Consent Agenda

- 1. Approving ICVB Board Minutes for December 17, 2018
- 2. Accepting Irving Convention Center Financial Reports for December 2018
- 3. Accepting ICVB Financial Reports for December 2018

Presentation

- **4.** Urban Center Wayfinding Tim Glass, The Las Colinas Association
- 5. 86th Legislative Session Update
- 6. Operating & Financial Procedures of the ICVB

Reports

- 7. Board Chair Report
 - a. 2019 Committee Meeting Schedule & Volunteer Process
- 8. Board Committee Reports
 - a. Board & Business Development Debbi Haacke
 - Next Meeting March 15
 - b. Community Engagement Rick Lindsey
 - Recap of January 15 Meeting
 - Next Meeting April 2
 - c. Destination Development Greg Malcolm
 - Next Meeting February 5
- 9. City Reports
 - a. Council Liaison Mayor Pro Tem John Danish
 - b. Mayor & Other Council Members
 - c. City Manager Chris Hillman
 - Visitor Development Updates
 - Headquarter Hotel
 - Toyota Music Factory
 - Other City Updates



AGENDA - Continued

Bureau Monthly Management Reports

- a. Executive Director Maura Gast
- b. Sales and Services Lori Fojtasek
- c. Marketing and Communications Diana Pfaff
- d. Finance and Administration Maura Gast
 - Smith Travel Research and AirDNA Monthly Reports
- 10. Convention Center Management Report Tom Meehan
- 11. Industry Partner Reports
 - a. The Pavilion at the Music Factory/Live Nation Report Mike Rilley
 - b. Hotel Industry Updates Greg Malcolm, Dirk Burghartz, Kim Limon, Holly Turner
 - c. Restaurant Industry Update David Cole
- 12. Partner Organization & Stakeholder Reports
 - a. DART/Transportation and Infrastructure Mayor Rick Stopfer
 - b. DCURD Jacky Knox
 - c. Chamber of Commerce Lars Rosene/Beth Bowman
 - d. Irving Arts and Culture Todd Hawkins/Judy Pierson
 - e. TIF John Haigler
 - f. The Las Colinas Association Hammond Perot
 - g. University of Dallas Karin Rilley

CERTIFICATION

		eby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving,
Texas, a place rea	adily 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.
		and the contain of poster at reach 2 hours of the containing of the containing
		Deputy Clerk, City Secretary's Office
		Bopaty Clork, City Coordiary & Cinico

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

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

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 28, 2019

AGENDA ITEMS



IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MEETING IRVING CONVENTION CENTER JUNIOR BALLROOM C-D DECEMBER 17, 2018

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, David Cole, Karen Cooperstein, Debbi Haacke, Chris Hillman, Julia Kang, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, Judy Pierson, Karin Rilley, and Mike Rilley – Members of the Board; Deputy City Manager Mike Morrison, and City Attorney Christina Weber – City of Irving; General Manager Tom Meehan – SMG/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Diana Pfaff, Monty White, and Mike Zumbaugh – ICVB Staff; Guests: Texas State Representative-Elect Terry Meza.

Chair Clem Lear called the meeting to order at 11:46 a.m.

CONSENT AGENDA:

- 1. APPROVING MINUTES NOVEMBER 26, 2018
- 2. ACCEPTING ICC FINANCIAL REPORTS: NOVEMBER 2018
- 3. ACCEPTING ICVB FINANCIAL REPORTS: September, October and November 2018

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

INDIVIDUAL CONSIDERATION:

4. 2018-19 PERFORMANCE PRIORITIES, GOALS & OBJECTIVES FOR EXECUTIVE DIRECTOR

Lear reported the Executive Committee met in December and the weightings for the Executive Director's priorities, goals and objectives for this new fiscal year. She added that Gast and the ICVB staff will be spending a lot of time working on the Tourism Public Improvement District (TPID) legislation. On a motion from Board Member Karen Cooperstein, and a second from Board Member Bob Bourgeois, the motion was unanimously approved.

BOARD CHAIR REPORT

Gast gave an overview of the TPID legislation. She gave a brief history of TPID, and noted the legislation currently only applies to a municipality that (a) has a population of more than 650,000 and less than two million, or (b) has a population of more than 325,000 and less than 625,000. She reported Irving would like to see (b) amended to allow Irving to participate. Frisco, Waco, Denton and Allen are also reportedly pursuing similar changes. She noted that a vote of the eligible hoteliers would be required, along with City Council authorizing the creation of the TPID. The eligible hotels would establish a board to represent all members and would develop an annual service plan of how the funds are used, which would then require Council approval. She gave an overview of typical service plan components, and results reported in Dallas to date. In reviewing next steps, Gast added gaining the legislative authority in the 2019 session is critical. The ICVB will work with the various hotel associations and the Texas Hotel & Lodging Association to formally seek the hotel owners' approval, determine the assessment amount and establish the program's performance priorities and service plan. The program is expected to roll out in time for FY 2020-21.

Lear thanked Texas State Representative-Elect Terry Meza for attending and asked her to address the group. Meza gave a briefing on her personal background and legislative priorities. She reported public school finance reform and property tax reform are her priorities. She noted that she is in favor of making

college tuition affordable again and is in favor of maintaining the enterprise fund to compete with other states. She supports offering job and skills training funding as part of the economic development issues. She noted she has a long history in Irving and hopes to do a good job and represent the city well. In response to a question from Gast, Meza added that she believes the Bathroom Bill is bad for business and tourism. She reported that newly elected Speaker of the House Dennis Bonnen believes the battle has been won and no more bathroom bill. She noted from a political perspective, Bonnen wants to bring back civility to Texas legislature, with everyone getting along successfully. He encouraged her not to shy away from having a Republican desk-mate and she chose Texas State Representative Kyle Biedermann and believes it will be a good learning experience for them both. Irving-Las Colinas Chamber of Commerce President Beth Bowman thanked Meza for proactively sitting down with stakeholders in the community and is looking forward to working with her.

Gast presented Assistant Executive Director/Sales and Marketing Lori Fojtasek with her 25-year service award. Gast commented Fojtasek came to the CVB from what was the Wyndham Garden Hotel at the time and was promoted to Director of Sales in 2010, before her current position. Fojtasek and team continue to exceed their sales goals year after year, and she does a great job as a resource with our industry partners, state and national tradeshow partners.

Lear reviewed the 2019 committee assignments and meeting schedule and asked Board Members to reply to Gast with their preference for serving on a committee.

BOARD DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke gave a recap of the Committee's December 7 meeting. The Committee discussed the TPID legislation. The Committee agreed that the new name will be the Board and Business Development Committee, which will better reflect the goals and objectives. She reported it is the last Board meeting for Assistant Executive Director/Finance and Administration Mike Zumbaugh and thanked him for all of his valued contributions to the Committee in the last three years. She appreciates all the effort he put forth and will miss him. She reported the next Committee meeting is scheduled for March 15 and will be updated on the TPID.

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Lindsey reported the Committee participated in the Holiday Open House and parade on December 1. The High Spirited Citizens rode in two horse-drawn wagons with 35+ participants. Board representatives tossed toys to the crowd and many then attended the tree lighting ceremony and open house. He reported the High Spirited Citizen program pipeline is open and noted the list of previous award winners is listed on the Visit Irving website. The next Community Engagement Committee meeting date is January 15.

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the next Destination Development Committee meeting date is scheduled for February 5 and encouraged everyone to attend.

CITY REPORTS

City Manager Chris Hillman gave a report of the projects and updates happening in Irving. Deputy City Manager Mike Morrison gave an overview on the Williams Square renovation project. He noted the objective is to re-energize the area and respect the vision of Mr. Carpenter, while making the plaza more people-friendly. The original artist and design firm are involved, and a plan will be submitted to City Council for approval. Plans are to soften the plaza, adding trees and grass to achieve a more hospitable area. Morrison added that a presentation could be made to the Board in the Spring and there is discussion for the CVB to lead possible programming of the plaza. Hillman noted Morrison will be retiring from the City at the end of January 2019 and expressed his appreciation for his support over the years. He noted Morrison has worked hard on the Westin Convention Center Hotel, which will open early next year, and the public-private funding of that project.

Hillman gave a report on the Lake Carolyn area recent property purchase. The City is now moving through the process to use TIF funding and hopes to be in construction phase by next fall to finish out the space. He expressed his appreciation for the partnership of the City and the Chamber. He further reported the Delaware Creek area is moving along and land lots will be turned over to the builders next spring. Main Street plaza area construction is moving forward for the new Arts annex area and City Council has also approved design work for the Heritage Park area. There is a \$6 million investment in the Heritage District in addition to Main Street Plaza. The Irving Museum construction will begin at the old Central Library and hope to open next year. Hillman reported it has been an incredible 2018, with over \$900 million commercial and residential new construction permitted, and he does not anticipate a slow-down. He thanked Meza and noted it is an important session for Irving, and property revenue caps are a significant issue and he emphasized his support of local control and noted the City's history as extraordinarily fiscal responsible. Irving needs to be able to maintain decisions at the local level and respond to the needs of our citizens.

BUREAU MANAGEMENT AND STAFF

On behalf of the staff, Gast thanked the Board and Council for their leadership. She thanked them for another great year and is looking forward to a very successful 2019.

Assistant Executive Director/Marketing and Communications Diana Pfaff reported marketing analytics are down slightly heading into the holiday period. Southwest Showcase has named Toyota Music Factory as the "most exciting meeting destination change" this year. Gast will be present to accept the award in Austin. She referred to an article included in the packet, "*Texas Passion and Pride*" that discusses the Texas meeting markets, trends, and what planners are looking for. A mommy blogger was hosted who wrote an article in "*The Busy Life Plus Three*" on Instagram, which included reviews of the Texican Court, holiday parade and The Ranch. Pfaff thanked Zumbaugh for all the digital components he implemented and wished him the best of luck in his new position

Assistant Executive Director/Sales and Services Lori Fojtasek reported the Sales team is at 120% of year-to-date pace. She further reported five Convention Services Associates have been hired to assist with event registration, etc. Fojtasek reported airline groups will continue to be reported in the Sales report and will extend business the existing BizDIP contracts expire. She noted that the Convention Center and Toyota Music Factory continue to get the attention of association directors and boards. The Religious Conference Management Association announced having an annual convention here in 2020, and the Professional Fraternity Association will have a convention here as well. They represent 450 meeting planners combined who will stay in local hotels, eat in local restaurants and experience what conventions are like in Irving. Gast noted these groups are primarily weekend focused and have year-round dates, with good option of hotels and price points.

Assistant Executive Director/Administration & Finance Mike Zumbaugh announced he is leaving the Irving CVB and taking a position as Chief Operating Officer at the Chattanooga, Tennessee CVB. He thanked Gast and team for the past three years and for their support on various projects that were rolled out to move the CVB forward. He noted he has learned a lot here after 24 years at the Lansing, Michigan CVB, and noted that not all CVBs operate the same way. He will take that learning experience with him to Tennessee. He reported there is no STR data available this month at the time of this meeting. Gast thanked Zumbaugh for all the upgrades to the Board processes, and noted it was great to have outside perspective. She wished him the very best on his new journey.

CONVENTION CENTER

General Manager Tom Meehan reported the Convention Center is about at the same pace as last year for the end of the first quarter of the fiscal year. To date, showing a little behind budget which is mainly due to a major event scheduled in December moved to March. Future guest rooms booked are 4,413 for the month. Those are room nights associated with events booked in conjunction with the Convention Center events. Last year 245 were reported, and to date this year 6,268 were booked. He noted bookings are becoming longer term and will push out into the future with the new hotels coming on board and the Toyota Music Factory openings. This year 40 events have been held, and there have been 41,985 visitors to the Convention Center. Survey results are outstanding at 93.3% for the month. There were 26 new contracts signed in the month and business is looking strong. The building will be undergoing some repairs and updates from now through the end of December while the building is relatively quiet. The fourth floor will be getting new carpet and some new paint. January 2019 kicks off full steam with the Las Colinas Bridal Show, Texas Prime Meet, Zest Fest and the State of the City.

INDUSTRY AND BOARD PARTNERS

HOTEL REPORTS

Malcolm commented there is no STR report for this meeting. Malcolm gave a brief recap of 2018 recap, and more definitive numbers will be reported in January. For the year, South Irving's Hilton Garden Inn is doing well and renovations are complete.

Board Member Kim Limon finished 2.5% up over competitive set in November, and November finished below budget. Hoping to make up revenues in December.

RESTAURANT REPORT

Board Member David Cole reported local restaurants really need to get involved in the community, as there are so many that have closed in the last year. He commented he is hoping 2019 will be a successful year.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman thanked everyone for spreading the good news in the community about Irving and its successes. The Chamber is working extremely hard for economic development. She thanked City Attorney Christina Weber for her support and availability recently to be willing to talk to customers over weekends to get projects completed. She noted it is an incredible team working behind the scenes to get projects done in Irving. She reported City Council unanimously supported 45 projects in the pipeline. She commented on the Frito Lay expansion in South Irving, which makes it one of the largest manufacturing

facilities. The Chamber is continually encouraging Allstate Insurance Company to set up a talent hub in Irving. They are looking at real estate nationally and would like to see them expand their presence and utilize vacant office space in Irving. She referred to an article in the <u>Dallas Business Journal</u> recently that noted Irving as "Texas Headquarters of Headquarters." The Governor's office reached out to say how pleased Governor Greg Abbott was and how it helps the State of Texas as well. Pioneer, ExxonMobil, Celanese, and Fluor are in Irving and McKesson has decided to make Irving home to its global headquarters. She commented she is looking forward to working with all of them in the community. It takes each of us to be one voice and competitive at local and state levels. On the economic development front, it was a great year for Irving. The Chamber is preparing for the next legislative session and will continue to be a resource for elected officials. She thanked Zumbaugh for all his hard work with the Board and congratulated him on his new venture. Lear congratulated Bowman and her team for a fabulous year in 2018.

IRVING ARTS CENTER

Arts Board Chair Judy Pierson reported the Christmas tree decorating contest voting is continuing through Wednesday, December 19. Friends of the Irving Museum will hold a celebration of the 115th anniversary of Irving at the future home of the Irving Archives and Museum in the former Central Library on December 19. She congratulated the City on the downtown Irving project and loves to see the spark in downtown Irving again.

LAS COLINAS ASSOCIATION

Board Member Hammond Perot thanked Weber and Morrison for their partnership and noted they are wonderful to work with on projects. He reported the budget was approved for next year and he is looking forward to the future of Las Colinas. The LCA is working with the City on a wayfinding project in the Urban Center. A consultant has been appointed and the plan is coming together. A presentation on the wayfinding project will be presented at a future Board meeting. A five-year plan branding project is also coming soon. Perot will support and participate in Irving Day in Austin.

UNIVERSITY OF DALLAS

Board Member Karin Rilley noted UD students are gone for the holiday break through the middle of January. The search is continuing for the new University President and applications have closed. The search committee is doing a closed search and will identify candidates soon, hoping to announce the finalist in February.

Lear asked the Board to pray for former Irving Police Chief Lowell Cannaday and his wife, Rose, as he is in hospice care at this time.

With no further discussion, Lear adjourned the meeting at 1:33 p.m.

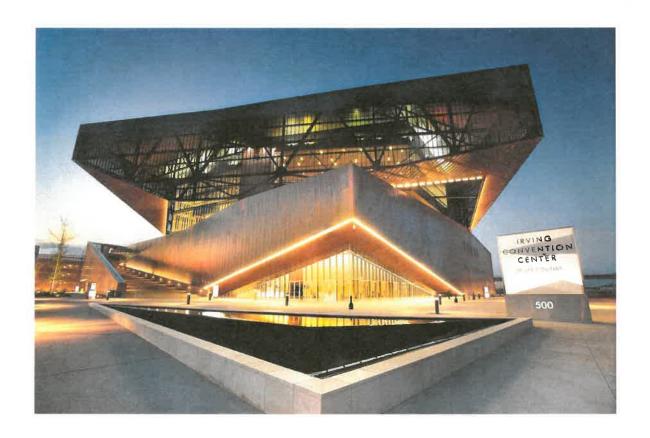
Respectfully submitted,

Maura Slee Just
Maura Allen Gast, FCDME

Executive Director







Date Distributed: January 18, 2019

Monthly Financial Summary

For Period Ending December 31, 2018

	October	November.	December	January	February	March	April	May	June	July	August	September	Total
Event Income													
Direct Event Income													
Rental Income	149,333	68,131	33,970	64,300	113,250	129,088	183,615	106,775	78,775	111,500	159,870	1,20,270	1,318,876
Service income	54,972	45,310	39,186	10,029	60,981	104,848	59,522	38,066	29,066	35,066	39,066	58,522	574,634
Service Expenses	(104,721)	(110,920)	(53,660)	(58,278)	(74,378)	(82,154)	(76,673)	(58,300)	(47,475)	(49,300)	(52,885)	(69,980)	(838,724)
Total Direct Event Income	99,584	2,521	19,496	16,051	99,853	151,782	166,464	86,541	60,366	97,266	146,051	108,812	1,054,786
A = 1 t =													
Ancillary Income				40.000						=	4.000	44.100	100 100
F & B Concessions	36,083	4,486	3,101	12,586	8,000	35,895	39,995	20,540	7,500	7,500	4,000	16,500	196,186
F & B Catering	259,698	219,548	341,388	330,750	314,706	138,039	292,244	391,375	373,600	150,550	171,239	161,788	3,144,925
Parking: Self Parking	47,590	5,619	(854)	24,287	27,250	45,553	20,343	23,200	21,200	14,400	25,604	23,680	277,873
Electrical Services	15,176	2,883	6,315	23,227	21,715	22,195	16,250	3,000	24,000	750	2,250	3,000	140,761
Audio Visual	*	-	3	100			-	-	-				3
Internet Services	555	125	-	1,050	405	5,310	1,670	1,500	1,250	900	780	950	14,495
Total Ancillary Income	359,102	232,661	349,953	391,900	372,076	246,992	370,502	439,615	427,550	174,100	203,873	205,918	3,774,243
W									107.010				
Total Event Income	458,686	235,182	369,449	407,951	471,929	398,774	536,966	526,156	487,916	271,366	349,924	314,730	4,829,029
Other Operating Income	21,305	33,334	25,594	52,536	45,837	77,058	61,110	45,200	37,056	41,000	39,200	143,794	623,024
other operating monte	22,000	33,334	20,034	32,330	73,037	77,000	01,110	40,200	37,030	42,000	55,200	240,754	020,024
ICVB Operating Subsidy			348,000			350,000			348,750			348,250	1,395,000
Adjusted Gross Income	479,991	268,516	743,043	460,487	517,766	825,832	598,076	571,356	873,722	312,366	389,124	806,774	6,847,053
Operating Expenses													
Employee Salaries and Wages	230,208	211,994	295,950	235,551	235,551	235,551	235,551	235,551	235,551	235,551	235,551	204,056	2,826,615
Benefits	55,020	61,618	66,098	74,107	74,107	74,107	74,107	74,107	74,107	74,107	74,107	1:13,686	889,278
Less: Event Labor Allocations	(67,492)	(77,786)	(50,423)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	(43,201)	22,898	(518,411)
Net Employee Wages and Benefits	217,736	195,826	311,625	266,457	266,457	266,457	266,457	266,457	266,457	266,457	266,457	340,640	3,197,482
Contracted Services	63,247	63,778	70,975	52,045	52,045	52,045	52,045	52,045	52,045	52,045	52,045	10,189	624,550
General and Administrative	37,849	41,516	48,468	56,351	49,231	47,470	41,959	49,939	53,379	86,620	53,760	126,150	692,693
Operations	61,736	37,486	36,298	45,260	45,260	45,260	45,260	45,260	45,260	45,260	52,260	75,521	580,120
Repair & Maintenance	63,632	46,729	42,881	46,096	46,096	46,096	46,096	49,596	46,096	58,096	46,096	31,138	568,649
Supplies	23,696	27,123	8,539	14,917	14,917	15,417	14,917	22,917	23,417	22,917	22,917	9,962	221,656
Insurance	6,373	6,476	6,545	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	13,942	100,000
Utilities	42,583	40,959	52,957	47,917	47,917	47,917	47,917	47,917	47,917	47,917	47,917	55,165	575,000
Other	10			417	417	417	417	417	417	417	417	1,664	5,000
SMG Management Fees	43,521	41,556	46,399	35,986	35,986	35,986	35,986	35,986	35,986	35,986	35,986	12,467	431,831
Total Operating Expenses	560,373	501,449	624,687	573,779	566,659	565,398	559,387	578,867	579,307	624,048	586,188	676,838	6,996,980
Net Income (Loss) From Operations	(80,382)	(232,933)	118,356	(113,292)	(48,893)	260,434	38,689	(7,511)	294,415	(311,682)	(197,064)	129,936	(149,927)
Blad Income After Other Income (Function)	(You cook	lone acci	440.00-	ALCO MANAGEMENT	746 8461	000.47	*****	No. and State	001317	less con	(407.004)	400.000	(a.a.a.a.)
Net Income After Other Income (Expenses)	(80,382)	(232,933)	118,356	(113,292)	(48,893)	260,434	38,689	(7,511)	294,415	(311,682)	(197,064)	129,936	(149,927)

Budget Forecast Comparison by Month

(1,395,000) (1,544,927)

2019	355,094	(45,974)	(149,927)									
2018	47,856	494,666	472,986	314,913	336,267	350,441	290,325	430,161	460,996	355,888	232,993	305,281

IRVING CONVENTION CENTER/SMG Financial Statements Monthly Highlights For the Month Ending December 31, 2018

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	13,113	11,837	1,276	9,713
Events	17	14	3	17
Event Days	21	16	5	22
Direct Event Income	19,496	26,819	(7,323)	36,819
Ancillary Income	349,953	527,972	(178,019)	467,325
Total Event Income	369,449	554,791	(185,342)	504,144
Other Operating Income	25,594	45,394	(19,800)	25,394
Adjusted Gross Income	395,043	600,185	(205,142)	529,538
Indirect Expenses	(624,687)	(591,713)	(32,974)	(576,872)
Net Income (Loss) From Operations	(229,644)	8,472	(238,116)	(47,334)

IRVING CONVENTION CENTER/SMG Financial Statements Year to Date Highlights For the Three Months Ending December 31, 2018

A Mary Arman	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	55,098	51,775	3,323	48,143
Events	57	53	4	66
Event Days	81	74	. 7	92
Direct Event Income	121,602	242,383	(120,781)	142,382
Ancillary Income	941,724	1,096,041	(154,317)	1,180,590
Total Event Income	1,063,326	1,338,424	(275,098)	1,322,972
Other Operating Income	80,233	190,964	(110,731)	219,962
Adjusted Gross Income	1,143,559	1,529,388	(385,829)	1,542,934
Indirect Expenses	(1,686,503)	(1,736,674)	50,171	(1,681,805)
Net Income (Loss) From Operations	(542,944)	(207,286)	(335,658)	(138,871)

IRVING CONVENTION CENTER/SMG Balance Sheet December 31, 2018

ASSETS

Current Assets \$ 1,023,085 Cash \$ 254,712 Prepaid Assets 41,255 Inventory 59,286		
Total Current Assets		1,378,338
Total Assets	\$	1,378,338
LIABILITIES AND EQUITY		
Current Liabilities		
Accounts Payable \$ 481,744		
Accrued Expenses 241,086		
Deferred Income 0		
Advance Ticket Sales/Deposits 851,457		
Other Current Liabilities 0		
Total Current Liabilities		1,574,287
Long-Term Liabilities		1,0 / 1,20 /
Long Term Liabilites 0		
Total Long-Term Liabilities		0
Total Long-Term Diadmities		
Total Liabilities		1,574,287
Equity		
Net Funds Received 10,461,638		
Retained Earnings (10,114,643)		
Net Income (Loss) (542,944)		
Total Equity	-	(195,949)
Total Liabilities & Equity	\$	1,378,338

IRVING CONVENTION CENTER/SMG

Income Statement

For the Three Months Ending December 31, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME			\ /		g	()	
Direct Event Income							
Rental Income	33,970	29,927	4,043	251,434	292,981	(41,547)	192,981
Service Revenue	39,186	46,456	(7,270)	139,466	113,056	26,410	113,056
Service Expenses	(53,660)	(49,564)	(4,096)	(269,298)	(163,654)	(105,644)	(163,655)
Total Direct Event Inco	19,496	26,819	(7,323)	121,602	242,383	(120,781)	142,382
Ancillary Income							
F & B Concessions	3,101	5,350	(2,249)	43,673	46,010	(2,337)	40,734
F & B Catering	341,388	481,572	(140,184)	820,635	941,708	(121,073)	1,077,711
Parking	(854)	35,000	(35,854)	52,359	76,217	(23,858)	31,826
Electrical Services	6,315	5,800	515	24,374	27,926	(3,552)	27,926
Audio Visual	3	0	3	3	0	3	(1,537)
Internet Services	0	250	(250)	680	4,180	(3,500)	3,930
Total Ancillary Income	349,953	527,972	(178,019)	941,724	1,096,041	(154,317)	1,180,590
Total Event Income	369,449	554,791	(185,342)	1,063,326	1,338,424	(275,098)	1,322,972
OTHER OPERATING IN							
Other Income	25,594	45,394	(19,800)	80,233	190,964	(110,731)	219,962
Total Other Operating In	25,594	45,394	(19,800)	80,233	190,964	(110,731)	219,962
Adjusted Gross Income	395,043	600,185	(205,142)	1,143,559	1,529,388	(385,829)	1,542,934
INDIRECT EXPENSES							
Salaries & Wages	295,950	239,709	(56,241)	738,147	719,127	(19,020)	615,433
Payroll Taxes & Benefit	66,098	71,466	5,368	182,738	214,398	31,660	107,720
Labor Allocations to Ev	(50,423)	(43,201)	7,222	(195,701)	(129,603)	66,098	(85,142)
Net Salaries and Benefit	311,625	267,974	(43,651)	725,184	803,922	78,738	638,011
Contracted Services	70,975	52,045	(18,930)	198,001	156,135	(41,866)	224,474
General and Administrat	48,468	47,018	(1,450)	127,828	148,589	20,761	179,416
Operating	36,298	70,260	33,962	135,520	165,780	30,260	129,691
Repairs & Maintenance	42,881	46,096	3,215	153,242	138,288	(14,954)	171,602
Operational Supplies	8,539	15,667	7,128	59,359	46,001	(13,358)	58,270
Insurance	6,545	8,333	1,788	19,394	24,999	5,605	17,439
Utilities	52,957	48,334	(4,623)	136,499	145,002	8,503	134,899

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG

Income Statement

For the Three Months Ending December 31, 2018

SMG Management Fees	Current Month Actual 46,399	Current Month Budget 35,986	Variance + (-) (10,413)	Year to Date Actual 131,476	Year to Date Budget 107,958	Variance + (-) (23,518)	Year to Date Prior Year 123,681
Total Indirect Expenses	624,687	591,713	(32,974)	1,686,503	1,736,674	50,171	1,677,483
Net Income (Loss)	(229,644)	8,472	(238,116)	(542,944)	(207,286)	(335,658)	(134,549)

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
Dallas Fantasy Fair	ICVB Board of Directors Meeting	DFW Business Group on H Forum	lealth 14th Annual	НСА	Muscular Dystrophy Association Uncork a Cure	Empower Texans
	0 0 0 0				The Crown Cheer & Dance	e Championship
						Press Club of Dallas Hugh Aynesworth Awards
2	3	4	5	6	7	8
Hope Filled Holiday			Employee Gathering			
	TechMedia				ICVB Board Development Meeting	
					DFW HDI Analyst of the Year Banquet	
9	10	11	12	13	14	1!
	Super Lunch 2018			Irving Hispanic Chamber of Commerce	Rushmore Loan Management Holiday Party	Valley Ranch Islamic Center Fundraising Event
	1	Employbridge Holiday Party	1	MCR Holiday Party	ICVB Executive Committee Meeting	
	I	I	ı	1	EFG Holiday Party	ı
	I .	1	I		Forterra Holiday Party	
16	17	18	19	20	21	22
DFW Church Worship Service	ICVB Board of Directors Meeting		I			
23	1 24	1 25	26	27	28	29
	1	1	1	1		
	1		I I			l I
30	31		2	3	4	
30	31	№ 3 1	-14-	3	4	



ICVB FINANCIAL STATEMENTS

For Period Ending: December 31, 2018

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

<u>ASSETS</u>	
Cash	111,249
Petty Cash	250
Investments	1,001,000
Accounts Receivable - Miscellaneous	75
Total Assets	1,112,574
LIABILITIES AND FUND BALANCE	
LIABILITIES	
Accounts Payable	771
Due to City of Irving General Fund	48
	819
	-
FUND BALANCE	
Reserved for Encumbrances	736,391
Unreserved	375,364
Total Fund Balance	1,111,755

1,112,574

Notes:

Reserved for Encumbrances:

Total Liabilities and Fund Balance

Adara - 30,000

Destination Analysts - 35,000

Irving Convention Center/Fulcrum - 66,000

Maloney Strategic Communications - 280,269

Media Advertising - 17,928

Safeguard Businsess Systems (pens) - 29,145

Simpleview - 219,451

Tucker & Associates - 46,539

Miscellaneous - 12,059

IRVING CONVENTION AND VISITORS BUREAU GENERAL FUND

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2018

	Bud <u>s</u>	zet		Δctual _ c = -		Unencumbered Available	Percent Collected/	Prior Year to Date
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Budget	Expended	Actual
REVENUES AND TRANSFERS IN:	·							
REVENUES:								
Hotel/Motel Taxes:								
Current Year	8,593,019	8,593,019	0	0	0	8,593,019	0.00%	0
Penalties and Interest	0	0	0	0	0	0	0.00%	0
Prior Years	0	0	0	0	0	0	0.00%	0
Interest	26,450	26,450	1,874	3,151	0	23,299	11.91%	1,584
State of Texas Events Trust Fund	25,000	25,000	. 0	. 0	0	25,000	0.00%	, 0
Miscellaneous	13,000	13,000	0	167	0	12,833	1.28%	1,500
Total Revenues	8,657,469	8,657,469	1,874	3,318	0	8,654,151	0.04%	3,084
TOTAL REVENUES AND TRANSFERS IN	8,657,469	8,657,469	1,874	3,318	0	8,654,151	0.04%	3,084
EXPENDITURES AND TRANSFERS OUT:								
EXPENDITURES:								
Salaries	2,257,287	2,257,287	159,356	442,847	0	1,814,440	19.62%	145,429
Benefits	564,825	564,825	29,020	108,109	0	456,716	19.14%	42,276
Supplies	46,975	49,788	452	7,078	0	42,710	14.22%	1,361
Equipment Maintenance	6,300	6,300	364	481	0	5,819	7.63%	487
Miscellaneous	179,025	179,025	1,693	37,357	0	141,668	20.87%	3,192
Equipment Rentals	6,900	6,900	0	288	3,300	3,312	52.00%	0
Special Services	1,824,765	1,860,545	51,962	223,611	686,018	950,916	48.89%	104,650
Facility Management Services	1,395,000	1,395,000	348,000	348,000	0	1,047,000	24.95%	348,000
Advertising Projects	146,400	197,665	964	53,128	29,145	115,392	41.62%	545
Sponsorships / Partnerships	125,000	125,000	0	47,059	0	77,941	37.65%	1,000
Media Advertising	580,000	663,098	72,835	130,220	17,928	514,950	22.34%	42,623
Travel	666,580	666,580	23,641	61,856	0	604,724	9.28%	35,420
Promotions / Special Events	1,080,150	1,080,935	54,254	127,837	0	953,098	11.83%	52,178
Memberships	91,215	91,215	4,690	9,018	0	82,197	9.89%	4,759
Total Expenditures	8,970,422	9,144,163	747,231	1,596,889	736,391	6,810,883	25.52%	781,920
TRANSFERS OUT:								
Transfer to ICVB Reserve Fund	125,000	125,000	0	0	0	125,000	0.00%	0
Transfer to ICC Reserve/CIP Fund	400,000	400,000	0	0	0	400,000	0.00%	0
Total Transfers Out	525,000	525,000	0	0	0	525,000	0.00%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	9,495,422	9,669,163	747,231	1,596,889	736,391	7,335,883	24.13%	781,920

Percent of year completed = 25%

IRVING CONVENTION AND VISITORS BUREAU

GENERAL FUND

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2018

SUMMARY:

Unreserved Fund Balance at December 31, 2018	375,364
Encumbrances	(736,391)
Ending Fund Balance at December 31, 2018	1,111,755
Expenditures and Transfers Out	(1,596,889)
Revenues and Transfers In	3,318
Beginning Fund Balance at October 1, 2018	2,705,326

NOTES:

Adjusted Budget

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

Revenues & Transfers In

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

Expenditures & Transfers Out

Special Services: Advertising Agency (MSC) - 29,980; Outside Services - 21,904; Miscellaneous - 78

Facility Management Services: The first subsidy payment to SMG was processed

Promotions / Special Events: Business Development Incentive Program - 43,118; High Spirited Citizens - 4,302; Miscellaneous - 6,834

IRVING CONVENTION AND VISITORS BUREAU RESERVE FUND BALANCE SHEET DECEMBER 31, 2018

ASSETS

Cash	8,073
Investments	1,142,300
Total Assets	1,150,373

LIABILITIES AND FUND BALANCE

LIABILITIES

None	0
Total Liabilities	0

FUND BALANCE

Unreserved	1,150,373
Total Fund Balance	1,150,373
Total Liabilities and Fund Balance	1.150.373

The primary purpose for this fund is to serve as a catastrophic reserve, to protect the Bureau from events beyond the control of the organization which substatially and negatively impact funding for operations.

The only source of revenues is transfers from the ICVB General Fund.

Per the ICVB General and Reserve Fund Policy, the goal is to achieve and sustain six months of operating revenues in this fund.

Funds are designated for the following future events:

1 - Texas Society of Assn Executives 2022 Annual Meeting - \$50,000

IRVING CONVENTION AND VISITORS BUREAU RESERVE FUND

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2018

	Budg Adopted	get Adjusted	Current Quarter	Actual Year-to-Date	Encumbrances	Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
REVENUES AND TRANSFERS IN:	9,200	9,200	4,149	4,149	0	5,051	45.10%	1,612
Transfer from ICVB General Fund	125,000	125,000	0	0	0	125,000	0.00%	0
TOTAL REVENUES AND TRANSFERS IN	134,200	134,200	4,149	4,149	0	130,051	3.09%	1,612
EXPENDITURES AND TRANSFERS OUT: None	0	0	0	0	0	0	0.00%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	0	0	0	0	0	0	0.00%	0

^{*}Percent of year completed = 25%

SUMMARY:

Beginning Fund Balance at October 1, 2018	1,146,224
Revenues and Transfers In	4,149
Expenditures and Transfers Out	0
Ending Fund Balance at December 31, 2018	1,150,373
Encumbrances	0
Unreserved Fund Balance at December 31, 2018	1,150,373

NOTES:

Fund Balance increased 215,327 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU COMPUTER REPLACEMENT FUND BALANCE SHEET DECEMBER 31, 2018

AJJE I

Cash	3,907
Investments	272,500
Total Assets	276,407

LIABILITIES AND FUND BALANCE

LIABILITIES

None	0
Total Liabilities	0

FUND BALANCE

Unreserved	276,407
Total Fund Balance	276,407
Total Liabilities and Fund Balance	276 407

Funds are designated to replace Bureau computer hardware and systems, including large software packages (such as the CRM system) and other technology-related upgrades.

The only source of revenues for this fund is transfers from the ICVB General Fund or ICVB Reserve Fund.

IRVING CONVENTION AND VISITORS BUREAU COMPUTER REPLACEMENT FUND

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2018

	Budg Adopted	et Adjusted	Current Quarter	Actual Year-to-Date	Encumbrances	Unencumbered Available Budget	Percent* Collected/ Expended	Prior Year to Date Actual
REVENUES AND TRANSFERS IN:								
Interest	3,450	3,450	990	990	0	2,460	28.70%	473
TOTAL REVENUES AND TRANSFERS IN	3,450	3,450	990	990	0	2,460	28.70%	473
EXPENDITURES AND TRANSFERS OUT: Computers/Software	46,800	46,800	0	0	0	46,800	0.00%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	46,800	46,800	0	0	0	46,800	0.00%	0

^{*}Percent of year completed = 25%

SUMMARY:

Beginning Fund Balance at October 1, 2018	275,417
Revenues and Transfers In	990
Expenditures and Transfers Out	0
Ending Fund Balance at December 31, 2018	276,407
Encumbrances	0
Unreserved Fund Balance at December 31, 2018	276,407

NOTES:

Fund Balance increased 4,177 over the prior year.

IRVING CONVENTION AND VISITORS BUREAU CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND BALANCE SHEET DECEMBER 31, 2018

AJJE I	Α	SS	E.	rs
--------	---	----	----	----

Cash	3,212
Investments	1,707,000
Total Assets	1,710,212

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	0
Total Liabilities	0

FUND BALANCE

Assigned	1,710,212
Total Fund Balance	1,710,212
Total Liabilities and Fund Balance	1,710,212

This fund provides funding for repair and replacement projects and the capital improvement program for the Irving Convention Center, which are budgeted annually and reflected in a 20-year plan that is updated annually.

The only source of revenues for this fund is transfers from the ICVB General Fund or ICVB Reserve Fund.

Per the ICVB General and Reserve Fund Policy, the goal is to achieve and sustain a balance of \$1,300,000 in this fund.

IRVING CONVENTION AND VISITORS BUREAU CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE FOR THE THREE MONTH PERIOD ENDING DECEMBER 31, 2018

	Budget Adopted Adjusted				Unencumbered Available Budget	Percent* Collected/ Expended	Prior Year to Date Actual	
	Auopteu	Aujusteu	Current Quarter	rear-to-Date	Eliculibrances	buuget	Expended	Actual
REVENUES AND TRANSFERS IN:								
Interest	12,650	12,650	6,301	6,301	0	6,349	49.81%	2,673
Transfer from ICVB General Fund	400,000	400,000	0	0	0	400,000	0.00%	0
TOTAL REVENUES AND TRANSFERS IN	412,650	412,650	6,301	6,301	0	406,349	1.53%	2,673
EVDENDITUDES AND TRANSFERS OUT.								
EXPENDITURES AND TRANSFERS OUT: Capital Expenditures	992,250	992,250	13,620	13,620	0	978,630	1.37%	0
TOTAL EXPENDITURES AND TRANSFERS OUT	992,250	992,250	13,620	13,620	0	978,630	1.37%	0

^{*}Percent of year completed = 25%

SUMMARY:

Beginning Fund Balance at October 1, 2018	1,717,531
Revenues and Transfers In	6,301
Expenditures and Transfers Out	(13,620)
Ending Fund Balance at December 31, 2018	1,710,212
Encumbrances	0
Unreserved Fund Balance at December 31, 2018	1,710,212

NOTES:

Fund Balance increased 539,773 over the prior year.

Irving Convention and Visitors Bureau

Check Register Report - December 2018

Generated: 1/18/2019 6:21:08 PM



Batch	n: 7540			
<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059865	12/06/18	AMERICAN LEGAL AND FINANCIAL NETWORK	\$	207.00
80059866	12/06/18	BH DFW PROPERTY LP (WESTIN)	\$	8,010.00
80059867	12/06/18	CONNECT	\$	12,495.00
80059868	12/06/18	SUSAN D. CUTTS	\$	562.50
80059869	12/06/18	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	\$	540.00
80059870	12/06/18	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	4,575.00
80059871	12/06/18	IRVING - LAS COLINAS ROTARY CLUB	\$	112.00
80059872	12/06/18	IRVING CONVENTION CENTER	\$	154,788.00
80059873	12/06/18	MALONEY STRATEGIC COMMUNICATIONS	\$	19,184.00
80059874	12/06/18	MONSTER VISION PRODUCTIONS	\$	2,270.00
80059875	12/06/18	NORTHSTAR TRAVEL MEDIA, LLC	\$	2,500.00
80059876	12/06/18	OMNI MANDALAY HOTEL	\$	780.00
80059877	12/06/18	PCMA SERVICES	\$	2,500.00
80059878	12/06/18	ROSELLE PLIEGO	\$	175.61
80059879	12/06/18	ROSEBUD-LOTT ISD	\$	50.00
80059880	12/06/18	SHERATON DFW AIRPORT HOTEL	\$	880.00
80059881	12/06/18	TEXAS CHAPTER PRIMA PUBLIC RISK MGMT ASSN	\$	5,544.00
80059882	12/06/18	TUCKER & ASSOCIATES, LLC	\$	103.64
		18 payments Batch Total	: \$	215,276.75
Batch	า: 7546			
<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059883	12/13/18	AMERICAN EXPRESS	\$	45,618.64
80059884	12/13/18	DALLAS MARRIOTT LAS COLINAS	\$	625.00
80059885	12/13/18	DOUBLETREE DALLAS DFW AIRPORT	\$	560.00
80059886	12/13/18	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	2,060.00
80059887	12/13/18	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$	800.00
80059888	12/13/18	GUARANTEED EXPRESS, INC.	\$	27.28
80059889	12/13/18	IRVING - LAS COLINAS ROTARY CLUB	\$	1,500.00
80059890	12/13/18	IRVING CONVENTION CENTER	\$	348,000.00
80059891	12/13/18	MEETING PROFESSIONALS INTERNATIONAL	\$	750.00
80059892	12/13/18	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	\$	1,395.00
80059893	12/13/18	OMNI MANDALAY HOTEL	\$	495.00
80059894	12/13/18	SHERATON DFW AIRPORT HOTEL	\$	1,155.00
80059895	12/13/18	TUCKER & ASSOCIATES, LLC	\$	4,000.00

Batch: 7546

Date	11. 7010	13 payments Batch Total:	\$ 406,985.92
Batc	h: 7554		
<u>Number</u>	<u>Date</u>	<u>Payee</u>	<u>Amount</u>
80059896	12/20/18	AERIAL PHOTOGRAPHY	\$ 97.00
80059897	12/20/18	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	\$ 985.00
80059898	12/20/18	AMERICAN LEGAL AND FINANCIAL NETWORK	\$ 207.00
80059899	12/20/18	ARES TRAVEL INC.	\$ 1,250.00
80059900	12/20/18	CONFERENCE DIRECT	\$ 3,900.00
80059901	12/20/18	CROWDRIFF INC.	\$ 2,083.00
80059902	12/20/18	CVENT INC	\$ 65,049.53
80059903	12/20/18	KATHERINE DIPIETRO	\$ 64.67
80059904	12/20/18	DOUBLETREE DALLAS DFW AIRPORT	\$ 725.00
80059905	12/20/18	FEDERAL EXPRESS CORPORATION	\$ 35.34
80059906	12/20/18	LORI M. FOJTASEK	\$ 91.65
80059907	12/20/18	WENDY FOSTER	\$ 114.16
80059908	12/20/18	FOUR SEASONS RESORT & CLUB DALLAS AT LAS COLINAS	\$ 7,596.00
80059909	12/20/18	GUARANTEED EXPRESS, INC.	\$ 17.92
80059910	12/20/18	CHERYL HOPKINS	\$ 154.81
80059911	12/20/18	IRVING CONVENTION CENTER	\$ 13,620.24
80059912	12/20/18	IRVING CONVENTION CENTER	\$ 4,750.29
80059913	12/20/18	MARIANNE LAUDA	\$ 98.14
80059914	12/20/18	KATHY LEVINE	\$ 65.00
80059915	12/20/18	MALONEY STRATEGIC COMMUNICATIONS	\$ 10,796.00
80059916	12/20/18	LORI MANSELL	\$ 156.00
80059917	12/20/18	MCKESSON CORPORATION	\$ 820.00
80059918	12/20/18	OMNI MANDALAY HOTEL	\$ 220.00
80059919	12/20/18	ON POINT PROMOTIONAL TEAM	\$ 993.65
80059920	12/20/18	PETTY CASH	\$ 31.33
80059921	12/20/18	DIANA PFAFF	\$ 41.00
80059922	12/20/18	DEBBIE ROBERTS	\$ 224.53
80059923	12/20/18	KELLY ROCHE	\$ 215.09
80059924	12/20/18	SHERATON DFW AIRPORT HOTEL	\$ 2,290.00
80059925	12/20/18	STAPLES	\$ 384.51
80059926	12/20/18	CAROL STODDARD	\$ 162.43
80059927	12/20/18	TEXAS CHAPTER PRIMA PUBLIC RISK MGMT ASSN	\$ 154.00
80059928	12/20/18	TRIPADVISOR, LLC	\$ 635.99
80059929	12/20/18	VERIZON WIRELESS	\$ 530.11
80059930	12/20/18	MONTY WHITE	\$ 124.91

Batch: 7554

 Number
 Date
 Payee
 Amount

 80059931
 12/20/18
 MICHAEL ZUMBAUGH
 \$ 518.93

36 payments Batch Total: \$ 119,203.23

67 payments Sub Total: \$ 741,465.90

SUMMARY

67 payments TOTAL: \$ 741,465.90

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 28, 2019

BOARD REPORTS

BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING





December 17, 2018

Mayor Rick Stopfer and Irving City Council City of Irving 825 W. Irving Blvd. Irving, TX 75060

Dear Mayor Stopfer and Councilmembers:

Attached please find the Independent Auditor's Report for the Irving Convention Center at Las Colinas, for the fiscal year concluding September 30, 2018. The report was presented to the Executive Committee of the ICVB Board of Directors on November 16 and to the full Board at its November 26 meeting by Laura Edwards, the partner on the audit with Crowe. Once again this year, Crowe reported a clean audit and provided its highest opinion on the financial operations of the Irving Convention Center. The operating efficiencies of the building, as well as the revenues achieved, which for the first time crossed the \$10 million mark this year, have allowed a return of \$305,281 in operational savings to be returned to the facility's Capital Improvement Fund.

As Chair of the Board, I bring this to your attention for several reasons.

First, the Irving Convention Center is a key asset of the City's that has been entrusted to the ICVB and this Board, and we do not take that responsibility lightly. Even though we have been told a financial review would be sufficient, we have instead chosen to have a full audit conducted each year.

Second, although some of you regularly see the facility's financials as a guest at our board meetings, you're not necessarily aware of the in-depth review conducted by the Executive Committee on a monthly basis at our meetings. That ongoing discussion with the board and management gives us great confidence that there will be no surprises once the audit is concluded. You're welcome and encouraged to attend these meetings any time, which are typically the Friday morning prior to our Monday full board meeting.

And finally, I want to reinforce that performance savings noted above, which is directly reinvested into this building's capital. The City's general fund provides no funding for operations nor capital improvements for this facility; that funding comes directly from the ICVB's operating budget and from any savings that can be achieved in operations. Capital expenses average between \$600,000-\$800,000 each year.

Mayor and City Council, it is our great honor and privilege to be able to serve our community on this Board of Directors, and we are grateful for your confidence and trust in us. I hope you see our diligence and dedication through the many great results the Convention and Visitors Bureau delivers, including those of the highly successful operations of the Irving Convention Center.

Most sincerely, with best wishes for the holiday season and 2019,

Clem Lear

Chair, Board of Directors

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REVISED - 2019 ICVB Board & Committee Meetings

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

^{*}Board meeting one week early due to holidays.

^{**}Board meeting date conflicts with Destinations International Annual Meeting.



page

Check out the January line up at the Irving Arts Center — special events, entertainment and art exhibits in the galleries.



Look back at the City of Irving's achievements during fiscal year 2017-18 in the special Year in Review insert.



This update highlights the construction slated for Hawthorne, Abelia streets as part of Irving's Road to the Future program.

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Plaza Project Underway in Downtown Irving

City of Irving has hired a contractor to construct an open-air plaza along Main Street as part of ongoing efforts to beautify downtown Irving. The plan is to demolish a vacant structure located at 127 S. Main St., and build an open-air plaza and pathway.

The new plaza will be down the street from Glory House, and directly across the street from SappSapp. Plans for the tree-shaded plaza include seating and a dedicated space for revolving art exhibits.

Work began in December and is expected to be completed later this year. In the meantime, residents heading out to the number of restaurants and shops on Main Street are asked to be vigilant and make way for construction crews and equipment.

Crews do not expect to close Main Street at any time, but will need to block off three parking spaces directly in front of the building. Traffic may be affected from time to time as crews make their way around.

"This is an exciting project. This is the next step toward realizing a vision to transform downtown Irving into a walkable, eclectic space representative of Irving's rich culture and diversity," said Mayor Rick Stopfer.

City staff made business owners aware of the project in November. Construction should not affect their operations.

For more information, contact City of Irving Economic Development Department at (972) 721-4786. ■

Share Tank Connects Irving Nonprofits with Local Business Leaders

Irving business leaders awarded \$38,000 to 17 nonprofits at a ceremony Dec. 14, for this year's Share Tank program. The philanthropic grassroots education program matches businesses that want to improve the community with nonprofits that administer services in Irving.

The City of Irving partnered with the Greater Irving-Las Colinas Chamber of Commerce, Irving Convention and Visitors Bureau, Irving Arts Center, University of Dallas, The Study USA and Philanthropology LLC for the 2018 Share Tank program.

Share Tank provides a platform for Irving nonprofits to pitch project ideas benefiting the community to local business leaders who are interested in giving back. Share Tank Pitch Day took place Nov. 15, at Irving's new innovation center, The Study USA. Participating nonprofits had seven minutes to deliver their pitches for a chance to be awarded a grant to help support their efforts. Business leaders had an allotted amount of time to ask questions.

To participate in Share Tank, nonprofit leaders were required to attend four half-day sessions in September



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and October to learn skills to promote and grow their organizations to better assist those in need. The sessions also prepared participants for their Share Tank pitches. The nonprofits support a variety of causes including homelessness, education, veteran's assistance, health care, protective services and animal rescue.

This year, 36 nonprofits participated in the program. During the inaugural program in 2016, 27 nonprofits participated in Pitch Day, and a total of \$25,000 in funding was awarded to 11 nonprofits. In 2017, a combined \$30,000 was awarded to 16 nonprofits that participated in Pitch Day.

For more information, visit IrvingShareTank.com or call (214) 217-8484. ■

Join Irving Mayor at the 2019 State of the City



Building for the Future 2019 STATE OF THE CITY

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

This event is open to the public. Individual tickets are available to Irving-Las Colinas Chamber of Commerce members for \$75 each and \$85 for nonmembers. To reserve a seat, call (214) 217-8484 or visit Local.IrvingChamber.com/Events. ■

CITY TO HONOR LEGACY OF MARTIN LUTHER KING JR. JAN. 20

The City of Irving Parks and Recreation
Department will honor the life and achievements
of Dr. Martin Luther King Jr. at 6 p.m. Jan. 20 at
the Irving Arts Center, 3333 N. MacArthur Blvd.
The event will include a variety of local music and
dance presentations, as well as a performance by
the Dallas Black Dance Theatre.

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

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



CHILL OUT AT IRVING'S FROST FEST

Cold weather fun comes to Irving with the annual Frost Fest, a free winter festival, featuring rarely seen fluffy snow and fun activities.

The festival will run from 10 a.m. to 1 p.m. Jan. 26 at Cimarron Park, 100 Cimarron Trail. Come enjoy the cool side of winter weather — without the freezing rain and slick roads.

The event includes:

- Snow tubing hill. Riders must be at least 42 inches tall.
- Play area with fresh snow every 30 minutes.
- Complimentary photo station.Train rides around the park.

readings and puppet shows.

During the event, residents can head inside Cimarron Park Recreation Center to sign up for an Irving Public Library card, as well as create winter crafts and enjoy a variety of story

Admission and parking are free. Event parking is at Ranchview High School, 8401 E. Valley Ranch Parkway. Complimentary ADA accessible shuttle service is provided. Visit IrvingEvents.org for more information.



In the Galleries

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

Garth Williams: Illustrator of the Century

Through Jan. 27 | Dupree Lobby | Free Organized and toured by the National Center for Children's Illustrated Literature in Abilene, Texas, this exhibition presents original work for 28 of Garth William's most beloved books, including "Charlotte's Web," "Stuart Little," "The Little House on the Prairie" and a number of Little Golden Books.



North Lake College Advanced Photography Students

Jan. 12-Feb. 24 | Focus Gallery | Free
This exhibition features work by students in the
Fall 2018 Advanced Portfolio Photography class
at North Lake College. This will be the third year
the Irving Arts Center and North Lake College
have worked together to showcase artwork by
their photography students.



Out of the Wild: Robert Glen Bronzes

Jan. 12- Feb. 24 | Courtyard Gallery | Free Bronze sculptures of African wildlife by noted artist Robert Glen are featured. Glen is the sculptor of the iconic Mustangs of Las Colinas, a monumental installation of nine larger-than-life bronze horses that have graced Williams Square in Irving since 1984.



Nancy Macko: Fragile Bee

Jan. 12-April 28 | Carpenter Lobby | Free California-based artist Nancy Macko has drawn upon images of the honeybee society to explore the relationships between art, science, technology and ancient matriarchal cultures. Macko combines elements of painting, printmaking, digital media, photography, video and installation to create a unique visual language. This combination of media allows her to examine and respond to issues related to ecofeminism, nature and the importance of ancient matriarchal cultures, as well as to explore her interest in mathematics and prime numbers in particular, in which she attempts to make explicit the implicit connections between nature and technology. This exhibition includes a new series inspired by the bee -attracting plants of the Denver Botanic Gardens.



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.





Enjoy the Arts: A January Resolution for All

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.

Special Events and Performances

Jan. 3 | JumpstART – Winnie the Pooh Day!

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. January will celebrate author A.A. Milne's birthday with stories about the beloved bear from the "Hundred Acre Wood." Afterwards, browse the galleries as part of this morning activity.

Jan. 11 | Kraig Parker – The King Lives! (Elvis' Birthday Celebration)

7:30 p.m. | Carpenter Hall | \$26.50-\$46.50 Celebrate Elvis Presley's birthday as Entertainment Series of Irving welcomes back Kraig Parker's award-winning tribute to Elvis. Kraig Parker has performed his worldclass show for nearly 20 years across America and Europe, delighting crowds at casinos, performance halls and cruise ships. With a powerful voice, electric moves and tasteful charisma, Parker delivers just as Elvis did.

Jan. 12 | TNT Quad Fest

3 p.m. | Carpenter Hall | \$15

Texas Nonprofit Theatres (TNT) presents Quad Fest. Theatrical companies vie for the opportunity to represent Texas at the Regional Festival in May, with the ultimate goal of advancing to the National Festival in Gettysburg, Pennsylvania, later this summer. The program for Quad Fest will be as follows:

3 p.m. | Denton Community Theatre presents "God of Carnage"

4:45 p.m. | Paris Community Theatre presents "Red, White and Tuna"

Jan. 12-Feb. 16 | Saturday School Session 2: Fundamentals of Photography

2 to 4 p.m. | Ages 6-10 | Suite 200 | \$75 Experiment and have fun learning the basics of photography and composition techniques with handson activities to create great photographs. Meeting six Saturdays, students will explore painting landscapes, still life, portraits and mixed media images. The class provides ample individual attention, as well as group interaction to help guide students in developing their own style.

Jan. 13 | Second Sunday Funday: I Have a Dream

1 to 4 p.m. (drop in) | Suite 200 | Free Every second Sunday, Irving Arts Center hosts Family Funday — a free guided craft program that is fun for the whole family. This month will celebrate Martin Luther King Jr.'s birthday and the power of creative vision.

Jan. 15 | Memories in the Making® and Creative Arts Expression Workshops for Caregivers

10 a.m. | Suite 200 | Free

Irving Arts Center presents a new program of concurrent art workshops for persons with Alzheimer's and other dementia-related illnesses and their caregivers. All supplies are provided. Register at EventLeaf.com/MemoriesInTheMaking.

Jan. 18-Feb. 2 | Ravenscroft, MainStage

Dupree Theater | \$21-\$28

On a snowy night, Inspector Ruffing is called to a remote house to investigate the headlong plunge of Patrick Roarke down the main staircase. Five alluring and dangerous women lead him through a bewildering labryinth of contradictory versions of Patrick's demise and that of the late Mr. Ravenscroft. There are ghosts on the staircase! There are skeletons in the closet! A fast-paced murder mystery, Ravenscroft will keep attendees guessing until the very end.

Performance Schedule:

- 7:30 p.m. | Jan. 18, 19, 25, 26, 31 and Feb 1-2
- 2:30 p.m. | Jan. 20 and 27

honor the legacy of Dr. King.

Jan. 20 | Martin Luther King Jr. Day Observance

6 p.m. | Dupree Theater | Free Presented by the City of Irving's Parks and Recreation Department, a variety of performances will be offered to

Jan. 23 | Home School Hive Happening

10 a.m. | Suite 200 | \$2 for ages 5 and older; free for ages 5 and younger

Irving Arts Center's new quarterly program for home school students takes the shape of a Hive Happening. Inspired by the Nancy Macko Fragile Bee exhibition (on display in the Carpenter Lobby Jan. 12-April 28), students will explore a hive of beautiful mosaics by creating their own mosaic masterpiece with exploded views of the tiny world of the bee. Families and children of all ages will enjoy the variety of art activities led by art instructors, as well as docent-led, informational tours. All supplies provided, including educator resources.

Jan. 26 | Dallas Treasures and Music from Around the World, Irving Symphony Orchestra

7:30 p.m. | Carpenter Hall | \$30.70-\$49

Presenting some of Dallas' music treasures performing with the Irving Symphony Orchestra are tenor Javier

Aguilar (romantic boleros from México), pianist Rachid

Bernal (Totentanz for piano and orchestra by F. Liszt),

Russ Hewitt (flamenco jazz guitar), music from the Middle

East performed by Iranian virtuoso Ehsan Matoori and the ever-popular Bolero by Ravel, featuring flamenco dancer Julia Alcantara. A concert experience not to miss!

Jan. 29 | Jacob Cordover, Las Colinas Symphony Orchestra

8 p.m. | Carpenter Hall | \$16.50-\$46.50 The Las Colinas Symphony Orchestra presents Jacob Cordover with guest conductor Pascual Osa.

Jan. 31-Feb. 3 | Youth America Grand Prix Competition

Youth America Grand Prix returns to the Arts Center Jan. 29-Jan. 31. The world's largest student ballet scholarship competition is open to dance students, 9 to 19 years old, and awards \$250,000 in scholarships to leading dance schools worldwide.

Coming Attractions: Presented by Irving Arts Center Tickets for these upcoming events are on sale now at IrvingArtsCenter.com.

Feb. 22 | Cirque Eloize Saloon: A Musical Acrobatic Adventure

7:30 p.m. | Carpenter Hall | \$20-\$40 Inspired by legends of the Wild West, and set to the tunes of Johnny Cash and Patsy Cline, among others, the saloon serves up comedy, adventure and acrobatics sure to delight and entertain audiences of all ages.

March 8 | Celtic Nights: Oceans of Hope

Times vary | Irving Arts Center | \$5

7:30 p.m. | Carpenter Hall | \$20-\$40

Through music, song and dance, Irish history comes to life. It is the story of America, Australia, Canada and New Zealand; a story of people moving across oceans from all nations in hopes for a better and brighter future.

Since the adoption of the city's first Strategic Plan, the value of strategic thinking has been proven. Resident satisfaction with code enforcement, the appearance of the city, quality of life and other indicators of success have risen. Irving continues to enhance recreational and cultural opportunities to provide residents with a variety of special events and programs that families can enjoy. All of these improvements have resulted in a heightened quality of life for Irving residents. Through the Strategic Plan, the city is able to stay focused on what is most important to its customers and what drives advancement in the areas that matter most.

To identify the community's desired direction and the steps necessary to execute that vision for the future, the City Council created a new Strategic Plan in 2015, identifying six strategic goals and a total of 25 objectives that support the attainment of these goals. City staff focused its efforts on these goals and objectives in 2018, and will do so during the next few years. This special Year in Review insert contains a look at many of the related accomplishments achieved in 2018.



GOAL 1 FINANCIAL SUSTAINABILITY

- Contain costs and increase operational efficiency.
- Maintain adequate financial reserves.
- Develop and deploy a long-range financial planning process.
- Establish appropriate equipment replacement funding levels.
- Manage long-term pension liabilities.



HIGHLIGHTS:

The adopted budget projects revenues and expenditures required to sustain or improve service levels and presents a structurally balanced budget where operating costs are funded from operating revenues to maintain fund balances. It addresses capital needs for the present and future. This strong financial management approach has allowed the city to endure economic ups and downs with resiliency.

On June 7, 2018, the City Council approved a second increase in the exemption rate for residents who qualify for either the Over 65 or the Disabled Persons exemption. The exemption was increased by \$10,000 per parcel to a total of \$45,000. This exemption is in addition to the Homestead Exemption of 20 percent, which is the maximum allowed by state law. This increase is effective for Fiscal Year(FY) 2018-19 and will affect about 9,000 parcels. The impact on the average home with a taxable value of \$164,939 will be a 27 percent reduction in city taxes, or a reduction of \$57.34.

Irving's large corporate tax base, formal investment and reserve policies, and healthy reserves have allowed the city to maintain its Aaa bond rating for general obligation debt and Aa2 for water and sewer revenue debt. The city's overall strong credit ratings have saved taxpayers and ratepayers millions

30 years

Irving received the GFOA Distinguished **Budget Presentation Award**

in annual interest costs related to outstanding debt.

BY THE NUMBERS:

- For 34 years, the city has received the Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting
- For 30 years, the city has received the GFOA Distinguished Budget Presentation Award

GOAL 2 SYSTEMATIC INFRASTRUCTURE INVESTMENT

- Secure a reliable future water supply.
- Develop and fund an aggressive multiyear capital improvement program.
- Expand, extend and maintain the major thoroughfare network.
- Maintain and extend water, wastewater and storm water systems.
- Support strategic investments in city facilities.

HIGHLIGHTS:

Resident surveys have consistently shown that road maintenance and improvement is the highest ranked priority throughout the city. With this in mind, the city developed "Road to the Future," a plan to achieve the

606,115 linear feet of water mains tested for leaks

goal of investing \$100 million in street improvements over five years. In the first two years, \$3.3 million in pay-as-you-go capital funding and \$24.2 million in general obligation bonds have been allocated for street reconstruction and rehabilitation. Additionally, \$2.7 million in revenue bonds have been allocated for water and wastewater main replacements, which have been coordinated with street reconstruction projects.

As part of its Capital Improvement Program (CIP), the city also completed construction on one street project, seven water and wastewater projects, three park projects, six drainage projects, one sidewalk and one facility totaling \$23.4 million. In addition, there are currently 51 CIP projects under design totaling \$103 million and 33 projects under construction totaling \$244 million, including Las Colinas Boulevard, Brockbank Channel Improvements, the Convention Center hotel and the entertainment center.



The City of Irving was proud to introduce the inaugural Future Leaders Student Competition, a STEM-based competition engaging high school students from Irving ISD, at the 2018 Irving Transportation Investment Summit. Through seven summer sessions, students had the opportunity to design a real-world project: the new development on the site of the former Texas Stadium. Engineering, architecture, and public service professionals mentored students through the development of their projects while sharing valuable insight into their fields. The project concluded with the presentation of the winning project at the annual

transportation summit. Along with the Irving-Las Colinas Chamber of Commerce, the city presented the winning team with an award and scholarship.

In August, the city was awarded the silver designation in integrated Storm Water Management through the North Central Texas Council of Governments. The city achieved iSWM outcomes by designing storm water infrastructure in fully developed land-use conditions, requiring downstream stabilization to maintain velocity, and requiring higher finished floor elevations for structures in the 100-year flood area.

BY THE NUMBERS:

\$833,395 \$15.3 million accepted in donated expended on drainage improvements

assets from private development

\$833,395 expended on drainage improvements, including projects related to the expansion of State Highway 183 and small neighborhood drainage projects

- 176 traffic signal controllers updated and installed
- 5.790 lane miles swept
- 5,494 street signs replaced
- 606,115 linear feet of water mains tested for leaks

GOAL 3 VIBRANT ECONOMY

- Promote revitalization of targeted areas.
- Create a thriving downtown.
- Develop a comprehensive economic development strategy and funding model.
- Complete "signature projects" (i.e., the former stadium site, Heritage Center and Las Colinas Urban Center).
- Effectively plan and manage land use.

HIGHLIGHTS:

The city's continued focus on economic development has made Irving a leading national and international business hub. As a front-runner in the North Texas region for attracting and retaining top corporations, Irving boasts 53 Fortune 500 companies with headquarters or a corporate presence in the city. To respond to the highly competitive economic development environment, Irving developed an Economic Development Strategic Plan in 2017. The plan provides a roadmap for Irving's economic development program and guides staff activities to further advance Irving's economy over a five-year period.



One key economic development strategic initiative is to attract investment from foreign businesses, help local firms gain entry into foreign markets, and create a welcoming environment for the international community to promote Irving as a logical choice for expansion and relocation of multinational corporations. Irving is well-positioned to make international business development an additional core component of its economic development program. In FY 2017-18, Irving welcomed many new businesses, including United Kingdom based Mimecast and leso Digital Health.

Pioneer Natural Resources is expanding its presence in Irving by developing a \$350 million office campus on a 37-acre site as part of Verizon's Hidden Ridge development. Adjacent to Verizon's existing regional office, Hidden Ridge will be a mixed-use development with a new DART commuter rail station connecting Dallas/Fort Worth International Airport with downtown Dallas. The development has a projected value of more than \$1 billion. To support the Hidden Ridge development project, the city approved an interlocal agreement with DART for the construction of the Carpenter Ranch Light Rail Station.

To provide for the advancement of funding for the reconstruction of portions of Irving Boulevard, an interlocal agreement with the Regional Transportation Commission and the North Central Texas Council of Governments was approved. Prior to the approval of this agreement, the boundaries of Tax Increment Reinvestment Zone No. 2 were expanded by city ordinance.

The Delaware Creek Residential Phase II Development Plan was approved. The plan will allow for the construction of about 47 new homes in the mid- to upper \$300,000 range in the Downtown Heritage Crossing District. Once completed, the Delaware Creek Residential Development is projected to provide a new net taxable value of more than \$14 million.

Irving continued to focus on a number of ongoing projects that incentivize economic development within the city, including:

- Planned Unit Development #6/Former
- **Stadium Site Water Street**
- **Convention Center Hotel and Garage**
- **Toyota Music Factory**

\$11.3 Million allocated to the city's six TIF districts

BY THE NUMBERS:

- \$11.3 million allocated to the city's six TIF districts
- 14.1 percent commercial vacancy rates, compared with 17.8 percent for the region
- \$330.3 million in new net taxable value on real and business property

Since the adoption of the city's first Strategic Plan, the value of strategic thinking has been proven. Resident satisfaction with code enforcement, the appearance of the city, quality of life and other indicators of success have risen. Irving continues to enhance recreational and cultural opportunities to provide residents with a variety of special events and programs that families can enjoy. All of these improvements have resulted in a heightened quality of life for Irving residents. Through the Strategic Plan, the city is able to stay focused on what is most important to its customers and what drives advancement in the areas that matter most.

To identify the community's desired direction and the steps necessary to execute that vision for the future, the City Council created a new Strategic Plan in 2015, identifying six strategic goals and a total of 25 objectives that support the attainment of these goals. City staff focused its efforts on these goals and objectives in 2018, and will do so during the next few years. This special Year in Review insert contains a look at many of the related accomplishments achieved in 2018.



GOAL 4 SERVICE EXCELLENCE

- Safeguard public safety, security and health.
- Leverage information technology to drive efficient and responsive service delivery.
- Improve community appearance and protect neighborhood integrity.
- Clearly define service levels and the associated resource requirements.
- Implement enhancements to cultural and recreational facilities.

HIGHLIGHTS:

The first ever police-led Behavioral Health Leadership Team in Texas has been established by the Irving

Police Department. The interdisciplinary team consists of police officers, a licensed clinician and a paramedic. The team is responsible for responding to emergency mental health calls with the goal of de-escalating the crisis on scene and reconnecting the person in crisis with their mental health care provider. Some of the overall program goals are to reduce the mentally ill jail population, reduce local emergency room use, provide alternative treatment and resources by tapping into under used services, and to increase local access to behavioral health care.



The city completed the Corridor Pride Campaign, focused on the development of business-friendly guides that show the correlation between compliant properties and curb appeal. Quality site visits with business owners created a joint agenda intended to ultimately enhance the visual impression along main corridors through voluntary compliance. This initiative began with

Irving Boulevard and will expand in future years to other major thoroughfares. Through proactive enforcement and frequent follow-up visits with commercial property owners, the city was able to enhance the visual impression along main corridors.

Parks and Recreation began the process of creating a new Master Plan, as the previous master plan was last updated in 2000. The comprehensive plan, adopted in 2017, indicates that residents are eager to provide input on future parks and recreation developments. With a majority of aging inventory needing replacement or upgrades, this is an opportune time. The Master Plan will let residents define direction and assist the city in setting future goals and objectives. During the process of developing the plan, visioning and community input meetings will be held.

BY THE NUMBERS:

- 1,660 motor vehicle injury accident responses
- 18,389 EMS responses
- 7,398 fire responses
- 5,677 pounds of debris removed by Keep Irving Beautiful volunteers
- 100 percent of property code complaints responded to by next business day
- 9.9 percent reduction in violent and property crimes
- 200 fewer cats and dogs euthanized, making the live release rate 91 percent
- 24,910 animal services-related calls answered
- 6,101 animals sheltered

9.9%

reduction in violent and property crimes

GOAL 5 INCLUSIVE AND COLLABORATIVE GOVERNANCE

- Actively engage and communicate with the community.
- Ensure transparent and inclusive government.

HIGHLIGHTS:

Irving's City Council adopted an Open Data Policy to demonstrate the city is committed to fostering an open, transparent and accessible city government. By sharing data freely, the city will generate opportunities for economic development, commerce and civic engagement. Providing timely access to city data will improve transparency, public access to information, and

coordination between city departments, residents, visitors, businesses and other key stakeholders.



The city received the Traditional Finances, Public Pension and Debt Obligations Transparency Star from the Texas Comptroller of Public Accounts.

This award was received in recognition of the city's efforts to ensure transparency in the areas of finance, contracting, procurement, economic development, public pensions and debt obligations. The city was recognized for posting financial documents online that contain thorough summaries, visualizations, downloadable data and other relevant information.

Irving 360° Civic Academy graduated its inaugural class. Participants attended a 10-week program in which they were exposed to various aspects of city operations. Highlights of the program included backstage tours at the Irving Arts Center, a crash course on the science behind the city's landfill, and an in-depth review of how the city generates and allocates revenue for its programs and services.

958,789 visitors to the city's website, Cityoflrving.org

Program participants went on to succeed in speaking before the City Council on key issues, serving on city committees and getting involved in volunteering opportunities.

For the past 25 years, the City of Irving Teen Court program has helped area youth maintain clear records while fostering active engagement in the judicial system. The program, which operates through the Municipal Court, was launched in 1992. The goal of the program is to offer teens an alternative sentencing option so they can make restitution for their mistakes, rather than being convicted and hindering their chances of college acceptance or career advancement.

The city hired an Animal Services Volunteer Coordinator and established new and improved volunteer, foster and outreach programs for Animal Services. With the new and improved programs, more than 140 volunteers were able to give more than 500 animals the care they needed in order to be placed in the adoption program.



BY THE NUMBERS:

- 958,789 visitors to the city's website, Cityoflrving.org
- 71,055 Facebook engaged users
- 15,909 Twitter engaged users
- 316,810 ICTN On-Demand views
- 1,686 open records requests processed
- 770,481 library visitors
- 367,253 participants in parks programming

GOAL 6 TALENTED AND ENERGIZED WORKFORCE

- Encourage and reward employee innovation and creativity.
- Recruit, retain and develop a diverse municipal workforce.
- Develop a succession plan and succession management process.

HIGHLIGHTS:

Through the Irving Innovation Project, grants worth up to \$25,000 are available to all city departments for innovative projects with the potential to improve city services and deliver a positive, meaningful impact on the community. The Irving Innovation Project builds upon Irving's history of performance excellence that benefits the city and residents. Several departments submitted innovative solutions, two of

which were awarded funds to help with their innovative projects.

Grant funds were awarded for the purchase and installation of counters along Campion Trail. This technology allows the city to receive accurate, real-time data using motion and speed to determine the type of movement along the trail. The trail usage data helps the Parks and Recreation Department manage

98%of employees believe Irving is a good place to work

maintenance schedules, security needs and event programming. The enhanced data also drives the focus of future trail improvements and provides a safe, well-maintained trail system.

Funds also were awarded to purchase a small, unmanned aircraft system (UAS). The aircraft provides a bird's-eye view of live, actionable data for first responders and is an efficient and effective life-saving tool. The technology helps emergency personnel assist in active shooter situations, direct firefighting efforts, document crime scenes, inspect critical infrastructure, reconstruct accidents, and search for missing persons and violent suspects.

The city conducted training for employees on succession planning and workplace development. Such training helps develop talented employees who can effectively and efficiently carry out city programs and services with minimum disruption.

BY THE NUMBERS:

- 20 Irving Innovation Project ideas submitted
- 91 percent of the city's workforce retained30 percent of full-time vacancies filled by
- promotion

 98 percent of employees believe Irving is a good
- 98 percent of employees believe Irving is a good place to work



For more information, call (972) 721-2521.

Reading Challenge, Story Times and Library Briefs

Winter Reading Challenge

Winter is the perfect season to curl up with a good book and enjoy the comfort of warm savory foods. In celebration of two of life's greatest pleasures — reading and eating — the library presents its second consecutive Adult Winter Reading Challenge: Delicious Reads. Read five books between Jan. 1 and Feb. 28, then log them online using the library's ReadSquared online service, IrvingLibrary.ReadSquared.com. After completing the challenge, readers can redeem the log for a limited edition recipe book and a colorful spatula. Limit one prize per person, while supplies last. For more information on rules and events, visit CityofIrving.org/Library.

New Year Brings More Story Times

West Irving and East Branch libraries staff announce the arrival of three new story time events for families with young children:

Toddler Story Time

10:30 a.m. | Mondays | Ages 1-3 | West Irving Library, 4444 W. Rochelle Road

This interactive story time includes stories, songs and finger plays for young library-goers and caregivers.

Play, Learn, Grow

11 a.m. | Tuesdays | Preschool | West Irving Library, 4444 W. Rochelle Road

Young children are invited to explore learning and activity stations that include coding, building, music, art and science.

Bilingual Story Time beginning Jan. 10

4:30 p.m. | Thursdays | All ages | East Branch Library, 440 S. Nursery Road

Families can enjoy stories and activities in a dual language (English and Spanish) format.

Library Briefs

Jan 5 | Winter Crafts

2:30 p.m. | East Branch Library, 440 S. Nursery Road Enjoy making polar bear-inspired crafts on a chilly winter afternoon. All supplies provided.



Jan. 9 | Preschool Sensory Play

7 p.m. | Ages 3-6 | Valley Ranch Library, 401 Cimarron Trail In a small group setting participants leisurely explore a variety of sensory and therapeutic play stations. Tickets required. Limited to 15 child/caregiver pairs.

Jan 19 | DIY Geek Chic: Ready for Confetti

2 p.m. | Grades 6-12 | South Irving Library, 601 Schulze Drive

Ring in the New Year with confetti crafts and DIY accessories such as bookmarks, custom coasters and monogram art.

Jan 19 | Family Game Day

2 p.m. | West Irving Library, 4444 W. Rochelle Road Play a variety of fun games, including mini-golf, bowling, board and tossing games. Snacks provided.

Jan. 26 | Plan On It: Monthly Planner Meet-Up

11 a.m. | South Irving Library, 601 Schulze Drive Need some dedicated time to get organized? Map out the month creatively and share techniques with other attendees. Basic supplies will be provided. Participants must provide their own planner or bullet journal.

Parks and Recreation Briefs, Winter Activities

Aquatic Programs at North Lake Natatorium

5001 N. MacArthur Blvd., (972) 756-0860

• Beginning Jan. 5 | Swim Lessons

Lessons are available for both children and adults. Pricing varies with session length.

• Beginning Jan. 15 | Water Aerobics

Classes will be held from 7 to 8 p.m. each Tuesday and Thursday evening. \$35 per month; \$90 per quarter; or \$5 drop in.

Register in person at North Lake Natatorium or online at SoggyZoggy.com.

Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

• Jan. 21 | Luncheon Honoring Martin Luther King Jr. 11 a.m. to 1 p.m.

Celebrate the life and legacy of Dr. Martin Luther King Jr. at this free spaghetti luncheon provided by the Irving-Carrollton chapter of the NAACP. In addition to the luncheon, attendees will hear from special guest speakers. All are welcome.

Heritage Aquatic Center

200 S. Jefferson St., (972) 721-7311

• Jan. 13, Feb. 10, March 10, April 14 and May 12 **AquaStars Swim Program**

11:30 a.m. to 1 p.m. | \$1-ages 4-17; \$1.50-ages 18-50 This program allows children with special needs, along with their families and guardians, to safely enjoy access to a premier city swimming facility. An adult or guardian must accompany participants. Pool features include an accessible ramp, accessible chair lift and water chair.

Heritage Senior Center

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

• Jan. 8 | Elvis Party

10 to 11:30 a.m. | \$5-Heritage members; \$8 nonmembers

Irving seniors are invited to get "All Shook Up" at this rockin' party celebrating the birthday of Elvis Presley.

Enjoy a live performance by an Elvis impersonator, music, cake and lots of fun. Register by Jan. 4. • Jan. 12 | Crop-'Til-You-Drop Scrapbooking Event 10 a.m. to 8 p.m. | Ages 18 and older | \$10 session I; \$7

Enjoy a day of scrapbooking, meeting new friends and leave with a book of memories. Two sessions available. Session I: 10 a.m. to 8 p.m.; Session II: 4 to 8 p.m. Register by Jan. 9.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

• Jan. 19 | Family Winter Games

10 a.m. to 2 p.m. | Ages 6 and older | \$5 per person Families are invited to compete in easy minute-towin-it games. Pizza and drinks will be provided, and participants will have a chance to win prizes and awards. Register by Jan. 10.

Lively Pointe Youth Center

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

Jan. 12 | New Year, New You Teen Jam

7 to 11 p.m. | Middle and high school students | Free admission with valid IPAR card or school ID Start the New Year off by taking pictures with friends and creating new memories. Build a mini-photo book, key chain or simply take the photos home. Complimentary food and drinks will be provided.

• Feb. 9 | Irving's Got Talent Auditions 10 a.m. to 2 p.m.

Be a part of Irving's annual teen talent competition. Interested participants must register to audition by Feb. 6. Forms are available at Lively Pointe and online at CityofIrving.org/LivelyPointe. Competition finalists will perform at 7 p.m. March 1 at the Irving Arts Center.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

• Feb. 8 | Father Daughter Dance

7 to 9 p.m. | Daughters ages 4-13 | \$25 per couple; \$10 each additional daughter

Fathers (or father figures) and their daughters can dance the night away at this magical event. Includes music, dinner and refreshments, gifts, door prizes and pictures by a professional photographer. Tickets must be purchased in advance and are available now.



Northwest Park Recreation Center 2800 Cheyenne St., (972) 721-2529

• Jan. 5 | New Year's Pottery Painting

11 a.m. to 3 p.m. | Ages 5 and older Enjoy a day of relaxation while painting a piece of pottery to take home. Prices vary by piece and can be purchased the day of event. Children under the age of

12 must be accompanied by an adult. • Jan. 11 | 2K Slam Jam

4 to 8 p.m. | Ages 13-17 | \$2 per person Compete against friends and foes in a double elimination PS4 Basketball contest. Register by Jan. 4.

WEST IRVING LIBRARY: GO LONGER IN 2019

West Irving Library visitors can go the distance with longer hours to work, read, play and learn in 2019! Beginning Jan. 2, West Irving Library's operating hours will be:

10 a.m. to 9 p.m. | Monday-Thursday 10 a.m. to 6 p.m. | Friday and Saturday 1 to 5 p.m. | Sunday

The new schedule puts the West Irving Library on par with the South Irving and Valley Ranch libraries, which are both open to the public 64 hours every week.

West Irving Library's public internet is the second most frequently used in the system. Opportunities to reach more residents, combined with nonstop demand for computer time, helped make this decision. With its new and more convenient schedule, residents in the area who might otherwise travel to another location can consider an option closer to home. Visit CityofIrving.org/Library or call (972) 721-4612 for more information. ■

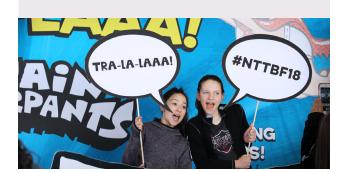
NORTH TEXAS TEEN **BOOK FESTIVAL 2019**

North Texas Teen Book Festival and Educator Day (NTTBF) 2019 takes place March 22-23 at the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd.

Jan. 14 | NTTBF Educator Information Session

6 p.m. | South Irving Library, 601 Schulze Drive Educators working with students in grades 3-12, and interested in promoting the 2019 North Texas Teen Book Festival, are invited to attend the only information session planned for this year. Learn about new festival activities, pick up promotional materials and be the first to purchase from the 2019 collection of NTTBF merchandise at deep discounts.

Visit NTTBF.org for a list of visiting authors and event news. Or follow @NTTBFest on social media to stay informed via Facebook, Instagram and Twitter. ■



THINK GREEN ... BE **GREEN**

Register for these classes and events at Cityoflrving.org/BeGreen. For more information, call (972) 721-2687.

Jan. 10 | Wintering Birds of North Texas

6 p.m. | South Irving Library, 601 Schulze Drive North American birds are on the move this time of year, and they are dropping by Irving backyards. Join Ron Mills of Wild Birds Unlimited for tips and tricks on identifying wintering birds and how to help them on their journey.

Jan. 17 | Urban Wildlife of the DFW Metroplex: The Common and the Uncommon

6 p.m. | Valley Ranch Library, 401 Cimarron Trail Take a comprehensive view of the many different urban wildlife species found in the Dallas-Fort Worth region. The workshop will begin with familiar animals and move on to the more rare and unusual types, including how and why wildlife lives in the city. It also includes a brief discussion of where and when to observe urban wildlife in the area.

Jan. 19 | Upcycling Gifts into the New Year 10 a.m. | Georgia Farrow Recreation Center, 530 Davis Drive

Get the creative juices flowing to create upcycled, bike-themed gift items using environmentally friendly materials. Class will be led by the staff of BiciBits.com, a creator of bicycle-related crafts and gifts. Participants must be 18 or older.



From entertainment and history to outdoor activities and educational programs — Irving's got it all! Take a peek at community engagement throughout the city at Facebook.com/TheCityofIrving or

Instagram/TheCityofIrving. ■





Millennium Fountain will receive upgraded LED lighting and a new pump building, scheduled to finish by mid-2019.
Visit CityofIrving.org/IrvingInvests for details.



A decorated Vespa and sidecar was awarded the Most Unique Vehicle at the city's recent Holiday Extravaganza parade. View more pictures from the event at IrvingEvents.org.



2019 CITY COUNCIL MEETINGS

The City Council has scheduled its meetings for 2019. All meetings begin at 7 p.m. Following are the dates when the council plans to meet.

City Council Meeting Schedule

Jan. 17 and 31 July 18

Feb. 14 and 28 Aug. 1

March 21 Sept. 5, 12 and 19

April 4 and 18 Oct. 3 and 24

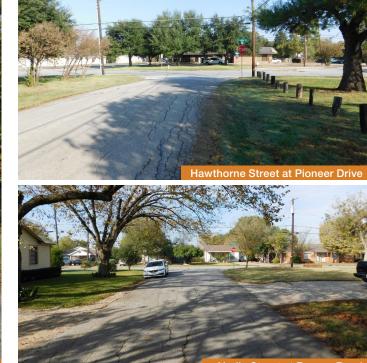
May 2 Nov. 14

June 6 and 20 Dec. 12

Residents can attend the meetings at City Hall, 825 W. Irving Blvd., or view them live on Irving Community Television Network (ICTN Channel 95 – Spectrum; ICTN Channel 31 – Frontier; or ICTN Channel 99 – AT&T U-verse). Webcasts also are available at CityofIrving.org/ICTN or ICTN.tv.

Meeting times are subject to change. Call the City Secretary's Office at (972) 721-2493 to confirm a meeting date or visit CityofIrving.org/City-Secretary. ■





Construction Slated for Hawthorne, Abelia Streets

Construction is expected to begin this month on Hawthorne Street from the westbound frontage road of Irving Boulevard to West Pioneer Drive, and Abelia Street from North Rogers Road to Thompson Street.



The project, which is led by the Capital Improvement Program, Traffic and Transportation, and Water Utilities departments, is part of the City of Irving's Road to the Future: \$100 Million in 5 Years initiative.

During construction, crews will widen and replace the existing asphalt roads with 31-foot reinforced concrete residential streets. Additionally, 6-foot-wide sidewalks will be added to each side of the streets.

Crews also will replace aging infrastructure by installing upgraded water mains, wastewater mains and storm water pipeline. Several inlets will be added to improve drainage in the area. While utility lines will remain parallel to Hawthorne and Abelia, crews will remove overhead, street-crossing utility lines and place them underground.

The road construction project also will include brick paved crosswalks at Rogers Road and Abelia Street, as well as at Hawthorne Street and West Pioneer Drive.

In October, the City of Irving held a public meeting to inform neighborhood residents about the project and address any questions or concerns. The upgrades will enhance drivability along the roadway, as well as provide safe transportation options for families and children with the addition of the sidewalks. Completion of the nearly \$3 million project is expected for April 2020, weather permitting.

Upcoming "Road to the Future" Construction

Residents across Irving likely will see orange traffic cones throughout 2019, as crews move forward with the city's Road to the Future: \$100 Million in 5 Years initiative. The program, which launched in 2017, supports road construction and rehabilitation across the city.

The following are slated throughout 2019:

- Las Colinas Boulevard phase three, from the south end of the retail area (Brazos Drive) to Lake Carolyn Parkway.
- Glenmore and Shepherd streets are currently in design and are estimated to begin construction in 2019.
- Nursery Road, south of East Oakdale Road to East Hunter Ferrell Road, is estimated to begin construction in 2019.
- Hard Rock Road, from the eastbound frontage road of State Highway 183 to south of West Pioneer Drive, and West Pioneer Drive from Esters Road to Hard Rock Road, is estimated to begin construction in 2019.
- Cedar Drive, from West Pioneer Drive heading north.
 The project will include the installation of a new concrete roadway with curb and gutter additions, as well as drainage and a cul-de-sac on the north end of the street. Cedar currently is an asphalt dead-end street.
- Drayton Court.

Visit CityofIrving.org/3088/Road-to-the-Future for more information. ■

City Council Candidate Packets Available

Residents who are interested in becoming a candidate for a City Council position can pick up a candidate packet beginning Jan. 3 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 positions of Council Place 1, Place 2 and Place 7 will be elected in the General Election. Places 1 and 7 represent "single-member" districts, which require that the candidate live within the boundaries of the district in which they plan to run. Place 2 is an "at large" position, which will allow the candidate to reside anywhere within the city limits of the City of Irving. A candidate must be a resident of the city and of the district in which they intend to run for at least 12 months immediately prior to Election Day.

The filing period begins Jan. 16 through Feb. 15. The City Secretary's Office is open from 8 a.m. to 5 p.m. Early voting dates are April 22 through April 30. For more information, call the City Secretary's Office at (972) 721-2493. ■

Paquetes 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 a partir del 3 de enero 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 las posiciones del concejo para los Lugares 1, 2 y 7, serán elegidas en la elección general. Los Lugares 1 y 7 representan distritos de "un solo miembro," lo cual requiere que el candidato viva dentro de los límites del distrito para el cual están postulando. El lugar 2 es una posición "en general" y los candidatos que postulan para esta posición pueden residir en cualquier lugar dentro de los límites de la Ciudad de Irving. Un candidato debe ser residente de la ciudad y de su distrito para el cual está postulando por lo menos doce meses inmediatamente antes del día de la elección.

El período para presentar las candidaturas comienza a partir del 16 de enero hasta el 15 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 22 de abril al 30 de abril. Para obtener más información, llame a la Oficina de la Secretaria de la Ciudad al (972) 721-2493.







PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

January 2019

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	THE LECTION	SCHOOL DISTRICT	VERIFICATION
1	Brownstones Bldg 13	101 Decker Dr.	Condos	12,459 SF	\$821,452	Permit Issued	8/21/2018	Irving	Sep-18
2	Clarendon Apts	3812 N. Belt Line Rd.	Apts	13,880 SF	\$0	Permit Pending	10/26/2018	Irving	Oct-18
3	Legacy Lakeshore	880 Lake Carolyn Pkwy	Apts	518,891 SF	\$44,000,000	Permit Approved	10/2/2018	Irving	Dec-18
4	Texas Plaza	2011 - 2071 Texas Plaza Dr.	Apts	360,611 SF	\$26,750,000	Permit Pending	11/8/2018	Irving	Dec-18
5	Canova Palms	1717 W. Irving Blvd.	Apts	58,508 SF	\$6,600,000	Permit Pending	11/19/2018	Irving	Dec-18

	OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION	
					VALUATION		DATE	DISTRICT		
1	Office Bldg.	925 E. Pioneer	Office	4,644 SF	\$120,000	Permit Issued	6/13/2017	Irving	Dec-18	
2	Summit's Edge	701 W. John Carpenter	3-story office	7,280 SF	\$1,066,824	Permit Pending	12/29/2017	Irving	Feb-18	
		Fwy								
3	SMB Staffing Addition	124 S. Hastings	2nd floor addition	2,099 SF	\$150,000	Permit Pending	4/23/2018	Irving	May-18	
4	DR/Retail Office	1317 W. Airport Fwy.	1 Story Bldg.	6,795 SF	\$500,000	Permit Pending	6/15/2018	Irving	Jun-18	
5	Reeder Concrete	160 S. Belt Line Rd	Office/Warehouse	19,840 SF	\$1,000,000	Permit Issued	8/23/2018	Irving	Nov-18	
6	Office Bldg. Addition	610 N. O'Connor	Office	1,363 SF	\$126,513	Permit Pending	11/7/2018	Irving	Dec-18	
7	3 story office bldg.	1410 N. Westridge Cir.	Office	36,044 SF	\$4,400,000	Permit Issued	11/8/2018	Irving	Jan-19	

			WA	AREHOUSE/IND	USTRIAL				
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Johnny's Automotive	1091 N. Britain Road	Auto Repair	4,500 SF	\$171,000	Permit Cancelled	9/21/2016	Irving	Dec-18
2	Warehouse	701 N. Main St.	Warehouse	6,000 SF	\$200,000	Permit Pending	3/27/2018	Irving	Apr-18
3	Storage Addition	3401 W. Pioneer Dr.	Storage	4,800 Sf	\$135,000	Permit Pending	4/17/2018	Irving	May-18
4	Padrino Foods Addn	3210 Conflans	Freezer Addition	900 SF	\$195,000	Permit Issued	7/24/2018	Irving	Sep-18
5	Valdez Automotive	630 E. Second	Auto Repair	1,000 SF	\$80,000	Permit Issued	8/15/2018	Irving	Dec-18
6	Safstor	3451 N. Country Club Rd	Indoor Storage	104,317 S.F.	\$6,771,762	Permit Issued	9/6/2018	Irving	Dec-18
7	Metroplex Wheels & Tires	635 S. Belt Line Rd.	Auto Repair	4,658 SF	\$650,000	Permit Pending	10/16/2018	Irving	Oct-18
8	Mustang Crossing Bus. Park	2421 N. S.H. 161	Warehouse	10,207 SF	\$500,000	Permit Pending	11/7/2018	Irving	Dec-18
9	Shell Bldg	2481 N. S.H. 161	Warehouse	10,207 SF	\$500,000	Permit Pending	11/7/2018	Irving	Dec-18
10	Shell Bldg	2551 N. S.H. 161	Warehouse	12,185 SF	\$500,000	Permit Pending	11/7/2018	Irving	Dec-18
11	Addn - BrakeBush	2230 E. Union Bower	Industrial	735 SF	\$293,000	Permit Pending	12/12/2018	Irving	Jan-19
12	Shell Bldg	9151 Currency St.	Warehouse	37,573 SF	\$2,800,000	Permit Pending	12/12/2018	Irving	Jan-19

	RETAIL									
ı	#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
						VALUATION		DATE	DISTRICT	
	1	QuikTrip	7575 N. Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Apr-18

1/8/2019 37-

				RETAIL					
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
2	Lucky Texan #10	4455 W. Northgate	Convenience store/gas/laundromat	20,623 SF	\$1,526,038	Permit Issued	2/1/2018	Irving	Sep-18
3	Shell Bldg	6561 Riverside	Retail	13,650 SF	\$875,000	Permit Pending	8/30/2017	Irving	Jan-18
4	Shell Bldg	6581 Riverside	Retail	5,886 SF	\$375,000	Permit Pending	1/22/2018	Irving	Feb-18
5	Market Street	7450 N. S.H. 161	Supermarket	86,631 SF	\$6,583,956	Permit Pending	4/27/2018	Irving	Aug-18
6	Shell Bldg.	7460 N. S.H. 161	Retail	10,058 SF	\$654,010	Permit Issued	5/17/2018	Irving	Jan-19
7	Shell Bldg.	7430 N. S.H. 161	Retail	21,699 SF	\$1,410,435	Permit Issued	5/17/2018	Irving	Jan-19
8	Shell Bldg.	7380 N. S.H. 161	Retail	18,208 SF	\$1,183,520	Permit Issued	5/17/2018	Irving	Jan-19
9	Shell Bldg.	7410 N. S.H. 161	Retail	7,150 SF	\$464,750	Permit Issued	5/17/2018	Irving	Jan-19
10	Shell Bldg.	7370 N. S.H. 161	Retail	7,158 SF	\$465,270	Permit Issued	5/17/2018	Irving	Jan-19
11	Shell Bldg.	7440 N. S.H. 161	Retail	4,004 SF	\$260,260	Permit Issued	5/17/2018	Irving	Jan-19
12	Shell Bldg.	7320 N. S. H. 161	Retail	16,650 SF	\$5,076,400	Permit Issued	7/6/2018	Irving	Jan-19
13	Shell Space Addn	1424 N. Belt Line Rd.	Retail	2,674 SF	\$200,000	Permit Issued	8/24/2018	Irving	Dec-18
14	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Pending	10/15/2018	Irving	Oct-18

	HOTEL								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATON
1	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Approved	8/30/2016	Irving	Jan-19
3	Element by Westin	606 W. John Carpenter Fwy.	Hotel	105,565 SF	\$14,000,000	Permit Issued	3/1/2018	Irving	Aug-18

	RESTAURANT								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION
1	Lupe Tortilla Mexican Rest.	3131 Regent Blvd.	Restaurant	8,834 SF	\$1,200,000	Permit Issued	3/8/2018	Irving	Sep-18
2	Golden Chick/Retail	3511 Regent Blvd.	Restaurant/Retail	2,415 SF/516 SF	\$975,000	Permit Issued	6/5/2018	Irving	Sep-18
3	McDonald's	4098 N. Belt Line Rd.	Restaurant	5,938 SF	\$750,000	Permit Pending	11/13/2018	Irving	Dec-18

				INSTITUTION	NAL				
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Coppell ISD	1205 Santa Fe	School	111,970 SF	\$30,000,000	Permit Issued	2/16/2018	Coppell	Aug-18
2	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
3	Shell	6121 N. S.H. 161	Medical Office	65,517 SF	\$8,600,000	Permit Issued	5/8/2018	Irving	Oct-18
4	Wonderland Montessori	421 E. Royal Ln.	Day/School	8,471 SF	\$1,270,000	Permit Issued	5/11/2018	Irving	Oct-18
5	Great Hearts Preparatory Academy	3520 World Cup Way	School	40,153 SF	\$7,400,000	Permit Issued	8/16/2018	Irving	Oct-18
6	Tom Landry Elem. Addn	265 Red River Trail	School	16,751 SF	\$9,000,000	Permit Issued	8/17/2018	Irving	Oct-18
7	Multi-Purpose Bldg. CFBISD	455 E. LaVillita Blvd.	School	49,868 SF	\$25,000,000	Permit Issued	8/17/2018	Irving	Oct-18
8	Irving HS Addn	900 N. O'Connor Rd	School	28,905 SF	\$9,800,000	Permit Issued	8/17/2018	Irving	Oct-18
9	MacArthur HS Addn	3700 N. MacArthur Blvd	School	28,302 SF	\$7,400,000	Permit Issued	8/17/2018	Irving	Oct-18
10	COI Maintenance Bldg.	201 S. Sowers	Govt.	263 SF	\$296,000	Permit Issued	10/26/2018	Irving	Dec-18

	NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS								
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Dec-18 23 \$9,069,419 23 \$9,069,419 0 \$0 0 \$0								

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

1/8/2019

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 28, 2019

BUREAU MANAGEMENT AND STAFF REPORTS



ICVB Memorandum

Date: January 16, 2019

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Assistant Executive Director/Sales & Services

RE: Sales & Services Department Board Report for December 2018

Convention Sales & Services Staff Activities

Leads Generated	December	YTD
Irving CVB – Hotel Leads	104	387
Irving Convention Center Leads	39	90

December

Room Nights Generated	Monthly Goal	December 2018 Actuals	December 2017 Actuals	FY2017-18 Annual Goal	FY2018-19 YTD Actuals	FY 2017-18 YTD Actuals	December Convention Center	Convention Center YTD
Definite Room Nights	18588	26017	21395	223060	60819	51508	5362	11630
Lost Room Nights		31049	8935		70759	31352	5787	21988

Travel & Activity

December	Organization	Event	Location
3-7	Collinson Publishing	Connect DC	Wash DC
6	Texas CVB Co-Op	Texas Holiday Luncheon and Reception	Wash DC
8-10	Destinations International	Sales & Services Shirtsleeves	New Orleans
12-13	Texas Society of Association Executives	Holiday Celebration	Austin
19-20	Meeting Professionals International	Texas Hill Country Holiday Event	Austin

Customer Services Activity December 2018

Groups Served				
December	5			
YTD	46			

Proclamations/Welcomes/Flags:

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

Pending

- Welcome North Texas Teen Book Festival, March 23, 2018, Mayor Rick Stopfer
- Proclamation/ Flag Presentation Grand Encampment of Knights Templar June 26, 2019, Mayor Rick Stopfer
- Proclamation/ Flag Presentation Grand Encampment Sirens June 30, 2019, Mayor Rick Stopfer

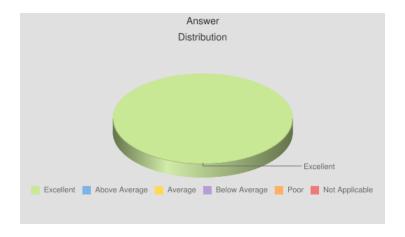
December Servicing & Inventory:

Service Type	# of Groups Served in December	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral/Council Appearance/Letter for
		Convention Programs
Name Badge/Lanyard Services	14	500+ Badges/Lanyards
Pens	2	3200
Bags	2	1644
Promotional Materials	2	200+
Staffing Services	2	30 Event Hours

Event Location: Hotels: 2 Irving Convention Center: 3

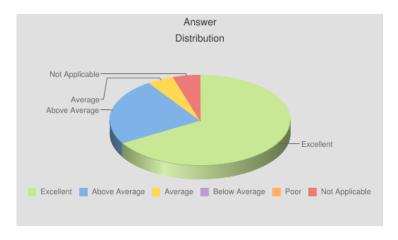
Customer Service Satisfaction Survey Results December 1-30, 2018

1. How was your overall destination experience?



12/01/2018 –12/31/2018 Score:100.0 / 100.0

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



12/01/2018 - 12/31/2018 Score: **93.3/100.0**

Definite Bookings January- April 2019

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
CUNA Mutual	January Annuity	Allival	Departure	Attenuees	ROOMS
Insurance	National Sales Team	1/2/2019	1/4/2019	55	102
Dallas Star Elite	NHL Youth Cup Hockey	1/2/2013	1/4/2013	33	102
Hockey Club	Tournament	1/3/2019	1/6/2019	500	714
Pathways Core	Pathways Monthly				,
Training Inc.	January 2019	1/4/2019	1/19/2019	100	272
Texas Tactical	,	, ,	, ,		
Police Officers	TTPOA - 2019 Winter				
Association	Retreat	1/4/2019	1/5/2019	30	40
Hilti North					
America	Annual Meeting 2019	1/4/2019	1/12/2019	1300	2471
Cognizant	Cognizant Accelerate				
Technology	University QEA Jan.	1/6/2019	3/1/2019	28	1400
Mosaic Sales	Mosaic North America				
Solutions	January 2019 Training	1/6/2019	1/10/2019	81	240
	2019 HR Impact Awards				
McKesson	Fun				
Corporation	Day/Dinner/Recognition	1/7/2019	1/11/2019	10	17
	Mohawk Industries -				
Mohawk	2019 Annual Product				
Industries	Meeting	1/8/2019	1/11/2019	900	410
	Modelthon-The Life	1 /0 /0 01 0	. / /00.10	100	100
GlobauxSource	Coach School	1/8/2019	1/14/2019	100	120
The Life Coach	The Life Coach School	1 /0 /2010	1/12/2010	100	121
School	January 2019	1/8/2019	1/12/2019	100	131
BioTE Medical	Biote Medical	1/10/2019	1/12/2019	200	251
Flying Eagles	Flying Eagles Reunion	1/10/2019	1/13/2019	400	230
	Mid-Year Sales Meeting				
AngioDynamics	(Cross Training Sales Meeting)	1/12/2010	1/17/2019	65	345
McKesson	Accelerate FY19 Session	1/12/2019	1/1//2019	03	545
Corporation	Accelerate 1 113 Session	1/13/2019	1/17/2019	23	69
Flowserve		1/13/2013	1/1//2013	23	03
Corporation	January 2019 Meeting	1/13/2019	1/18/2019	62	248
Mayo Medical	2019 MML Business	, , , , ,	, -, -	_	
Laboratories	Plans Central/West	1/14/2019	1/17/2019	90	160
Society for					
Information	2019 SIM Advanced				
Management	Practices Council	1/14/2019	1/15/2019	24	48
Jack Henry &	Jack Henry Banking-				
Associates	2019 Mid-Year Sales	1/14/2019	1/16/2019	125	220
The Compass	Compass Group USA,				
Group	Inc. 2019 CCC	1/14/2019	1/15/2019	120	240

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas Aggregates					
and Concrete	Texas Aggregates and				
Association	Concrete Association	1/14/2019	1/16/2019	30	55
Sperion	Sperion January 2019	1/15/2019	1/19/2019	180	467
Hilti North	Division 55 Jan 2019				
America	Wave	1/15/2019	1/17/2019	120	120
Tris Pharma	Fast Start Regional Meeting (Jan. 16-17)	1/16/2019	1/16/2019	40	40
Southwest					
Conference Rural					
Letter Carriers	Annual Conference for				
Association	2019	1/17/2019	1/20/2019	250	267
	Boy Scouts - World				
Boy Scouts of	Scout - Committee				
America	Meetings	1/17/2019	1/21/2019	70	247
Kimley-Horn and					
Associates, Inc.	Kick-Off 2019 TX	1/17/2019	1/17/2019	600	170
Challenge Youth	Challenge Youth				
Planning	Conference	1/17/2019	1/21/2019	600	320
United States					
Australian	USAFL Annual Board				
Football League	Meeting 2019	1/17/2019	1/20/2019	10	13
Spicy Foods	ZestFEST Staff & Vendor				
Productions, LLC	Rooms	1/18/2019	1/29/2019	125	231
	Kempke's Music Winter				
Kempke's Music	Conference	1/20/2019	1/22/2019	150	125
Meeting Planners	MPI All Team Summit -	4 /24 /2040	4 /26 /2040	0.5	60
International	January 2019	1/21/2019	1/26/2019	85	69
D. // a 1 / a a a a a	U.S. Pharma & Specialty				
McKesson	Health Senior	1/21/2010	1/22/2010	60	207
Corporation	Leadership Meeting	1/21/2019	1/23/2019	69	207
American Woodmark					
Corporation	Manufacturing Division	1/21/2019	1/24/2019	30	90
National Athletic	ivialiulacturing Division	1/21/2019	1/24/2019	30	90
Trainers'	NATA Joint Committee				
Association	Meeting 2019	1/22/2019	1/27/2019	410	618
Association	Gaelco Darts	1/22/2013	1/2//2013	410	018
Gaelco Darts USA	Tournament #1 2019	1/23/2019	1/28/2019	310	315
Art of Movement	TOUTHURSE THE ZULJ	1/23/2013	1/20/2013	210	313
(Dance)	Art of Movement 2019	1/24/2019	1/27/2019	248	276
United	7.1.C OT WIOVEINCHE ZOIJ	1,27,2013	1,21,2013	240	270
Healthcare	National Advocate				
Group	Leader Meeting	1/27/2019	1/29/2019	35	70
Fresenius	January 2019 CMT West	1,27,2013	1, 25, 2015	33	7.5
Medical Care	Training Series	1/28/2019	2/1/2019	70	280
caroar care	Bound Tree Winter	1,20,2013	2/ 1/ 2013	, 0	200
Sarnova	2019 ATS Meeting	1/28/2019	1/30/2019	100	390

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Independent					
Bankers					
Association of	IBAT - January 2019				
Texas	Luncheon and Meeting	1/28/2019	1/28/2019	60	10
Michaels Stores,	Michaels - DM/ZVP				
Inc.	Meeting January 2019	1/28/2019	1/31/2019	19	75
Youth America	Youth America Grand				
Grand Prix	Prix 2019 - ATTENDEES	1/29/2019	2/3/2019	200	105
American Society					
of Pediatric					
Hematology	ASPHO 2019 Review				
Oncology	Course	1/29/2019	2/2/2019	200	483
	Mr. Cooper 2019				
	Management Kickoff				
Encore Live	Mr. Cooper	1/30/2019	2/1/2019	250	130
	2019 Viking National				
Viking Group Inc.	Sales Meeting	1/30/2019	1/31/2019	75	150
Whole Heart					
Ministries	Whole Heart Ministries	1/31/2019	2/3/2019	800	485
Sigma Phi Epsilon					
Fraternity	Sigma Phi Epsilon	1/31/2019	2/3/2019	450	212
	Youth America Grand				
Youth America	Prix 2019 - STAFF				
Grand Prix	Rooms	1/31/2019	2/3/2019	80	45
The National					
Catholic	The National Catholic				
Bioethics Center	Bioethics Center	2/1/2019	2/11/2019	200	583
Pathways Core	Pathways Monthly				
Training Inc.	February 2019	2/1/2019	2/16/2019	100	272
John Deere					
Company World					
Headquarters	CEO Summit-2019	2/2/2019	2/7/2019	300	900
TheHomeMag	Feb-19	2/4/2019	2/7/2019	45	90
	Lehigh Hanson February				
Lehigh Hanson	2018 Meeting	2/4/2019	2/6/2019	50	150
Novolex	Novolex HR Meeting	2/4/2019	2/6/2019	65	192
IF:Gathering	IF:Gathering	2/6/2019	2/10/2019	4000	2520
McKesson	SRS/SBRT Educational				
Corporation	Workshop	2/6/2019	2/9/2019	100	105
Alpha Sigma					
Alpha Sorority	Alpha Sigma Alpha	2/7/2019	2/9/2019	250	100
Frank Glazier					
Football Clinics,					
Inc.	Glazier Clinics 2019	2/7/2019	2/10/2019	500	347
BioTE Medical	Biote Medical	2/7/2019	2/9/2019	200	201
	Oticon Affinity Group				
Oticon Inc.	Meeting	2/7/2019	2/8/2019	50	75

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
The American					
Academy of	2019 AAOA Interactive				
Otolaryngic	Allergy and Rhinology				
Allergy	Course	2/8/2019	2/10/2019	150	215
	National Executive				
Boy Scouts of	Board & Committee				
America	Meeting Feb 2019	2/10/2019	2/12/2019	100	153
	UHG Medicare &				
United	Retirement Eagles and				
Healthcare	SLT Meeting Room				
Group	Block	2/10/2019	2/13/2019	24	50
-	Live Nation				
Live Nation	Entertainment February				
Entertainment	Meeting	2/10/2019	2/13/2019	30	203
	#9417-McKesson 2021				
McKesson	People & Change				
Corporation	Summit 2	2/11/2019	2/16/2019	22	66
'	TEXSOM International	, ,	, ,		
TexSom	Wine Awards	2/16/2019	2/20/2019	200	310
Kimberly-Clark	Kimberly Clark 2019	, ,	, ,		
Corporation	CEO Forum	2/17/2019	2/22/2019	225	1025
LSG Sky Chefs	HR Conference	2/18/2019	2/20/2019	35	84
Texas & New	1111 00111010100	2/10/2013	2,20,2013	33	0.
Mexico Hospice	Texas & New Mexico				
Organization	Hospice Organization	2/20/2019	2/24/2019	350	585
Scrapbooking					
Ехро	Scrapbooking Expo	2/20/2019	2/25/2019	2000	825
Freedom	Freedom Founders				0_0
Founders	February 2019	2/20/2019	2/24/2019	350	200
Big 12	CFO West Football				
Conference	Officiating Clinic 2019	2/21/2019	2/24/2019	400	286
Southern Baptists	0	_,,			
of Texas					
Convention	Evangelism Conference	2/22/2019	2/28/2019	3500	465
AON Service	ARS US Leadership				.00
Corporation	Meeting	2/24/2019	3/1/2019	300	750
Diversified Crop			0, =, = 0 = 0		
Insurance					
Services	Adjuster Training	2/25/2019	2/28/2019	100	300
Fresenius	February 2019 CMT	2/23/2013	2,23,2313	100	300
Medical Care	West Training Series	2/25/2019	3/1/2019	70	280
McKesson	vvest framing series	2/23/2013	3/1/2013	7.0	200
Corporation	EPL FY19	2/25/2019	3/1/2019	10	40
corporation	Corn Party - Annual Site	2/23/2013	3/1/2013	10	
The Maize Inc.	Owner's Conference	2/26/2019	3/2/2019	375	785
McTeggart Irish	O WITCH S CONTICTENCE	2,20,2013	5/2/2013	3/3	763
Dancers of North	2019 Texas State				
	Championship Feis	3/1/2019	3/2/2010	200	130
Texas	Championship reis	3/1/2019	3/2/2019	200	130

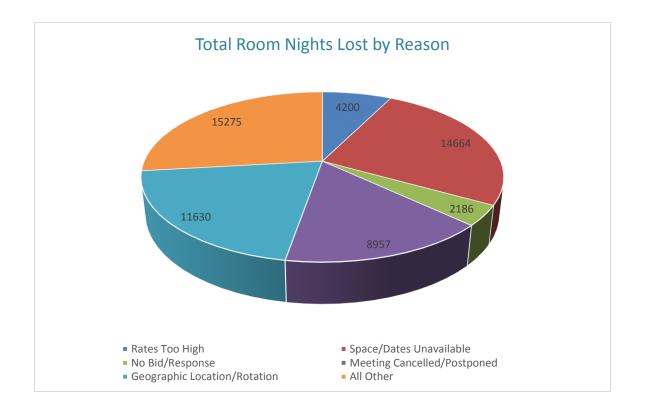
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
	2019 Panini Winter				
Panini America	Distributor's Meeting	3/5/2019	3/6/2019	35	24
automatik	Training	3/5/2019	3/7/2019	100	180
Southwest					
Commission on	Southwest Commission	0/0/00/0	- /- /		
Religious Studies	on Religious Studies	3/6/2019	3/9/2019	200	228
Texas Steel	A manual D A a ation of a m				
Guitar Association	Annual Meeting for 2019	3/6/2019	3/10/2019	400	811
PMI Surgical Texas Steel	Pro-Med Instruments	3/6/2019	3/8/2019	50	65
Guitar	Annual Meeting for				
Association	2019 - Overflow Rooms	3/7/2019	3/9/2019	400	60
BioTE Medical	Biote Medical	3/7/2019	3/9/2019	200	201
Christian	biote ivieuicai	3/7/2019	5/9/2019	200	201
Association for					
Psychological					
Studies	CAPS 2019	3/10/2019	3/17/2019	650	634
Women Business	0,110 2013	3/10/2013	3/1//2013	030	03.
Leaders of the US					
Healthcare					
Industry	18th Annual WBL				
Foundation	Summit March 2019	3/10/2019	3/15/2019	300	770
	Ascension Board				
	Meeting 2019-March -				
Ascension Health	Dallas	3/11/2019	3/13/2019	15	26
	Syngenta Vegetable				
Syngenta Crop	Seeds Annual Sales				
Protection	Conference	3/11/2019	3/15/2019	120	360
Pathways Core	Pathways Monthly	- / /			
Training Inc.	March 2019 #2	3/12/2019	3/16/2019	100	102
Sheet Metal and					
Air Conditioning	CNAACNIA Association				
National Association	SMACNA Association	3/13/2019	2/15/2010	60	82
	Leadership Meeting	-	3/15/2019		
Aselia Con Bluebonnet	Aselia Con	3/15/2019	3/17/2019	800	150
Brew-Off	Bluebonnet Brew-Off	3/20/2019	3/25/2019	700	320
National	Bluebollilet blew-Oll	3/20/2019	3/23/2019	700	320
Foundation					
Repair	NFRA - 2019 Annual				
Association	Conference	3/20/2019	3/22/2019	160	90
Spotlight Dance	Spotlight Dance Cup	3/21/2019	3/24/2019	50	68
NBM	The NBM Show - March	5/21/2015	3/2:/2013	30	
Incorporated	2019	3/24/2019	3/31/2019	4000	595
Fresenius	March 2019 CMT West	3/ = ./ = 013	3, 5 =, 2013	1000	333
Medical Care	Training Series	3/25/2019	3/29/2019	70	280
SMU Dedman	SMU Dedman School of	-,,	-, -, -, -0-3		
School of Law	Law	3/26/2019	3/29/2019	450	620

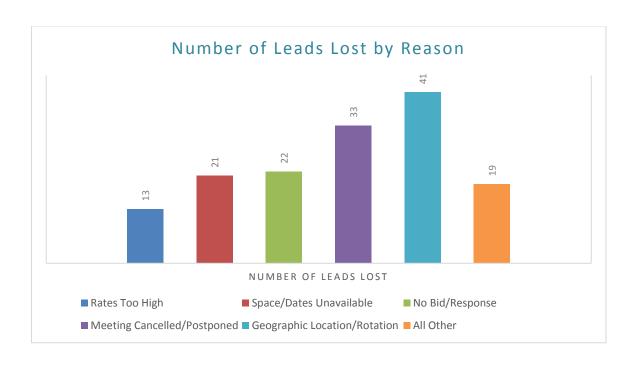
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
	Texas City Management				
Texas City	Association, William				
Management	"King" Cole II -				
Association	Advanced Workshop	3/27/2019	3/28/2019	75	40
American Cut					
Glass Association	American Cut Glass				
- Lone Star	Association - Lone Star				
Chapter	Chapter	3/27/2019	3/31/2019	180	100
Competition	Competition Travel				
Travel Group	Group - UNKNOWN	3/29/2019	3/31/2019	40	80
National					
Electronics					
Service Dealers					
Association	NPSC 2019	3/31/2019	4/5/2019	150	611
Dallas Baptist	Dallas Baptist University				
University	Golf Tournament 2019	3/31/2019	4/2/2019	90	70
National Air					
Filtration	NAFA 2019 Technical				
Association	Seminar	4/1/2019	4/5/2019	200	493
Church Of God					
International					
Office	Kid Fest	4/4/2019	4/6/2019	750	310
Southeast					
Natural Products					
Association	SOHO Southwest	4/4/2019	4/7/2019	250	500
BioTE Medical	Biote Medical	4/4/2019	4/6/2019	200	251
Dallas Geologic	Dallas Geologic Society				
Society 2019	2019	4/6/2019	4/9/2019	500	350
	American Heart				
American Heart	Association ECC Spring				
Association	Meeting April 2019	4/7/2019	4/9/2019	100	255
Association of	Association of Early				
Early Learning	Learning Leaders				
Leaders	Annual Conference	4/8/2019	4/13/2019	350	860
The Golden	The Golden Eagles				
Eagles	Annual Reunion	4/8/2019	4/13/2019	300	523
Kameha Con	Kameha Con	4/10/2019	4/15/2019	5000	1694
American Society	ASDS Premier Resident				
for Dermatologic	Cosmetic Symposium				
Surgery	2018	4/11/2019	4/13/2019	100	212
Pathways Core	Pathways Monthly April				
Training Inc.	2019	4/12/2019	4/27/2019	100	272
	The Court of Master				
	Sommeliers Advanced				
TexSom	Course	4/13/2019	4/17/2019	85	287
American					
Recovery	2019 NARS and Annual				
Association	Meeting	4/14/2019	4/20/2019	400	788

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Assemblies of	ivieeting	Affival	Departure	Attendees	ROOMS
God/Marriage	Marriage Retreat	4/19/2019	4/21/2019	80	80
Texas Taxpayers	ividifiage Netfeat	4/13/2013	4/21/2019	80	80
& Research	TTADA 2019 Caring				
Association	TTARA 2018 Spring Luncheon Catering Only	4/19/2019	4/19/2019	100	0
Fresenius	April 2019 CMT West	4/19/2019	4/19/2019	100	U
Medical Care	Training Series	1/22/2010	1/26/2010	70	280
The Principle	The Principle	4/22/2019	4/26/2019	70	200
Foundation	Foundation	4/22/2019	4/23/2019	80	110
Texas American	Foundation	4/22/2019	4/23/2019	80	110
Society of					
Landscape	Texas ASLA - 2019				
Architects	Annual Conference	1/22/2010	4/26/2019	1000	465
Architects	StarQuest Dance	4/23/2019	4/20/2019	1000	405
StarQuest	,				
,	Competition	4/25/2010	4/20/2010	100	70
Performing Arts	2019Staff/Attendees	4/25/2019	4/29/2019	100	70
Big 12 Conference	National Referee	4/25/2010	4/27/2010	400	220
	Conference 2019	4/25/2019	4/27/2019	400	320
Heart of Texas	Heart of Tarres Line				
H.O.T. Line Dance	Heart of Texas Line	4/25/2040	4/27/2040	200	200
Event	Dance Event	4/25/2019	4/27/2019	300	300
Dance Revolution	2019 DFW Earthshakers	4/26/2019	4/27/2019	200	200
McKesson	Six Sigma Annual				
Corporation	Conference 2019	4/26/2019	5/1/2019	150	440
Federal Bureau					
of Investigation	FBI Training Meeting	4/28/2019	5/2/2019	250	1150
	CUNA 2019 Marketing				
Credit Union	& Bus. Dev. Council				
National	Planning Session & CLO				
Association	Forum	4/29/2019	5/2/2019	65	110

^{**}Items highlighted above are Target Industries for Irving

Quarterly Lost Business Report







Marketing Communications

To: Maura Gast, Executive Director

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

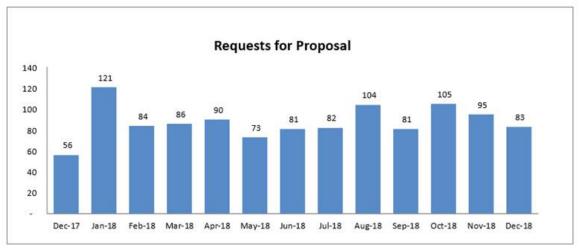
Date: January 18, 2019

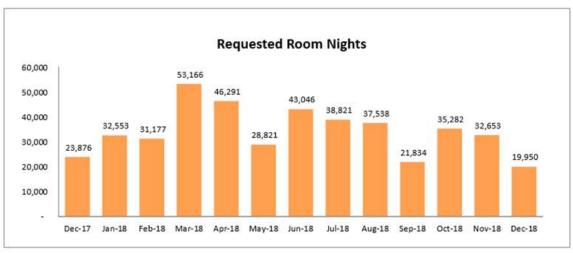
Re: December 2018 Board Report

Marketing and Advertising Analytics

RFPS

The number of RFPs received in December decreased slightly to **83 RFPs** (average) and **19,950 associated room nights** (below average). Year-over-year December 2018 performed better than December 2017 with an increase of 27 RFPs, but with a slight decrease of 3,926 in associated room nights.



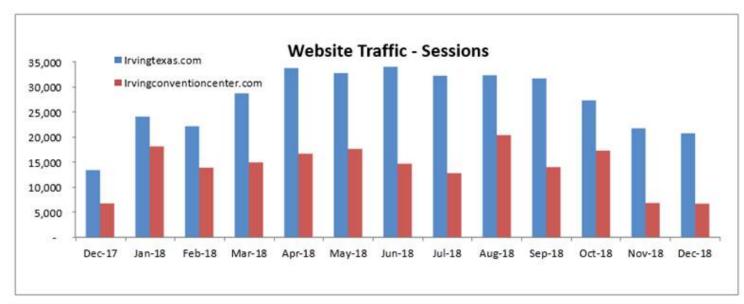


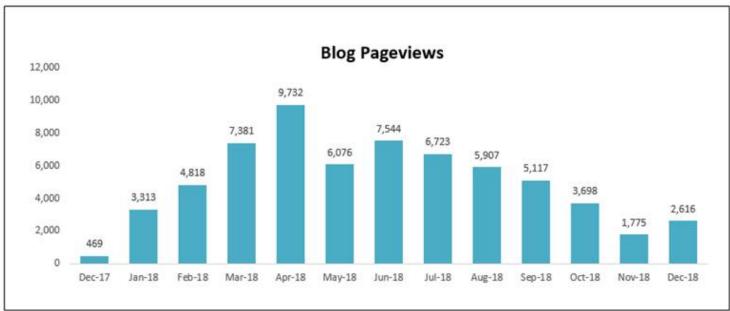
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Website Traffic

Website traffic in December remained steady compared to the previous month with **27,460 total sessions** and **22,873 total users** visiting both websites. The Visit Irving website had 20,744 sessions and 17,551 users (below average) while the Irving Convention Center had 6,716 sessions and 5,322 users (below average). The year-over-year performance showed a dramatic increase in traffic for the Visit Irving website, while the Convention Center website remained about the same from December 2017 to December 2018.

Blog traffic increased in December with **2,616 pageviews** and 2,327 unique pageviews, which was a 458% year-over-year increase in pageviews from December 2017. The average time visitors spent on the blog was three minutes and 50 seconds (above average), and the bounce rate was exceptionally low at 12.65%. The top two blog posts were "5 Brunch Spots in Irving You Need to Try this Sunday," with 417 pageviews and "Irving Hot Spots for New Year's Eve," with 289 pageviews.

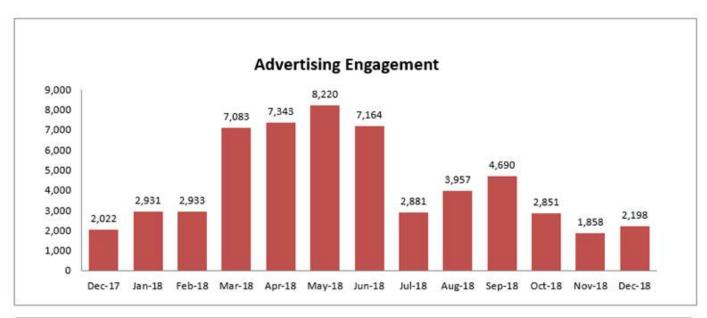




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Advertising and Paid Search

Advertising engagement increased with **2,198 advertising impressions** and **256** site impressions, which is an increase over the previous month and a slight increase year-over-year. MPI was the top performer again with 687 impressions and 166 site visits, followed by Naylor with 269 impressions and AJR Media with 221 impressions. The Google AdWords paid search campaigns had **34,769 impressions** and **3,933 site visits** in December, which generated **5 RFP submissions**.





Marketing Collateral

Surveyor magazine received the Silver Medal in the Visitors Guide Category from the North American Travel Journalists Association. Gold went to *In the Buff*, Visit Buffalo Niagara; Bronze to the Arkansas Department of Parks and Tourism; and Honorable Mentions to *Naples, Marco Island, Everglades Official Visitors Guide* and *Greater Miami and The Beaches Visitors Guide*.

This marks the second global award Surveyor has received with just two publications in existence.

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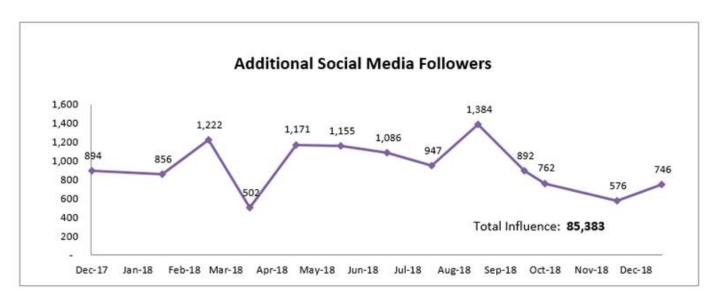
Hotel and Flight Bookings

Information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. The attribution window is 60 days, which means that the complete information available to date is from October 2018. In October, **116 hotel reservations** were booked, which accounts for **275 room nights** and **\$36,238 in hotel revenue**. Travelers also booked **278 flights** in October.



Social Media

Social media in December increased by **746 new followers,** and total influence is now **85,383**. The Visit Irving Facebook Page saw the largest increase with 704 new likes for a total of 55,553 likes.



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IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas Impressions Profile Visits	55,553		5,496 <i>8,854</i> 437	5,380 81	601
Convention Center Impressions Profile Visits/Users	12,574 440,831 196,595	184,,422	2,485 3267 160	1,919 17	295 888,735
Impacting Irving	1,080				

Hashtag – #VisitIrving

Irving Convention and Visitors Bureau user name on Twitter, Instagram - @VisitIrvingTx Irving Convention Center user name on Twitter, Instagram - @IrvingTxCC

Featured Social Post



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IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	84,030,274				84,030,274
ADVERTISING EQUIVALENCY ⁺	\$777,281				\$777,281
PUBLIC RELATIONS VALUE**	\$2,331,843				\$2,331,843

^{*}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.

Attachments

- ♣ "Discover the Charm of Irving: The Hidden Gem of the Dallas-Fort Worth Area Boasts a New Boutique Hotel, Hot Restaurants and More," Austin Monthly, Nov 14, 2018
- ♣ "The Westin Irving Convention Center Prepares for February Debut," Meetings & Conventions Magazine, Dec 14, 2018
- * "Retro Texican Court Hotel Debuts in Irving, Texas," *Meetings & Conventions* Magazine, Dec 17, 2018
- ♣ "A Weekend in Irving with Gondola Rides and Global Cuisine," Texas Standard: The National Daily News Show of Texas, Dec 27, 2018
- ♣ "The Need for Speed: Rev up Your Engines at The Best Auto Shows in the World," Iconic Lifestyle, Dec 31, 2018
- Visit Irving Social Facts
- ICC Social Insights

■ Page 6 -56-

[†]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.

DISCOVER THE CHARMS OF IRVING

THE HIDDEN GEM OF THE DALLAS-FORT WORTH AREA BOASTS A NEW BOUTIQUE HOTEL, HOT RESTAURANTS AND MORE

Published: November 14, 2018



PHOTO COURTESY IRVING CVB

As part of the Dallas-Fort Worth metroplex, Irving is quickly making a name for itself as an entertainment-filled quirky city. From a number of must-selfie to the burgeoning restaurant scene, Irving has become a destination all its own. Here are some ideas on how to spend a trip to the city.

Get Outside

Downtown Las Colinas, an upscale suburb of Irving, is accented by the **Mandalay Canals**, which are modeled after those in Venice. Get the full experience with a gondola ride at sunset or take in the old-world charm with a stroll on the adjacent 3 miles of shaded walkway. Another option to make the most of sunny Texas days is the **Campion Trails**. This 22-mile greenbelt along the Trinity River has lots of hiking, with river views and historical markers along the way. Looking to get 18 holes in? Irving is home to several golf courses, including **Hackberry Creek Country Club**, which was named one of the best country clubs in DFW by *Avid Golfer*.



Get the Selfie

A trip to Irving isn't complete without photographic evidence. Topping the list of city landmarks is the **Las Colinas Flower Clock**, a massive flower-adorned working timepiece at the entrance to the community. The Las Colinas developer, Ben Carpenter, installed the clock, as well as the **Mustangs of Las Colinas**, a series of bronze statues that embody the free spirit of Texans.



Get Exploring

The **Irving Arts Center** is an affiliate of the Smithsonian museum—meaning it often hosts traveling exhibitions. The 10-acre complex includes an outdoor sculpture garden, two theaters, and four galleries. For a bit of history, the **Irving Heritage District** houses antique shops, parks, and the Heritage House, a home from 1912 preserved with personal items from the city's founding family. In contrast, the modern **Toyota Music Factory** has all forms of entertainment in one convenient complex. There's no shortage of activities here thanks to a variety of restaurants, an Alamo Drafthouse movie theater and multiple music venues (including the 8,000-person capacity open-air pavilion).



Get Dinner

Started by one of the original pizza families from Naples, **Olivella's** offers handmade, authentic pies by the shores of Lake Carolyn in the Water Street development. **Little Katana** in Las Colinas rolls out fresh sushi and sizzling steak. For native Texas flavors, stop by the **Two Mules Cantina** within the Texican Court. The retro-inspired hotel's restaurant serves specialty margaritas and classic Tex-Mex dishes against the backdrop of a crackling fire. Bonus: For an after-dinner drink, the hotel's tequila bar offers tastings and cocktails.







Get Some Rest

The brand new Texican Court, just minutes away from the above attractions, is the perfect base camp for exploring Irving with comforts and character to boot. From the renowned Valencia Group, which has gained international recognition for their distinct designs, the boutique hotel offers a luxurious stay with Western charm and amenities that include rocking chairs, a relaxing circular swimming pool, an outdoor courtyard and live music on the weekends. To learn more, go to texicancourt.com.

Irving remains a hidden gem for now, but the thriving city is on its way to the spotlight. Book a trip now to discover the natural beauty and exciting developments of Irving.





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HOTELS AND RESORTS

Add a comment

The Westin Irving Convention Center Prepares for February Debut

by Sarah J.F. Braley | December 14, 2018



A rendering of the Westin Irving Convention
Center at Las Colinas in Irving, Texas, opening in
February.

Next to the Toyota Music Factory, building crews are putting the finishing touches on the new 350-room Westin Irving Convention Center at Las Colinas in Texas, just across the street from the convention facility. M&C took a stroll through the construction-dust-filled property yesterday with general manager Todd Winch, destination sales executive Renee Reding and Maura Allen Gast, executive director of the Irving Convention and Visitors Bureau, making it all the way up to the fourth floor and getting a look at the meeting space, pool area, fitness center and some guest rooms, including a junior suite.

With a nod to the concert venue next door, the natural-light-filled meeting rooms have been given musical names, such as Harmony and Rhythm. The hotel will have 20,000 square feet

of its own space, and, according to Reding, the convention center's 275,000 square feet of space are a short walk from the Westin's nearly 10,000-square-foot grand ballroom. Melody, the 4,200-square-foot junior ballroom, will open out onto a trio of private terraces and an event lawn that's almost ready — it just needs the AstroTurf and a group ready to network with cocktails under the stars. The boardroom, a corner space with windows on two sides, is just waiting for its round table and 12 executives ready to brainstorm.

The lobby is taking shape and will soon sport an indoor/outdoor living wall, with seating that flows in and out as well. A coffee shop serving Starbucks products will be around the corner from registration. Mesa Mezcal, the restaurant, is one of the most complete parts of the hotel that we saw, with booths coming to life, a wonderful tin ceiling in place and the bar just about ready for patrons.

On the second floor, we looked in on the WestinWorkout Fitness Studio, where the flooring was being installed, and walked through the Vibe Pool Bar to look out on where a crew was working on the deck. Events for about 85 people will be able to take over the bar, pool area and small rooftop event lawn that overlooks the Toyota Music Factory.

Heavenly Beds and Baths are being installed in the guest rooms; we got to see both a king and double-queen room, as well as a spacious junior suite on the fourth floor that were almost ready for a good night's sleep. Winch described the large presidential suite that will feature a billiard table as well as a fair-sized dining area.

The hotel will open at the end of February 2019 with three floors of Westin Club Lounge offerings. The first groups are expected in-house in April.



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HOTELS AND RESORTS

Add a comment

Retro Texican Court Hotel Debuts in Irving, Texas

by Sarah J.F. Braley | December 17, 2018



A soft opening has added the 152-room Texican Court in Irving, Texas, to the Valencia Group Hotel Collection, a sister property to the popular Lone Star Court in Austin. Décor throughout the hotel nods to the theme song for the 1966 Clint Eastwood film, "The Good, the Bad and the Ugly"; art in the guest room that M&C recently visited featured stylized images of major characters from the movie. Rooms also sport full-size Smeg 1950s-style refrigerators filled with better-than-usual

minibar options, throwback couches, and 50-inch flat-screen, interactive TVs.

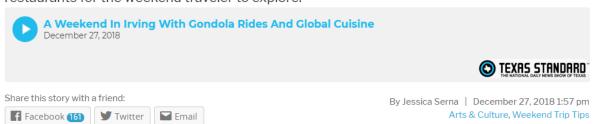
Some 3,500 square feet of on-site meeting space includes the 2,668-square-foot Little Chapel Ballroom. Guest-room verandas surround two courtyards, one with an event lawn and a large fireplace for s'mores and evening fun, the other featuring a circular pool and a firepit.

The menu at the Two Mules Cantina features the requisite Tex-Mex fare, as well as a host of specialty margaritas; guests are entertained with live music on select nights. A tequila "jewel" bar beckons across from the registration area, serving tastings and cocktails by a small fireplace.



A Weekend In Irving With Gondola Rides And Global Cuisine

As one of the most diverse ZIP codes in America, Irving has a variety of entertainment and restaurants for the weekend traveler to explore.





I'm going to describe a few things and I want you to guess where I'm talking about, ready? Cruising down the canals in a gondola, conversing in Spanish over *lomo saltado* and relaxing at a luxury resort over tropical cocktails. Any ideas? All of this and more can be found just 20 minutes from Dallas in Irving!

As one of the most diverse ZIP codes in America, Irving makes the perfect weekend getaway for anyone wanting an international trip without the flight. Enjoy an intimate evening of wine, Italian singing and a private, romantic gondola cruise at Gondola Adventures. You can bring a bottle of wine or dinner, and sail away along the Irving canals. Gondola Adventures offers everything from an authentic rowing-style gondola to an ornate crystal swan.

When you get hungry, take a self-guided, three-country cuisine tour. Start with an appetizer at Peruvian restaurant El Tesoro del Inca. There, you can share a plate of *lomo saltado*, a type of marinated steak. For the main course, head to Everest to sample authentic Nepalese dishes such as tash, momo and palua. For dessert, indulge in some sweet empanadas at Empa Mundo. Don't forget to try the sweet guava and cheese.

Another great option for a romantic dinner is Boi Na Braza, a Brazilian restaurant with mouthwatering steaks. For a sweet treat, choose the Braza Batida, a condensed-milk cocktail

When it comes to music, the Toyota Music Factory has it all, from major headliners to up-and-coming stars. This world-class venue brings musicians from all over globe, and you're sure to find your next jam there! In addition to concerts, it also hosts special events like salsa classes and free concerts at the Pavilion.

For a little history, visit the Ruth Paine House Museum to learn about events leading up to the day of the assassination of President John F. Kennedy. Lee Harvey Oswald stayed at Paine's house the night before the assassination.

For another taste of history, check out Big State Fountain Grill. It's been around since 1948, and locals still come by for old-school milkshakes that take them back to their childhood. Experience part of its charm by walking up to the counter, ordering a classic cheeseburger an playing some tunes from the jukebox in the corner.

Radio link: http://www.texasstandard.org/stories/a-weekend-in-irving-with-gondola-rides-and-global-cuisine/

travel style food design craves video Q

\ ADVENTURE \

The Need for Speed:
Rev Up
Your
Engines
at The
Best Auto
Shows
in the
World

by DENA ROCHÉ





Pebble Beach, 1924 Isotta Fraschini

upercars 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.



GENEVA INTERNATIONAL MOTOR SHOW—Geneva, Switzerland

The Geneva International Motor Show began in 1905 and is considered one of the top five best auto shows in the world. Last year the show featured more than 900 cars and was the site of more than 150 world and European car premiers. The Geneva show offers the most comprehensive view of new trends, cars, technology and future developments of any auto event in the world. The show slated for March 7 to 17, 2019 is a bucket list for any true car lover. For a VIP experience, GC Prive offers everything from premium seats, boxes and hospitality suites, to personal hosts, chauffeurs and the opportunity to rent a super car during your stay.



Where to Stay: Most of the hotels near the Palexpo center where the show is held are budget options. Instead, stay in the heart of the city at the historic Beau Rivage. Opt for the two-story Celestial Suite for views of both the city and famous Lake Geneva. Hotels sell out far in advance of the event, so the time to book is now.



BARRETT JACKSON-Scottsdale, Arizona

Billed as the Greatest Collector Car auction in the world, the flagship **Barrett Jackson** Scottsdale auction treats car aficionados to high-octane fun January 12 to 20, 2019. Last year, more than 1,700 vehicles sold for over \$160 million, with the top vehicle, a 2015 Porsche 918 Spyder commanding a cool \$1.4 million. The very first pre-production hardtop 1965 Ford Mustang, and a rare 2001 Ferrari 550 Barchetta, are some of the highlights that will cross the auction block in 2019.

In addition to the auction, there are seminars, automobilia for sale and VIP parties. For the most exclusive access, the Craig Jackson VIP package offers skybox access, reserved seating in the auction area, parking, special auction block tour, a meet and greet with founder Craig Jackson, VIP bidder bar access, bidder registration and an invitation to the opening night gala.



Where to stay: Sanctuary Resort & Spa offers the ultimate auction package with three Camelback Mountain estates available ranging from 4,400 to 5,800 sq. ft.





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 Colinasis the only choice. To get ready for the big event, book the oxygen infusion facial at the Well & Being Spa.



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PEBBLE BEACH CONCOURS D'ELEGANCE—Pebble Beach, California

The grand dame of American concours events, the **Pebble Beach Concours d'Elegance**is August 18, 2019, capping off an entire **Monterey Car Week** that begins August 9. Only 200 cars are chosen from more than 1,000 to appear in the concours event.

Last year, a 1937 Alfa Romeo 8C2900B Touring Berlinetta took home the top prize. In 2018, there were 10 world debuts and eight North American auto premiers. While the Chairman's Hospitality Package is the most exclusive ticket package available, the only way to experience all the VIP events if your car is not accepted into the concours competition is to participate in the Motoring Classic. The 1,500-mile road trip travels from Seattle to Pebble Beach. Anyone with a quality pre-1968 auto can apply to be one of the 30 cars invited into the rally.



Where to Stay: The Lodge at Pebble Beach is the location for the Concours d'Elegance and the ideal place to stay. The historic property offers complimentary transportation via Lexus and admission to several private clubs in the area, as well as preferred golf tee time reservations.

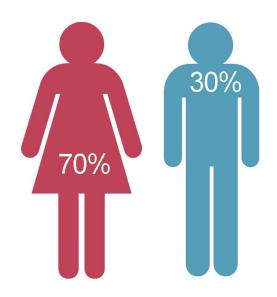


MONACO GRAND PRIX—Monte Carlo, Monaco

Considered one of the most prestigious and best auto shows in the world, The Monaco Grand Prix celebrates 77 years when Formula One drivers take to the Circuit de Monaco May 23 to 26, 2019. Because the course winds through the hilly, narrow streets of Monaco, it is one of the most demanding, and slowest F1 races held. For a luxe experience, choose to see the race from the brand new Suite Terrace at the Majestic Palace, which has a view of more than 75 percent of thecourse. The package includes all-day gourmet catering with bubbly and fine wines. Or the ultimate viewing perch is from a yacht in Port Hercule.



Social Media Facts - December 2018



DALLAS IRVING FORT WORTH ARLINGTON HOUSTON GRAND PRAIRIE SAN ANTONIO PLANO GARLAND MESQUITE

FOLLOWERS



55,553 **★** 704



5,496 🖈 -1



5,380 🛊 4

f FACEBOOK



55,644 IMPRESSIONS



42,249 USERS

TWITTER



8,854 IMPRESSIONS



437 PROFILE VISITS

INSTAGRAM

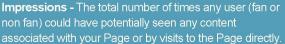


81 IMPRESSIONS

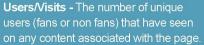


Breakdown

Geographical









Impressions- Total number of times your posts has been seen



Social Media Insights - December 2018



FACEBOOK >







17

440,831 **IMPRESSIONS**

196,595 **USERS**

184,422 **CHECK-INS**

Followers 2,485

2

3,267 **IMPRESSIONS**

160 **PROFILE VISITS**

Followers 1,919

8

17 **IMPRESSIONS**



ICVB MEMORANDUM

DATE: 12/20/2018
TO: Maura Gast
FROM: Mike Zumbaugh

RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for November continues to remain higher than Texas & US figures at 67.4%, and the YTD figures remained higher than both as well at 71.1%. When comparing current month's occupancy numbers to last year, Irving's occupancy had a decline of -5.2%, while Texas figures were down -5.0% and the US was up 0.4% for the month. Therefore, Texas slid to only 0.2% in YTD occupancy growth, and Irving is at a -0.6% YTD growth.

For average daily rate, Irving was \$109.19, up 1.5% in November compared to last year, leaving Irving's YTD average daily rate at \$107.55, up 1.8% over last year. Both current and YTD ADR figures were ahead of Texas' numbers.

AirBNB

For November, there were 302 active listings in Irving which is a 35.4% increase in listings over last year's figure of 223. Irving currently has 164 active hosts, up from 162 last month.

The YTD average daily rate through November is \$146.61, which is up 4.2% over last year, with a YTD occupancy percentage of 61.5%, up 8.4% over last year. For the hotel comparable subset, the YTD average daily rate through October is \$88.20, up 5.9% over last year, with YTD occupancy at 65.7%, up 14.6% from last year.

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: November 2018

		61.7 61.5 124.22 122.79 76.69 75.48 0.4 1.2 1.6 3. 61.7 65.0 102.84 102.80 63.44 66.78 -5.0 0.0 -5.0 -2. 67.4 65.2 108.37 104.43 73.00 68.05 3.4 3.8 7.3 9. 67.3 65.8 98.23 104.21 66.14 68.57 2.3 -5.7 -3.5 -3.5 -3.5 66.9 65.8 108.84 108.52 72.85 71.42 1.7 0.3 2.0 4.4 67.0 68.3 105.65 104.33 70.75 71.23 -1.9 1.3 -0.7 3. 65.5 64.7 142.26 140.70 93.19 91.00 1.3 1.1 2.4 2.4 70.1 75.3 180.14 175.35 126.28 131.97 -6.9 2.7 -4.3 2.4														Year	o Date - N	ovember	2018 vs N	ovember	2017			
	Occ	%	AD	R	RevP	AR	ı	Percent C	Change fro	om Novem	ber 2017		Осс	%	AD	R	RevF	PAR		Percei	nt Change	from YTD	2017	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail R	toom Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail R	Room Sold
United States	61.7	61.5	124.22	122.79	76.69	75.48	0.4	1.2	1.6	3.7	2.0	2.5	67.3	67.0	130.23	127.11	87.71	85.17	0.5	2.5	3.0	5.0	2.0	2.5
Texas	61.7	65.0	102.84	102.80	63.44	66.78	-5.0	0.0	-5.0	-2.1	3.1	-2.1	65.9	65.7	106.21	103.23	69.94	67.84	0.2	2.9	3.1	6.1	2.9	3.1
Atlanta, GA	67.4	65.2	108.37	104.43	73.00	68.05	3.4	3.8	7.3	9.3	1.9	5.3	71.2	70.8	110.76	107.15	78.86	75.91	0.5	3.4	3.9	5.8	1.8	2.3
Arlington, TX	67.3	65.8	98.23	104.21	66.14	68.57	2.3	-5.7	-3.5	-3.9	-0.3	2.0	69.9	69.2	94.31	93.40	65.89	64.62	1.0	1.0	2.0	1.5	-0.4	0.5
Charlotte, NC-SC	66.9	65.8	108.84	108.52	72.85	71.42	1.7	0.3	2.0	4.8	2.8	4.5	71.1	70.6	110.69	109.95	78.68	77.61	0.7	0.7	1.4	4.8	3.4	4.1
Fort Worth, TX+	67.0	68.3	105.65	104.33	70.75	71.23	-1.9	1.3	-0.7	3.3	4.0	2.0	72.1	71.4	106.91	103.85	77.03	74.13	0.9	2.9	3.9	8.5	4.4	5.4
Frisco, TX+	65.5	64.7	142.26	140.70	93.19	91.00	1.3	1.1	2.4	2.4	0.0	1.3	69.3	68.7	142.78	138.09	99.02	94.87	0.9	3.4	4.4	23.2	18.0	19.1
Grapevine, TX+	70.1	75.3	180.14	175.35	126.28	131.97	-6.9	2.7	-4.3	2.6	7.2	-0.1	75.9	77.7	182.51	177.00	138.48	137.44	-2.3	3.1	0.8	5.0	4.2	1.8
Irving, TX+	67.4	71.1	109.19	107.55	73.62	76.47	-5.2	1.5	-3.7	-0.5	3.3	-2.0	73.7	74.2	109.12	107.16	80.46	79.50	-0.6	1.8	1.2	2.6	1.3	0.7
Nashville, TN	69.9	71.7	147.68	142.36	103.20	102.05	-2.5	3.7	1.1	7.7	6.5	3.8	74.7	75.3	148.39	143.46	110.82	108.05	-0.8	3.4	2.6	8.3	5.6	4.7
Phoenix, AZ	71.5	69.8	130.49	124.96	93.31	87.17	2.5	4.4	7.0	8.6	1.4	4.0	70.6	68.5	131.35	128.41	92.70	87.94	3.1	2.3	5.4	8.1	2.6	5.7
San Jose, CA+	72.6	74.9	195.46	186.97	141.96	140.06	-3.0	4.5	1.4	1.4	0.1	-3.0	80.4	78.9	198.97	187.91	159.98	148.23	1.9	5.9	7.9	9.4	1.3	3.3

					Comp	etitive Se	et Comparison						
		Actual	Figures					P	ercent of	of Chang	je		
	Cu	irrent Mor	nth	Y	ear-To-Da	te		Cı	ırrent Mor	nth	Υ	ear-To-Da	te
	occ	ADR	RvPAR	осс	ADR	RvPAR		occ	ADR	RvPAR	осс	ADR	RvPAR
US	61.7	124.22	76.69	67.3	130.23	87.71	us	0.4	1.2	1.6	0.5	2.5	3.0
Texas	61.7	102.84	63.44	65.9	106.21	69.94	Texas	-5.0	0.0	-5.0	0.2	2.9	3.1
Irving	67.4	109.19	73.62	73.7	109.12	80.46	Irving	-5.2	1.5	-3.7	-0.6	1.8	1.2
Best USA	SanJose	SanJose	SanJose	SanJose	SanJose	SanJose	Best USA	Atlanta	SanJose	Atlanta	Phoenix	SanJose	SanJose
	72.6	195.46	141.96	80.4	198.97	159.98		3.4	4.5	7.3	3.1	5.9	7.9
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Arlngtn	Grpvine	Frisco	Arlngtn	Frisco	Frisco
	70.1	180.14	126.28	75.9	182.51	138.48		2.3	2.7	2.4	1.0	3.4	4.4
Worst USA	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst USA	Grpvine	Arlngtn	Grpvine	Grpvine	Charlotte	Grpvine
	65.5	98.23	66.14	69.3	94.31	65.89		-6.9	-5.7	-4.3	-2.3	0.7	0.8
Worst Texas	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst Texas	Grpvine	Arlngtn	Grpvine	Grpvine	Arlngtn	Grpvine
	65.5	98.23	66.14	69.3	94.31	65.89		-6.9	-5.7	-4.3	-2.3	1.0	8.0
		Note: "E	Best" and	"Worst" n	otations	above refer	to destinations wit	hin this co	mpetitive	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: November 2018

			Cur	rent Mon	th - Novem	ber 2018	vs Nov	ember :	2017					
	Осс	%	AD	R	RevP	AR	Per	cent Ch	ange fro	m Nove	mber 2	017	Occ	: %
	2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017
Irving, TX+	67.4	71.1	109.19	107.55	73.62	76.47	-5.2	1.5	-3.7	-0.5	3.3	-2.0	73.7	74.2
Luxury/Full Service Irving+	64.7	69.4	149.92	147.19	97.02	102.22	-6.8	1.9	-5.1	-1.8	3.5	-3.6	72.4	70.8
All Suite/Extended Stay Irving+	70.7	73.1	92.74	94.03	65.55	68.70	-3.3	-1.4	-4.6	-0.5	4.3	0.9	75.7	77.3
Limited Service Irving+	67.3	76.1	110.88	105.33	74.59	80.19	-11.6	5.3	-7.0	-0.9	6.5	-5.9	74.2	77.4
Budget Irving+	67.7	67.8	60.75	56.92	41.13	38.60	-0.2	6.7	6.6	6.0	-0.5	-0.7	72.9	73.6
Las Colinas+	65.5	70.9	121.24	120.24	79.43	85.24	-7.6	0.8	-6.8	-0.7	6.5	-1.6	73.9	72.5
DFW North+	72.6	74.4	108.03	104.48	78.47	77.77	-2.4	3.4	0.9	8.0	-0.1	-2.5	78.1	79.0
DFW South+	64.4	67.6	93.40	93.29	60.11	63.09	-4.8	0.1	-4.7	-1.9	2.9	-2.0	68.8	70.9
Full Service Las Colinas+	55.8	64.6	183.67	178.23	102.47	115.21	-13.7	3.1	-11.1	-3.4	8.7	-6.2	68.9	64.3
Limited Service Las Colinas+	71.6	74.7	90.93	89.96	65.08	67.16	-4.1	1.1	-3.1	2.0	5.2	0.9	76.8	77.5
Full Service DFW North+	72.6	72.4	139.81	136.65	101.50	98.98	0.2	2.3	2.5	2.5	0.0	0.2	77.8	75.5
Limited Service DFW North+	72.7	75.8	86.32	83.51	62.73	63.30	-4.1	3.4	-0.9	-1.1	-0.2	-4.3	78.2	81.5
Full Service DFW South+														
Limited Service DFW South+	62.4	65.3	82.51	81.50	51.46	53.19	-4.4	1.2	-3.3	0.8	4.2	-0.4	68.1	69.2
ICC Comp Set No Boutiques+	69.9	70.6	153.57	148.86	107.33	105.07	-1.0	3.2	2.2	2.2	0.0	-1.0	75.4	72.9

		Ye	ar to Date	e - Novemb	er 2018 v	/s Nove	mber 2	017			
Occ	%	AD		RevP				Change	from Y	TD 2017	,
2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
73.7	74.2	109.12	107.16	80.46	79.50	-0.6	1.8	1.2	2.6	1.3	0.7
72.4	70.8	148.94	148.28	107.85	105.05	2.2	0.4	2.7	3.0	0.3	2.5
75.7	77.3	94.71	93.83	71.70	72.53	-2.1	0.9	-1.1	0.8	2.0	-0.1
74.2	77.4	111.70	106.35	82.89	82.29	-4.1	5.0	0.7	5.5	4.7	0.5
72.9	73.6	57.44	56.32	41.86	41.43	-0.9	2.0	1.0	0.9	-0.1	-1.0
73.9	72.5	124.06	121.68	91.63	88.26	1.8	2.0	3.8	5.7	1.8	3.6
78.1	79.0	106.28	104.25	82.96	82.40	-1.2	2.0	0.7	0.7	0.0	-1.2
68.8	70.9	90.99	90.67	62.57	64.31	-3.1	0.4	-2.7	-0.5	2.2	-0.9
68.9	64.3	183.12	183.14	126.09	117.73	7.1	-0.0	7.1	7.9	0.8	7.9
76.8	77.5	92.64	90.93	71.17	70.49	-0.9	1.9	1.0	3.4	2.4	1.5
77.8	75.5	136.95	137.81	106.61	103.98	3.2	-0.6	2.5	2.5	0.0	3.2
78.2	81.5	85.45	83.03	66.83	67.66	-4.0	2.9	-1.2	-1.2	0.0	-4.0
68.1	69.2	81.41	79.33	55.46	54.88	-1.5	2.6	1.1	4.3	3.2	1.7
75.4	72.9	151.37	150.53	114.07	109.74	3.4	0.6	3.9	3.9	0.0	3.4

AirBNB Data	Осс	%	AD	R	RevP	AR	P	ercent	Change	from Pr	ior Yea	r
	2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Rev	Avail	Sold
Entire Place	55.1	54.8	159.28	145.74	87.74	79.94	0.4	9.3	9.8	98.3	143.3	95.9
Hotel Comparable	74.7	49.5	88.20	83.28	65.85	41.18	51.0	5.9	59.9	87.1	17.0	76.7

Осс	%	AD	R	RevP	AR	Per	cent Cl	nange fro	from Prior Year YTD					
2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Rev	Avail	Sold			
61.5	56.7	146.61	140.64	90.17	79.76	8.4	4.2	13.0	74.3	74.8	76.5			
65.7	57.4	89.02	83.02	58.51	47.62	14.6	7.2	22.9	64.2	33.6	53.1			

Available Listings

Entire Place	120	84	42.9
Private Room	152	112	35.7
Shared Room	30	27	11.1
Total Available Listings	302	223	35.4

		Partici	pation	
	Prope	erties	Roo	ms
	Census	Sample	Census	Sample
Irving, TX+	85	71	12407	10655
Luxury/Full Service Irving+	15	13	4546	3946
All Suite/Extended Stay Irving+	32	31	3655	3548
Limited Service Irving+	14	14	1786	1786
Budget Irving+	24	13	2420	1375
Las Colinas+	30	29	4974	4638
DFW North+	25	23	3894	3746
DFW South+	30	19	3539	2271
Full Service Las Colinas+	7	7	1909	1909
Limited Service Las Colinas+	23	22	3065	2729
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	19	2313	2165
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	17	2483	1815
ICC Comp Set No Boutiques+	5	5	2084	2084

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Irving, Texas & United States Comparison

November 2018

Irving		A.D	.R.			OCCUF	PANCY			Revi	PAR	
iiviiig	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	109.98	2.2%	109.98	2.2%	66.4%	-3.3%	66.4%	-3.3%	73.07	-1.2%	73.07	-1.2%
FEBRUARY	111.95	-0.1%	110.99	1.1%	74.4%	3.6%	70.2%	0.0%	83.26	3.4%	77.90	1.1%
MAR	107.92	0.5%	109.88	0.9%	76.5%	1.8%	72.4%	0.7%	82.58	2.3%	79.53	1.6%
APRIL	112.17	3.8%	110.50	1.6%	77.4%	1.7%	73.7%	1.0%	86.86	5.5%	81.42	2.7%
MAY	109.09	-1.5%	110.22	1.0%	74.5%	2.5%	73.8%	1.3%	81.26	0.9%	81.35	2.3%
JUNE	108.29	3.7%	109.85	1.4%	79.4%	4.6%	74.7%	1.8%	85.99	8.4%	82.10	3.2%
JULY	103.68	2.6%	108.92	1.5%	75.0%	2.0%	74.8%	1.8%	77.75	4.7%	81.43	3.4%
AUGUST	105.20	2.8%	108.47	1.7%	70.0%	-6.9%	74.1%	0.7%	73.64	-4.2%	80.42	2.4%
SEPTEMBER	109.03	2.3%	108.53	1.8%	74.4%	-3.1%	74.2%	0.3%	81.16	-0.9%	80.51	2.1%
OCTOBER	115.66	4.1%	109.30	2.1%	78.2%	-1.1%	74.6%	0.1%	90.47	2.9%	81.53	2.2%
NOVEMBER	109.19	1.5%	109.12	1.8%	67.4%	-5.2%	73.7%	-0.6%	73.62	-3.7%	80.46	1.2%
DECEMBER												
12 mo. rolling a	verages:	ADR	108.10	2.2%	0	ccupancy	72.8%	0.0%		RevPAR	78.74	2.2%

Texas		A.D).R.			OCCU	PANCY			Revl	PAR	
TEXAS	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.95	3.8%	101.95	3.8%	59.1%	6.1%	59.1%	6.1%	60.23	10.1%	60.23	10.1%
FEBRUARY	106.30	-1.8%	104.16	0.8%	66.3%	4.0%	62.5%	5.0%	70.50	2.1%	65.11	5.9%
MAR	112.60	4.2%	107.35	2.1%	71.9%	3.4%	65.8%	4.4%	80.98	7.8%	70.60	6.6%
APRIL	111.03	7.0%	108.31	3.4%	68.3%	2.5%	66.4%	3.9%	75.87	9.7%	71.92	7.4%
MAY	106.90	4.2%	108.04	3.6%	66.4%	3.7%	66.4%	3.9%	70.98	8.1%	71.74	7.6%
JUNE	105.36	4.9%	107.57	3.8%	70.6%	4.6%	67.1%	4.0%	74.34	9.8%	72.17	7.9%
JULY	102.21	3.8%	106.77	3.8%	67.9%	2.6%	67.2%	3.8%	69.44	6.5%	71.76	7.7%
AUGUST	100.25	4.9%	106.03	3.9%	64.0%	1.1%	66.8%	3.4%	64.13	6.0%	70.83	7.5%
SEPTEMBER	105.16	0.1%	105.96	3.5%	62.0%	-11.7%	66.3%	1.6%	65.20	-11.6%	70.22	5.2%
OCTOBER	111.48	1.2%	106.52	3.2%	66.4%	-6.4%	66.3%	0.7%	74.08	-5.3%	70.62	3.9%
NOVEMBER	102.84	0.0%	106.21	2.9%	61.7%	-5.0%	65.9%	0.2%	63.44	-5.0%	69.94	3.1%
DECEMBER												

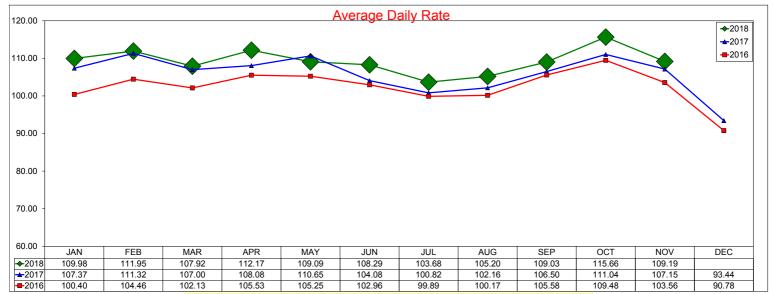
USA		A.D	.R.			OCCUF	PANCY			Revl	PAR	
USA	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.33	2.0%	123.33	2.0%	54.5%	0.9%	54.5%	0.9%	67.17	2.9%	67.17	2.9%
FEBRUARY	126.38	2.3%	124.88	2.2%	61.7%	1.2%	57.9%	1.0%	78.02	3.5%	72.30	3.2%
MAR	131.56	3.0%	127.37	2.5%	68.5%	0.9%	61.6%	0.9%	90.17	3.9%	78.46	3.5%
APRIL	130.33	3.3%	128.19	2.7%	67.9%	0.9%	63.2%	0.9%	88.54	4.2%	81.00	3.7%
MAY	129.90	2.6%	128.57	2.7%	68.2%	0.7%	64.2%	0.8%	88.59	3.3%	82.57	3.6%
JUNE	132.66	2.8%	129.36	2.7%	74.5%	1.7%	65.9%	1.0%	98.85	4.6%	85.29	3.8%
JULY	133.44	2.0%	130.06	2.6%	73.6%	-0.2%	67.1%	0.8%	98.17	1.8%	87.22	3.5%
AUGUST	130.71	2.3%	130.24	2.6%	71.4%	1.2%	67.6%	0.8%	93.37	3.5%	88.07	3.5%
SEPTEMBER	131.00	1.9%	130.37	2.5%	68.0%	-2.1%	67.7%	0.5%	89.10	-0.3%	88.22	3.1%
OCTOBER	133.81	2.7%	130.75	2.6%	69.9%	0.8%	67.9%	0.5%	93.55	3.5%	88.78	3.1%
NOVEMBER	124.22	1.2%	130.23	2.5%	61.7%	0.4%	67.3%	0.5%	76.69	1.6%	87.71	3.0%
DECEMBER												

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

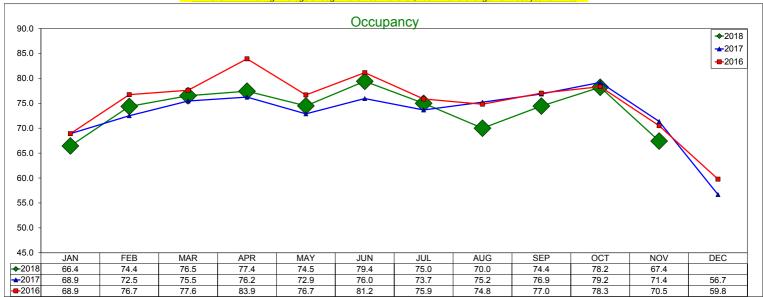
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

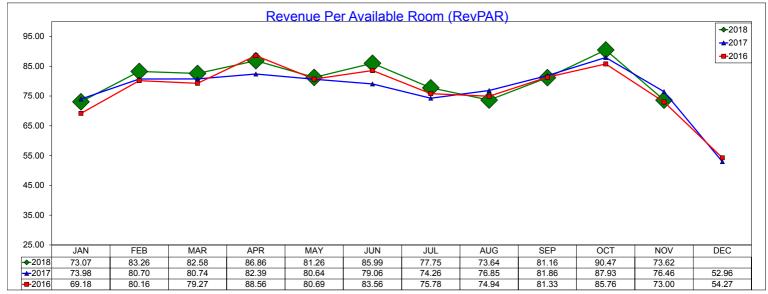
November 2018



12 month ADR Rolling Average through November 2018 is \$108.1 with a change from last year of 2.2%



12 month Occupancy Rolling Average through November 2018 is 72.84% with a change from last year of 0.0%

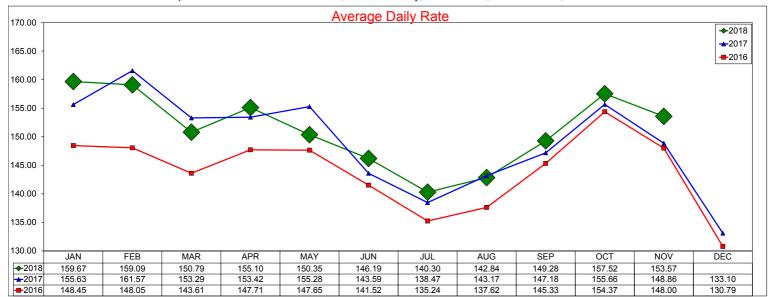


12 month RevPAR Rolling Average through November 2018 is \$78.74 with a change from last year of 2.2%

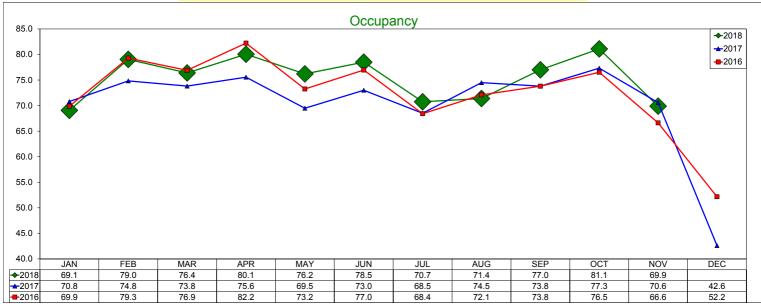
Three Year Comparison - ICC Comp Set

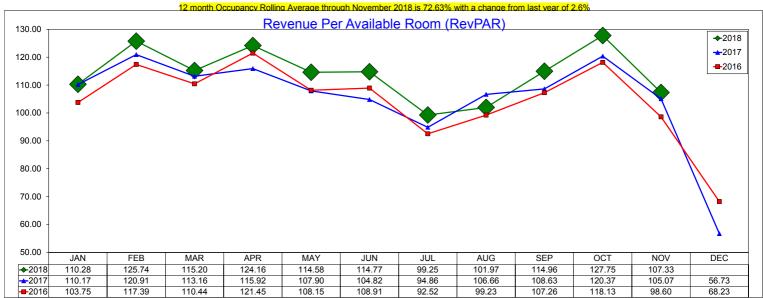
November 2018

Comp set includes: Marriott Las Colinas, Omni Mandalay, Marriott DFW, Sheraton DFW, Westin DFW



12 month ADR Rolling Average through nber 2018 is \$150.08 with a change from last year of 0.6%





Monthly & YTD AirBNB Data

November 2018

Entire Place		A.D	.R.			OCCU	PANCY			Revl	PAR	
Entire Place	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	127.80	27.0%	127.80	27.0%	63.7%	6.8%	63.7%	6.8%	81.39	35.6%	81.39	35.6%
FEBRUARY	135.73	24.1%	131.52	26.6%	57.3%	0.8%	60.5%	3.3%	77.71	25.1%	79.57	30.8%
MAR	128.47	-0.2%	130.19	15.8%	69.1%	18.3%	63.9%	9.3%	88.72	18.0%	83.26	26.6%
APRIL	135.12	6.7%	131.70	13.4%	65.2%	-2.2%	64.3%	6.4%	88.06	4.3%	84.70	20.7%
MAY	159.81	10.2%	138.01	13.6%	55.1%	-4.2%	62.0%	3.5%	88.11	5.6%	85.56	17.7%
JUNE	150.75	-3.2%	140.76	11.2%	72.7%	39.0%	64.0%	9.3%	109.60	34.4%	90.13	21.5%
JULY	148.85	-6.7%	142.29	7.7%	69.7%	29.2%	65.0%	12.6%	103.80	20.6%	92.53	21.2%
AUGUST	143.18	-7.8%	142.43	5.1%	63.1%	11.1%	64.7%	12.3%	90.35	2.4%	92.18	18.1%
SEPTEMBER	151.79	-6.5%	143.76	3.7%	57.1%	9.5%	63.5%	11.6%	86.63	2.4%	91.30	15.7%
OCTOBER	152.69	-0.2%	145.04	3.6%	56.5%	-0.7%	62.4%	9.6%	86.26	-0.9%	90.51	13.5%
NOVEMBER	159.28	9.3%	146.61	4.2%	55.1%	0.4%	61.5%	8.4%	87.74	9.8%	90.17	13.0%
DECEMBER												

Hotel	A.D.R.				OCCUPANCY			RevPAR				
Comparable	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.74	25.4%	90.74	25.4%	60.0%	3.0%	60.0%	3.0%	54.41	29.2%	54.41	29.2%
FEBRUARY	89.81	28.1%	90.30	26.5%	55.5%	-12.5%	57.8%	-4.1%	49.86	12.1%	52.18	21.2%
MAR	81.82	11.3%	86.58	19.9%	69.0%	4.7%	62.2%	-0.1%	56.46	16.6%	53.87	19.8%
APRIL	83.81	6.2%	85.78	16.2%	67.5%	-2.3%	63.7%	-0.2%	56.60	3.8%	54.62	16.0%
MAY	89.61	13.0%	86.48	15.8%	48.2%	-14.2%	60.1%	-3.8%	43.20	-3.0%	51.99	11.5%
JUNE	90.07	3.7%	87.20	14.3%	69.4%	32.7%	61.8%	1.5%	62.53	37.5%	53.87	16.0%
JULY	85.03	-5.2%	86.82	10.4%	66.3%	28.9%	62.5%	6.0%	56.40	22.3%	54.30	17.1%
AUGUST	86.05	0.6%	86.70	8.9%	69.3%	22.4%	63.5%	8.3%	59.65	23.2%	55.07	17.9%
SEPTEMBER	96.86	1.8%	88.17	8.0%	67.1%	28.1%	64.0%	10.8%	64.97	30.4%	56.44	19.7%
OCTOBER	94.41	1.6%	89.11	7.4%	70.0%	12.3%	64.8%	11.3%	66.07	14.1%	57.78	19.5%
NOVEMBER	88.20	5.9%	89.02	7.2%	74.7%	51.0%	65.7%	14.6%	65.85	59.9%	58.51	22.9%
DECEMBER												

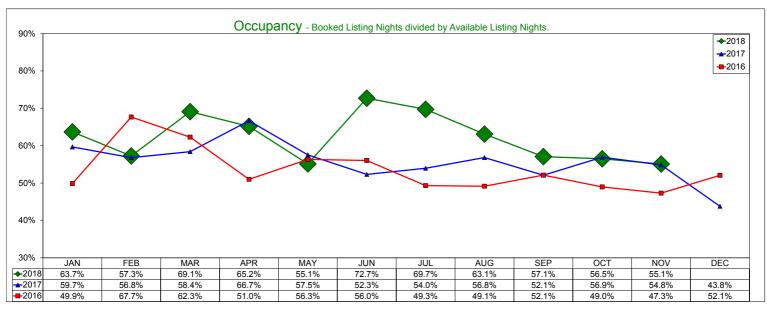
Note: The "Change %" column refers to the change from the prior year's figure.

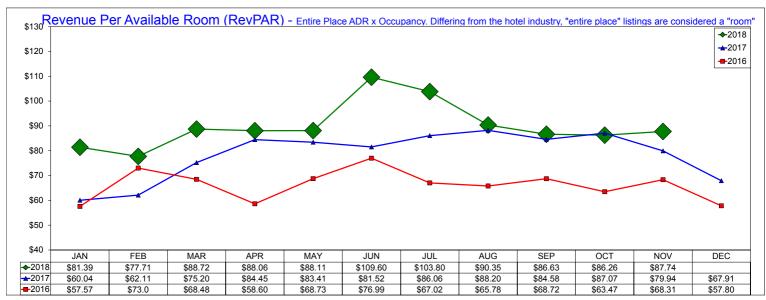
AirBNB - Entire Place

November 2018

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



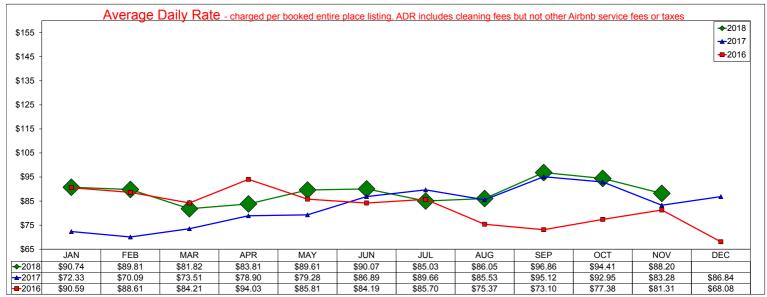


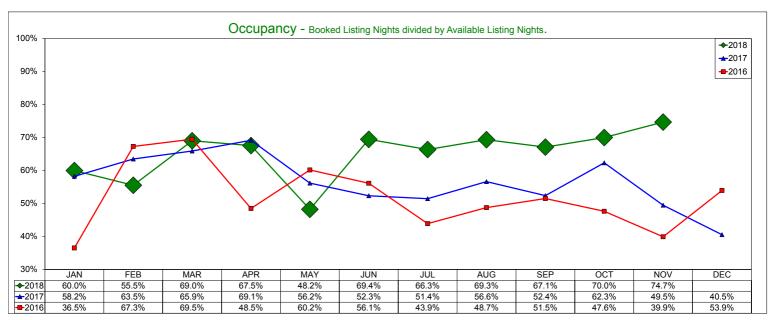


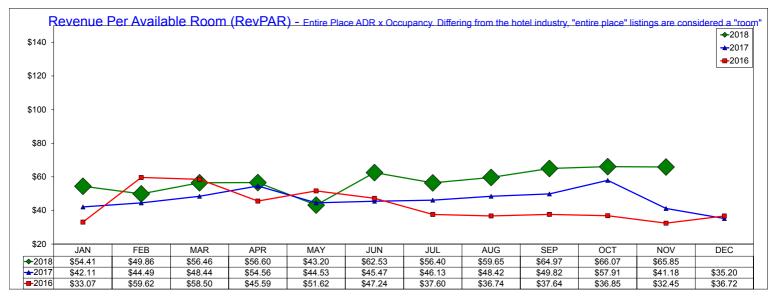
AirBNB - Hotel Comparable Subset

November 2018

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







IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 28, 2019

CONVENTION CENTER MAMAGEMENT REPORTS





January 18, 2019

TO: Maura Gast, Executive Director ICVB
FROM: Verenis Pedraza, SMG Director of Finance

Matt Tungett, SMG Director of Sales

SUBJECT: Monthly Financial & Sales Report – December 2018

Convention Center	Current	Current	Prior Year	Year to Date	Year to Date	Prior YTD
	Actual	Budget	Actual	Actual	Budget	Actual
Direct Event Income	19,496	26,819	36,819	121,602	242,383	142,382
Ancillary Income	349,953	527,972	467,325	941,724	1,096,041	1,180,590
Total Event Income	369,449	554,791	504,144	1,063,326	1,338,424	1,322,972
Other Income	25,594	45,394	25,394	80,233	190,964	219,962
Adjusted Gross Income	395,043	600,185	529,538	1,143,559	1,529,388	1,542,934
Indirect Expenses	(624,687)	(591,713)	(572,550)	(1,686,503)	(1,736,674)	(1,677,483)
Net Income (Loss)	(229,644)	8,472	(43,012)	(542,944)	(207,286)	(134,549)

- December's total event income fell short by 34%. Rental numbers were on target for the month but catering was down significantly.
- Repeat groups' expected total spends fell far short of 2017 actuals.
- Total indirect expenses were slightly high for the month. Contracted services and utilities were higher due to security, housekeeping labor and energy expenses.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	547,979	572,052	652,647	1,417,305	1,291,624	1,596,736
Net Income/(Loss)	341,388	481,572	461,572	820,635	941,708	1,077,711
Net Income/(Loss) %	62.30%	84.18%	70.72%	57.90%	72.91%	67.49%

ICC by the Numbers

EVENTS		VISITORS				
This month	To date	This month	To date			
17	57	13,113	55,098			
Current Year	Current Year	Current Year	Current Year			
17 Prior Year	66 Prior Year	9,713 Prior Year	48,143 Prior Year			
FUTURE GUESTROOMS BO	OKED	SURVEY RESULTS				
This month	To date	Returned	Score			
5,362	11,630	5	92%			
Current Year	Current Year	This Month	Current Month			
1,022 Prior Year	1,267 Prior Year	13 Year to Date	90.2% Year to Date			
SIGNED CONTRACTS		GREEN INITIATIVES				
This month	To date	This month	This month			
11	56	4.70	3.18			
Current Year	Current Year	Tons Composted	Tons Recycled			
26	72	1.80	1.94			

Tons of Repurposed Pallets

Tons of Cardboard Recycled

Prior Year

Prior Year

Target Industry Bookings

Future Com – May 2019 Texas Linux Fest – May 2019

January and February at a Glance

January 3-11 Hilti Annual Managers Meeting
 January 12-13 Las Colinas Bridal Show
 January 17-20 Texas Prime Meet

• January 20-28 Zestfest

January 29January 30-February 2Mr. Cooper

• February 1-3 North Texas Comic Book Show

• February 11-12 Vistage

February 13 IAEE DFW President's Day Luncheon
 February 17-20 TexSom International Wine Awards

• February 18-19 Grocer's Supply Food Show

February 20-23 Scrapbook Expo

• February 24-27 Southern Baptists of Texas Evangelism Conference

cc: Tom Meehan, General Manager, SMG

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	
					Leadership Irving	
				Hilti's Annual Manager's	Meeting	
6	7	8	9	10	11	12
Hilti's Annual Manager's I	Meeting					Las Colinas Bridal Show *
13	14	15	16	17	18	19
Las Colinas Bridal	1.	ICVB Community	Delta Sigma Tasting	Texas Prime Meet *	10	-
Show *		Engagement Meeting				
DECA District 11		DECA District 7	TD Industries Quarterly Meeting	Westin Meeting		
			Smart Circle International, LLC	Kimley Horn TX Kickoff		
20	21	22	23	24	25	26
Texas Prime Meet ★	21	VisitDFW	23	Irving hotels meeting	ICVB Executive	
					Committee Meeting	I
		IPD Honor Guard Practice		IES Tasting	ICVB Meeting	
	'			Westin Meeting		
				Educational First Steps		
Zest Fest *						
27	28	29	30	31	1	2
Zest Fest ★		2019 State of the City Annual Banquet				Holt Cat Job Fair
	ICVB Board of Directors Meeting	IBAT 2019 Regional Meeting-Luncheon			North Texas Comic Book	Show *
Green - Definite			2019 Management Kickof	f (Mr. Cooper)		
Red - Tentative			80			

Blue - Prospective
* - Public Show

⁻⁸⁹⁻

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
Zest Fest		2019 State of the City Annual Banquet *				Holt Cat Job Fair
	ICVB Board of Directors Meeting	IBAT 2019 Regional Meeting-Luncheon			North Texas Comic Book	Show *
			2019 Management Kickof	ff (Mr. Cooper)		
3	4	5	6	7	8	9
North Texas Comic Book Show *	North Texas Commission	Dallas Prayers for Life Tasting		AATC - Maintenance Mania	Focus North Texas	Irving Fire Department Banquet
		į	Franklin Covey 2019 Dall	as Leader in Me Symposium		Victory Athletic Cheerleading
I	I			I	I	Competition
						Delta Sigma Theta Luncheon
10	11	12	13	V 14	15	16
My Big Fat Desi Wedding	Vistage Executive Summi	t 2019	IAEE DFW Presidents Day Luncheon	IHIAM		
			Berkshire Hathaway		Zurixx, LLC Meeting	
				North Texas Commission	Gateway Church - Father/Daughter Dance	
17	1 8	19	20	21	22	23
	Grocer's Supply Food Sho	w	Scrapbook Expo 2019 *			
TexSom International Wi	ne Awards 2019					
24	25	26	27	28	1	2
Southern Baptists of Texa	as Evangelism Conference			Camden Awards Luncheon		Family Promise of Irving Gala
				6th Annual IES Quality S	ummit	DFW Sport Clips Awards and Gala

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24		26	27	28	1	2
Southern Baptists of Texas Evangelism Conference			Camden Awards Luncheon		Family Promise of Irving Gala	
				6th Annual IES Quality Su	ummit	DFW Sport Clips Awards and Gala
3	4	5	№ 6	7	8	9
	Dallas Prayer Luncheon For Life	IPD Annual Awards Banquet			IPSOS Automotive Clinic	
				Celanese International W	omen's Day	Art Life *
					The Great American Fran	chise Expo
○ 10	11	12	13	14	15	16
IPSOS Automotive Clinic			QuikTrip Meeting			
The Great American Franchise Expo	Head Start of Greater Dal	las				
Art Life *						
17	18	19	20	21	22	23
Art Life		Boards and Commissions Dinner	Young Adult Book Festival *		ı *	
24	25	26	27	28	29	30
Quinceanera Expo *	The NBM Show					
	Century 21 Awards Banquet		Medical City Health Nurses Graduation Ceremony			
31	1	2	3	4	5	6
The NBM Show	Texas Alliance Annual Meeting				Richardson High	Decatur High School
					School Prom	Prom
			2019 DFW Fiber Fest *			

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 28, 2019

INDUSTRY REPORTS / BOARD PARTNERS



From: Diana Pfaff

ICVBStaff; icc@irvingconventioncenter.com To:

Subject: Dallas Stars owner Tom Gaglardi plans two new hotels in Las Colinas

Tuesday, December 18, 2018 2:31:03 PM Date:

Attachments: image002.png

image003.png

The hotel company headed by Dallas Stars hockey team owner Tom Gaglardi has purchased land in Irving for two new hotels.

Gaglardi's Northland Properties is planning the 2-hotel project at the south corner of State Highways 114 and 161 in Las Colinas.

The hotels are part of a 36-acre mixed-use project planned by Dallas Cowboys owner Jerry Jones' real estate company Blue Star Land LP.

In February the city of Irving approved Blue Star's plans to build a hotel, retail and apartment project on the vacant corner that could be worth as much as \$100 million.

Now, Blue Star has sold the 7.5-acre hotel sites to Gaglardi's firm.

"Northland plans to build their two hotel concepts, Sandman and Sutton Place along with their highly successful Moxies Restaurant and Bar," said real estate broker Rex Glendenning with Rex Real Estate who brokered the land sale. "It's kind of rare when one professional sports owner - Jerry Jones of the Cowboys - sells to another professional sports owner, Tom Gaglardi of the Stars."

When Blue Star got the zoning approvals for the Irving project, the real estate representatives promised the planned hotel would be at least 200 rooms.

The full-service hotel will be joined by 288 apartments that Lincoln Property will build in the Las Colinas development. There is also a small park area connecting the hotel and retail with the rental community.

Dallas architect GFF designed the mixed-use project on the high-profile property Blue Star Land has owned since 2010.

The development site is right across the highway from where medical industry giant McKesson Corp. has its huge office campus with thousands of workers. McKesson recently announced it was moving its headquarters from California to the Las Colinas office complex.

Marty Neillon of CBRE represented Northland Properties in the purchase of the Irving construction site.

Gaglardi's Canada-based Sandman Hotel chain just opened its first location in Plano.

The company operates more than four dozen Sandman and Sutton Place hotels in Canada and the U.K.

The new 233-room Sandman Signature Hotel in Plano is the company's first location to open in the U.S.

Gaglardi has owned the Dallas Stars since 2011.



The new Sandman Signature Hotel in Plano is the company's first location to open in the U.S. (Sandman Hotels)

https://www.dallasnews.com/business/real-estate/2018/12/18/dallas-stars-owner-tom-gaglardiplans-two-new-hotels-las-colinas

Diana Pfaff

VP Marketing & Communications 972.401.7722 d 214.236.8885 c 500 W Las Colinas Blvd Irving, TX 75039 dpfaff@irvingtexas.com #VisitIrving | #IrvingRocks



February Fun at Irving Arts Center

Ravenscroft, MainStage

On a snowy night, Inspector Ruffing is called to a remote house to investigate the headlong plunge of Patrick Roarke down the main staircase. Five alluring and dangerous women lead him through a bewildering labrynth of contradictory versions of Patrick's demise and that of the late Mr. Ravenscroft. There are ghosts on the staircase! There are skeletons in the closet! A fast-paced murder mystery, Ravenscroft will keep you guessing until the very end...

Through Feb 2 | Dupree Theater | \$21-\$28

Youth American Grand Prix

Youth America Grand Prix returns to the Arts Center Jan. 29-Jan. 31. The world's largest student ballet scholarship competition is open to dance students, 9-19 years old and awards \$250,000 in scholarships to leading dance schools worldwide.

Jan 31- Feb. 3 | Performance Times/Locations Vary

JumpstART Stories & Art: V is for Valentine's Day

Explore new stories and fun art projects during this creative story time. Create a takehome art project and then browse the galleries with your kids as part of this fun and free morning activity held the first Thursday of each month. For the February edition, prepare to get into the Valentine's Day spirit by creating an extra special craft project after a story time that promises to be super sweet!

Feb 7, 10 AM | Suite 200 | FREE

Toc Toc, Dramarama Inc

In this play, written by famous French writer and playwright, Laurent Baffie, six patients of Obsessive Compulsive Disorder (OCD) gather in Dr. Stan's office to find solutions to each of their own problems. In society, everyone battles their own minds from time to time, and, TOC TOC sends a soothing message of comfort, courage and hope in facing challenges of the mind.

Feb 8-17, 8PM & 2:30 PM | Dupree Theater | \$29.50 -\$35.50

Second Sunday Funday: Chinese New Year (Year of the Pig)

Irving Arts Center offers the perfect framework for adults and children to experience art together. Second Sunday Family Fundays hands-on art days give parents and children projects they can co-create, far from daily distractions. For February's Second Sunday Funday, find inspiration in the gallery exhibitions (free tours offered at 2:30PM) and the 2019 Chinese New Year, learning about traditional paper crafts and the Chinese animal zodiac.

Feb 10, 10 AM | Suite 200 | FREE

Freedom... and Destiny!, New Philharmonic Orchestra of Irving

The themes of freedom and destiny are explored through the music of legendary composers. Program features Beethoven's Egmont; Liszt's Les Preludes; Verdi's La forza delestino: Tchaikovsky's Capriccio Italien; and Grieg's Peer Gynt Suite.

Feb 10, 3:30 PM | Carpenter Hall | Tickets \$10-\$20

Ungal Viruppam

Performance presented by High Octavez, Karuna- Compassion for Humanity. Feb 15, 7 PM | Carpenter Hall | Tickets \$25

Violinist Kiarra Saito-Beckman, Las Colinas Symphony Orchestra

Program features violinist Kiarra Saito-Beckman and Guest Conductor, Juan Carlos Lomonaco.

Feb 16, 7:30 PM | Carpenter Hall | \$16.50 - \$46.50

Cirque Eloize Saloon: A Musical Acrobatic Adventure

Inspired by legends of the Wild West, and set to the tunes of Johnny Cash and Patsy Cline among others, the Saloon serves up comedy, adventure and acrobatics sure to delight and entertain audiences of all ages.

Feb 22, 2019 7:30 PM | Carpenter Hall | Tickets \$20 - \$40

La Traviata in Concert, Irving Symphony Orchestra

Irving Symphony Orchestra presents the concert version of the famed "La Traviata" opera by Italian icon Giuseppe Verdi. Soprano Rainelle Krause, Tenor Angelo Ferrari and Baritone David Small, will join an outstanding cast of talented singers and a local choir as they sing through this story of despair and true love... a story that will move you to tears!

Feb 23, 7:30 PM | Carpenter Hall | \$38 - \$49

Saturday School Session 3: Adventures in Mixed Media

Experiment and have fun with exciting adventures in mixed media. Meeting sixe Saturdays Feb 23 through March 30, students will explore painting landscapes, still life, drawing, portraits, printmaking and mixed media images.

Saturdays 2-4PM (Deb 23 - March 30 | Suite 200 | \$75

Celtic Nights

Through music, song and dance, Irish history comes to life. It's the story of America, Australia, Canada, and New Zealand; a story of a people moving across Oceans from all nations in hopes for a better and brighter future.

March 8, 2019, 7:30 PM | Carpenter Hall | Tickets \$20-\$40

February Exhibitions in the Galleries (FREE

Nancy Macko: Fragile Bee

Jan 12-April 28 | Carpenter Lobby

California-based artist Nancy Macko has drawn upon images of the honeybee society to explore the relationships between art, science, technology and ancient matriarchal cultures. Macko combines elements of painting, printmaking, digital media, photography, video, and installation to create a unique visual language.

In Focus 3: North Lake College Advanced Photography Students Jan 12-Feb 24 | Focus Gallery

This exhibition features work by students in the Fall 2018 Advanced Portfolio Photography class at North Lake College. This will be the third year IAC and NLC have partnered to showcase artwork by their photography students in the Arts Center's Focus Gallery.

Out of the Wild: Robert Glen Bronzes

Jan 12- Feb 24 | Courtyard Gallery

Bronze sculptures of African wildlife by noted artist Robert Glen are featured. Glen is the sculptor of the iconic *Mustangs of Las Colinas*, a monumental installation of nine larger-than-life bronze horses that have graced Williams Square in Irving since 1984.

Art Imitating Life: Black History Month Exhibition presented by the Irving Black Arts Council

Feb 2- March 3 | Main Gallery

Annual exhibition organized by the Irving Black Arts Council features works by Arthello Beck, Linda Gamble Camp, "Choke", Frank Frazier, Tyra Goodley, Guinn Powell, Evita Tezeno, and Stephanie Yearby.

Artist Reception Feb. 9 from 5-7 p.m.

Here and Now: Prints by Carolyn Muskat

Feb 2- March 31 | Dupree Theater Lobby

An exhibition of the works of printmaker Carolyn Muskat is being held in conjunction with the 2019 Southern Graphics Council International Conference (SGCI) scheduled for North Texas, March 6-9. Carolyn owns and operates Muskat Studios, a printmaking studio in Somerville, Massachusetts. She is the recipient of the 2019 SGCI Excellence in Teaching Award.

Artist Reception March 6 from 7-9 p.m.

The Galleries are free and open to the public. Gallery hours are as follows:

9 AM - 5 PM Monday, Tuesday, Wednesday and Friday;

9 AM - 8 PM Thursday;

10 AM – 5 PM Saturday and 1 – 5 PM Sunday.

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, JANUARY 28, 2019

ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES



From: Lewi

To: "Lewis F McLain 1r"

Subject: Grapevine mayor: City stands to benefit from Plano DART extension

Date: Friday, January 11, 2019 6:19:58 AM

Grapevine mayor: City stands to benefit from Plano DART extension



Plans to advance funding for the Cotton Belt line passed 13-2 at a Sept. 12 Dallas Area Rapid Transit board meeting. (Gavin Pugh/Community Impact Newspaper)

By Miranda Jaimes | 5:25 pm Jan. 10, 2019 CST



Prior to the debut of TEXRail on Jan. 10, the U.S. Department of Transportation announced a \$908 million loan was awarded to the Dallas Area Rapid Transit System to connect the DART to the Dallas-Fort Worth International Airport. This system would be built along the Cotton Belt line and would supply east-west rail connecting downtown Plano to DFW Airport. TEXRail connects DFW Airport to Grapevine and several other stations on its route to Fort Worth.

The Cotton Belt Corridor Regional Rail Project is a 26-mile passenger railroad extending from DFW Airport eastward to the Plano/Richardson area, covering three counties and seven cities. The project will be constructed primarily within the existing DART-owned railroad right of way. The tracks are currently used for freight rail service.

TEXRail service brings passengers from downtown Fort Worth to the DFW Airport. When complete, the Plano DART extension will bring passengers from Plano to the airport, where they are able to connect to places such as Grapevine and Fort Worth, and vice-versa, through TEXRail.

"The funding of this project is a real win for North Texas and couldn't come at a better time," Grapevine Mayor William D. Tate said in a statement. "The additional travelers that come as a result of this expansion will have the opportunity to take advantage of our historic downtown area and Grapevine

Main station, creating a positive economic benefit that will ultimately accrue to our residents."

The Cotton Belt rail project scope includes upgrading the existing track to meet passenger rail standards, converting single-track configuration to double-track, building 10 new stations along the 26 miles, and acquiring eight vehicles. The current TEXRail system includes passenger rail along 27 miles with nine stations.

"The excitement over the start of TEXRail is even greater than I anticipated, and the expansion will make for even better connections, allowing our residents the ability to travel seamlessly across the DART system," Tate said.



Miranda Jaimes

Miranda has been in the North Texas area since she graduated from Oklahoma Christian University in 2014. She reported and did design for a daily newspaper in Grayson County before she transitioned to a managing editor role for three weekly newspapers in Collin County. Now she's in Tarrant County, mostly, and has been an Impacter since 2017 as the editor of the Grapevine/Colleyville/Southlake edition.

No matter your path to success, let's blaze the trail together. SENDERO



(http://www.senderoconsulting.com/)

Hidden Ridge: Verizon's \$1B, 5G-Enabled Development Rises From its Ranching Roots

The massive mixed-use development in Irving will be the home to Pioneer Natural Resources, which is relocating to a 10-story tower, as well as mutifamily, retail, and office.

BY NICHOLAS SAKELARIS (HTTPS://DALLASINNOVATES.COM/AUTHOR/NICHOLAS-SAKELARIS/) • DEC 12, 2018



[Rendering: Gensler]

On former ranch land that stood undeveloped for decades, Verizon is replacing sagebrush and grass with 5G technology, innovation labs, and high-rise buildings made of stone and shimmering glass.

It's the Hidden Ridge development, Verizon's \$1 billion, 150-acre mixed-use project in partnership with real estate development and investment company KDC. The project is rooted in North Texas ranching, but is a rising symbol of the future as one of the region's most important real estate projects.

"We're going to light it up with 5G."

James Tousignant

Realty Vice President, Verizon

Hidden Ridge is close to the heart of KDC Chief Executive Officer Steve VanAmburgh, who started his working life on the ranch run the Carpenter family. Now, he's helping wrangle its future as an innovative tech- and transportation-driven real estate development.

The development will have its own DART station, and will corral innovative amenities such as the latest in communications technology, coworking spaces, incubators, and high-tech apartment homes within a mixed-use roundup of retail, residential, and roughly 3 million square feet of office space.



[Rendering: Gensler]

Verizon owns the land wedged between John Carpenter Freeway and MacArthur Boulevard, and had the vision, but it needed a big corporate tenant to kickstart the project.

"Since the creation of Verizon, that land has sat undeveloped with no real plans for its use," Verizon Realty Vice President James Tousignant says.

About three years ago, Verizon decided it was time to expand in North Texas with a new office campus.

Verizon wanted to be part of the philosophical shift away from traditional suburban office campuses in favor of the modern mixed-use developments, Tousignant says. That was the genesis of Hidden Ridge.

"We wanted to bring the benefits of an urban lifestyle to the suburbs," Tousignant says. "We thought it would be important to create an environment that's attractive to employees—and prospective employees."

KEY PLAYERS

Developers: Verizon & KDC

General Contractor: Austin Commercial

Project Architect: Gensler

Design Team: Duda | Paine Architects, HKS, Corgan Associates

Verizon partnered with DART to put in a new Orange Line train station and started developing plans for retail, residential, and an innovation campus where small businesses and startups could work alongside Verizon on the latest technology.

At the same time, VanAmburgh was helping energy company Pioneer Natural Resources find a site for a new headquarters. Irving-based Pioneer was interested in several sites in multiple cities.

Ultimately, KDC and Pioneer decided Hidden Ridge would be the ideal spot for the oil and gas driller to build a 10-story glass-and-stone tower with a seven-story parking garage.

KDC bought the land for the tower and will lease it to Pioneer, which will receive \$6 million in incentives. In September, KDC hosted a topping out ceremony for the building and celebrated 1 million manhours of work on the project.

Austin Commercial is the general contractor on the development, and Gensler is the project architect. Duda|Paine Architects, HKS, and Corgan Associates are members of the design team.

Leveraging 5G technology

With Verizon in charge of the development, cutting-edge telecommunications technology will be a key component.

Through the innovation campus, Verizon plans to offer space where businesses can showcase the newest technologies and offer space for the public to come in and tinker with their own ideas.

"We're putting the pieces together to create an incubator space for small developers and small business to work with Verizon to create technologies that will ride on the new 5G technology," Tousignant says. "We're going to 'light it up' with 5G. We're going to have all the infrastructure in place ready for people to experiment on."

Verizon will partner with the apartment home builders to roll out the latest smart home technologies. Retail shops will utilize the latest in smart advertising and pedestrian monitoring. The streets will be a testing ground for smart city technology, such as street lights.



[Rendering: Gensler]

The 5G technology will extend to the 2-acre park, too, which he envisions being similar to Dallas' Klyde Warren Park in its programming. It will feature entertainment venues, an education pavilion, water features, and the latest technology.

"The innovation hub is integrated into the retail and public space—it's woven through the lifestyle core," he says. "A lot of people think it's unusual for Verizon to be involved in a real estate development. But to us, it's core to the business with the opportunity to create this living laboratory for developing technologies."

Verizon is also in talks with coworking giant WeWork to open a location near the innovation hub.

How Verizon came to own the land

Verizon's predecessor, GTE, actually built the existing office at the southeast corner of John Carpenter Freeway and Hidden Ridge in 1990. At one point, GTE was going to relocate its Connecticut headquarters to Irving but that deal fizzled when the Bell Atlantic merger happened.

But GTE—and, later, Verizon—held on to the land.

The lynchpin for making this whole deal happen, though, was Pioneer.

Verizon sold KDC the land, and KDC contributed the financing to get the long-term lease with Pioneer. Verizon and KDC then created a partnership that will be the landlord for Pioneer's headquarters.

The 1-million-square-foot building is scheduled to open in the first guarter of 2020.

"Verizon and Pioneer, to have those best-in-class brands be a part of establishing a development core for the future, is really exciting for Las Colinas," says Beth Bowman, president and CEO of the Las Colinas Chamber of Commerce and Irving Economic Development Partnership. "It represents a new era in urban planning. This truly is a live-work-play transit-oriented development. Verizon had the vision to turn Mr. Carpenter's former ranch land, which they owned, into the workplace of the future."

Hopping on the train

The DART rail station is funded and scheduled to be ready when the Pioneer headquarters opens. The Carpenter Ranch station is planned near Meadow Creek Drive and Green Park Drive on the northern edge of Hidden Ridge. That station will be about 15 minutes, or three stops away, from Dallas Fort Worth International Airport's DART station at Terminal A.

Access to a rail line means that Hidden Ridge will be a transit-oriented development, much like the Cypress Waters development around Lake Carolyn just a few miles away.



[Rendering: Gensler]

The mixture of apartments with ground-floor retail, offices, a hotel, and a park that's reminiscent of Klyde Warren Park in Dallas will complement the train station and Pioneer headquarters, Tousignant says.

The first two apartment communities will have a total of 800 units. Hidden Ridge is zoned for a total of 1,200. Tousignant says these apartments will have hotel-like amenities.

The western end of the project closer to MacArthur Boulevard will have more traditional big box store retail, though the architectural style will carry over from the rest of Hidden Ridge.

That center will have a Verizon retail store, of course, and a Starbucks.

Construction is scheduled to start in 2019.

A 50-year history comes full circle

For VanAmburgh, overseeing this project is a great honor because of his close ties to Hidden Ridge's history, present, and the future of Las Colinas, he says.

As a teenager, VanAmburgh spent summers working on the Carpenter Ranch, a sprawling, working ranch in North Irving. Today, that land, and the Carpenter family, are known for the Las Colinas development.

But in the 1960s, there was no Las Colinas—only the El Ranchito de Las Colinas—or "The Little Ranch of the Hills."

Ben Carpenter, a World War II veteran and legendary developer, needed help at the ranch, so he asked his son, John Carpenter III, then a teenager, to enlist his school friends, including VanAmburgh, to work there.

"It was a commitment you had to make for the entire summer," VanAmburgh says. "It was working outside building fences, hauling hay, cutting grass, painting fences. Just doing all sorts of ranch work. We worked on cows from time to time."

The Carpenter family also gave him his first job after college at Southland Financial, where he started leasing and marketing properties in the burgeoning Las Colinas development.

"I thought it was so neat. If you think about it, from 14-years-old to 64, I've touched that site," VanAmburgh says. "I've had some custodial responsibility for almost 50 years."



[Rendering: Gensler]

Quick Facts

- 150 acres make up Hidden Ridge
- 1.5 million square-feet of corporate office space
- · 200 rooms in the hotel
- 1,200 residential units
- 80,000 square-feet of restaurant, retail and green space
- 27 acres make up Pioneer's headquarters

Incentives

From the city:

- A 75 percent tax abatement on real property taxes for 10 years if the campus taxable value is \$100 million or more.
- A 75 percent tax abatement on personal property taxes for 10 years if the business personal property value exceeds \$15 million.

For Pioneer:

- A cash grant of \$545,000 made in three payments over seven years of meeting certain obligations.
- A cash grant of \$160,000 made in three payments at the rate of \$500 per new job with an average salary of \$90,000 up to 320 new jobs over a 10-year period.

Read the digital edition of Dallas Innovates' sister publication, the Real Estate Review, on Issuu (https://issuu.com/drcpublications/docs/re-fall2018).

The Dallas-Fort Worth Real Estate Review is published quarterly.

Sign up for the digital alert here (https://drcpublications.wufoo.com/forms/s1bb14s21tmk2l1/).





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Safety-Minded 'Once Kids' Moving Production of Customizable Toys to North Texas (https://dallasinnovates.com/safety-minded-once-kids-moving-production-of-customizable-toys-to-north-texas/)

Child safe, environmentally friendly, and largely disruptive, the Dallas-based startup relies on innovative machines to create wooden bricks in six seconds. Next year, the Once Kids production facility—resembling 'Santa's Workshop'—will move to North Texas.

ng-Term Outlook for the Texas Economy per 13, 2018 11:52:50 AM

Perryman: The Long-Term Outlook for the Texas Economy

By M. Ray Perryman



The Texas economy has been among the fastest growing in the nation for a number of years

With more major corporate relocations and expansions than any other state, Texas is expected to continue to outperform most areas.

Here is a look at key patterns affecting performance and a summary of my latest long-term forecast.

The United States is currently in the process of negotiating or renegotiating several trade agreements which are vitally important. The fewer impediments to trade, the better the Texas economy will perform. About \$1 of every \$6 of U.S. trade is from Texas; the future of trade and the future of Texas are inextricably linked.

Long-term demographic trends indicate that labor shortages will remain an issue in the future. While Texas is certainly not immune to the overall trend, the state's population is significantly younger than the nation as a whole and, over time, this youth will provide an edge in terms of worker availability. The degree to which this workforce is prepared with quality educational programs (from public school through post-graduate) and needed training will determine the extent to which this advantage is realized.

Some of the most prolific oil producing regions in the country are in Texas, including the enormous Permian Basin. Current estimates indicate that recoverable reserves are far larger than the amounts produced to date, and production will likely expand rapidly in the near future. Billions are being invested in pipelines and infrastructure ranging from natural gas liquefaction trains to petrochemical plants and port facilities. Energy industries will remain a driver of long-term prosperity in the state.

The Perryman Group's long-term forecast for the Texas economy indicates growth in real gross product at a 3.21 percent annual pace, leading to an increase from almost \$1.7 trillion in 2017 to over \$4.0 trillion in 2045. Approximately 7.2 million net new jobs will be generated over the period, a 1.62 percent annual rate of increase which leads to a 2045 total level of employment of 19.8 million

The largest numbers of net new jobs are projected to be generated within the services and wholesale and retail trade segments, with strong hiring also expected in mining. Real gross product (output) expansion will likely be concentrated in services, manufacturing, and mining.

The Texas economy is well positioned for healthy expansion over an extended time horizon. Business cycles are inevitable and the state is facing challenges such as the need for additional infrastructure, water, safety net, and education investment. Nonetheless, Texas is likely to remain among the strongest states for job creation and economic growth for the foreseeable future. If we make enlightened policy decisions, it can be even better.



M. Ray Perryman

is president and chief executive officer of The Perryman Group (www.perrymangroup.com). He also serves as Institute Distinguished Professor of Economic Theory and Method at the International Institute for Advanced Studies.



TRAVEL TRENDS INDEX

NOVEMBER 2018

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

CTI reading of 51.5 in November 2018 indicates that travel to or within the U.S. grew 3.0% in November 2018 compared to November 2017.

LTI predicts travel growth will continue to moderate through May 2019, supported primarily by growth in domestic demand.

Overall travel volume (person trips to or within the United States involving a hotel stay or air travel) grew at a slightly slower year-over-year rate in November 2018 than in October 2018 but remained strong, with all travel segments growing steadily.

➤ HIGHLIGHTS:

* For CTI and LTI definitions, please see below.

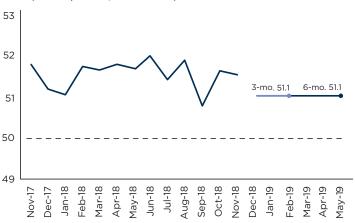
- The Current Travel Index (CTI) has registered at or above the 50 mark for 107 straight months, as the industry nears its 10th consecutive year of expansion.
- The CTI was positive in November, registering 51.5. This is just slightly below the 6-month moving average.
- International inbound travel experienced solid growth in November, registering 51.9 (3.8% growth). Nevertheless, the Leading Travel Index (LTI) continues to project that inbound travel growth will decelerate over the next six months.
- Domestic travel grew at a slightly slower pace and registered 51.5 (3.0% growth). Domestic leisure travel continued its October strength and grew 3.4% in November, while domestic business travel experienced solid, but slower, growth of 2.2%.
- The 6-month LTI reading of 51.1 indicates that total U.S. travel volume is expected to grow at a rate of around 2.2% through May 2019. Domestic travel is expected to grow at a slightly faster pace of 2.4%, while international travel growth is expected to decelerate to around 1.0% over the same period.



Average outlook reading for Dec 2018 to Feb 2019

November Travel Trends Index

Current Travel Index and Leading Travel Index Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

Throughout the second half of 2018, the travel industry experienced broadbased growth in both domestic business and leisure travel, as well as international inbound travel. Moving forward, continued, albeit moderating, growth is expected in the near term, with international travel likely to slow more than domestic.

David Huether
 Senior Vice President, Research

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

^{**} Average outlook reading for Dec 2018 to May 2019

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

➤ DETAILED RESULTS

Domestic travel increased 3.0% in November compared to November 2017. Both the business and leisure segments showed firm growth, building on shared strength in October, though growth in business travel has slowed from October and from its 6-month moving average. The leisure segment outperformed the business segment, a return to the broader 6-month trend. Vacation intentions remain buoyant, supported by enduring consumer confidence.

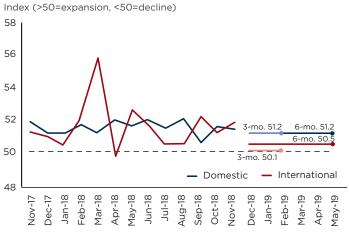
International inbound travel expanded 3.8% in November, a full percentage point faster than its six-month moving average. Nonetheless, our expectation that global growth will cool over the course of 2019 remains unchanged, likely leading to weaker international demand growth through the first five months of 2019.

Travel Trends Index Summary

	Current Travel Index (CTI)				Leading Travel Index (LTI)		6-mo LTI vs. CTI 6-mo avg.		
	6-month avg	September	October	November	3-month*	6-month**	Direction	Speed	
Total Market	51.6	50.8	51.6	51.5	51.1	51.1	Increasing 🔺	Slower	
International	51.4	52.2	51.2	51.9	50.1	50.5	Increasing 🔺	Slower	
Domestic	51.6	50.6	51.7	51.5	51.2	51.2	Increasing A	Slower	
Business	51.4	50.0	51.9	51.1	51.6	51.6	Increasing A	Faster	
Leisure	51.7	50.9	51.6	51.7	51.1	51.0	Increasing A	Slower	

^{*} Average outlook reading for Dec 2018 to Feb 2019

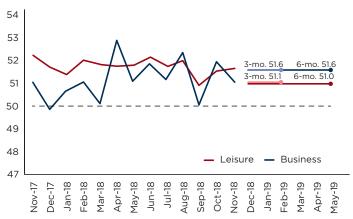
November Domestic and International Travel Index



Source: Oxford Economics, U.S. Travel Association

November Domestic Business and Leisure Travel Index





Source: Oxford Economics, U.S. Travel Association

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

^{**} Average outlook reading for Dec 2018 to May 2019

The Travel Trends Index measures the direction and pace of travel volume to and within the U.S. on a monthly basis. The index includes a Current Travel Index (CTI) and a Leading Travel Index (LTI). Both the CTI and the LTI include subcomponents (domestic, international, leisure and business).

Domestic travel is expected to grow approximately 2.4% year-over-year through May 2019, with business and leisure both contributing to the expansion. Business travel is expected to outperform the leisure market over the next six months, supported by strong business investment. However, recent volatility in the financial markets creates a level of uncertainty to this outlook. Leisure travel growth is expected to soften slightly but remain about 2.0% as wage growth continues to firm and consumer confidence remains near its historic high.

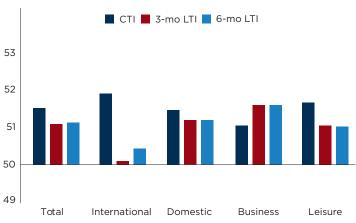
International inbound travel growth outpaced its six-month average in November, expanding by 3.8% year-over-year; however, we continue to forecast much softer growth through the first five months of 2019. Trade tensions, the international impact of the recent U.S. equity sell-off, and uncertainty surrounding the Trump administration are major risks to international traveler sentiment. An expected softening of recent dollar appreciation may help ease these downside risks.

Adam Sacks, President of Oxford's Tourism Economics group says, "Consistent with solid momentum in the U.S. economy, strong growth in travel activity continued in November. Looking ahead, both domestic and international travel demand are anticipated to slow amidst gradually cooling domestic and global economies, heightened market volatility and trade tensions."

Please note: The Travel Trends Index is based on public and private sector source data which are subjected to revision by the source agency.

November CTI, 3-month and 6-month LTI

Index (>50=expansion, <50=decline)



Source: Oxford Economics, U.S. Travel Association

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

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➤ METHODOLOGY

The Current Travel Index (CTI) measures monthly travel volumes in the U.S., including both domestic and international inbound travel. A score over 50 indicates an expansion in travel relative to the same month the prior year.

The index measures person trips that involved a hotel stay and/or a flight.

The following methods and sources are used to estimate (1) total travel; (2) international visitations; and (3) domestic travel (which is the residual of total travel minus international visitations):

1. Total travel (domestic and international): Total travel is calculated based on hotel stays of domestic and international travelers as well as air travel of domestic travelers. While most international visitors are assumed to stay in hotels, domestic travelers often do not. As such, the domestic travel estimate is further informed by domestic air enplanements to help capture the entire domestic market. STR provides monthly data on hotel room demand, and domestic air passenger enplanements are calculated based on monthly investor relations reports for all major domestic airlines. The research firm TNS provides representative data on U.S. travelers to determine the average length of stay, persons per traveler party, and the proportion of hotel guests who also fly. The CTI encompasses three traveler types on these bases that are shown below with their basic calculation.

Hotel Guests & Flyers

Hotel Guests & Non-Flyers

Non-Hotel Guests & Flyers







- 2. International visits: The international component of the CTI is based on the Department of Homeland Security's Advanced Passenger Information System (APIS), which tracks international travel to the U.S., and distinguishes between foreign nationals and U.S. citizens. Visits from Canada are tracked by Statistics Canada and visits from Mexico are tracked by Banco de Mexico. Further analysis of international markets is informed by origin-destination air travel data from OAG, Sabre Market Intelligence aviation passenger data, and IATA Billing Settlement Plan data. Each of these datasets tracks non-resident air travel to the U.S. by country of origin based on unique sources. These data sources are released within 4-6 weeks after the end of each month and represent the most reliable estimate of overseas travel to the U.S., given the significant lag time for the availability of official U.S. government statistics. Furthermore, recent anomalies with official visitation data has lead to the National Travel and Tourism Office (NTTO) to suspend its release of monthly overseas visiation statisics until further notice.
- 3. Domestic travel: The domestic component of the CTI is measured as the residual of total travel minus international. The domestic leisure travel component is based on STR room demand data that is segmented by type of property and day of the week. A domestic leisure travel proxy has been developed based on the location, type of property, and day of the week of travel. Domestic business travel is measured as the residual of total domestic travel minus domestic leisure travel.

The Oxford/U.S. Travel **Current Travel Index (CTI)** measures the direction and pace of travel volume to and within the U.S. on a monthly basis compared to the same month in the prior year. The index is comprised of a weighting of hotel room demand and air passenger enplanements that represents the overall volume of travelers each month. A score above 50 indicates expansion. A score below 50 indicates decline.

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The Leading Travel Index (LTI) measures the likely average pace and direction of U.S. travel volumes over the coming three and six-month periods. A reading over 50 indicates an expansion in travel relative to the same period last year.

The LTI econometric model includes three categories of information that have shown a strong predictive capability of short-term travel trends. High frequency macroeconomic data capture underlying movements in the labor market, exchange rates and company performance. Consumer sentiment data from the Conference Board provide a long-term trend of consumer attitudes that can be tracked with future travel patterns; online search and bookings data provide a window into traveler planning based on data from ADARA and nSight, and data from ARC measures bookings.

Travel Trends Index Data Category	Measurement	Travel Segments	Details			
	Unemployment rate	Total, international, domestic (leisure)	Share of labor force			
	Exchange rates	Total, international	\$US market rates, weighted average of inbound markets			
Macroeconomic Trends	GDP by visitor origin	Total, international, domestic (business & leisure)	Gross output, U.S. and weighted average of inbound markets			
	Corporate profits	Total, international, domestic (business)	Corporate earnings, U.S. and weighted average of inbound markets			
	Personal disposable income	Total, international	Personal income, weighted average of inbound markets			
Consumer and	Consumer travel intentions	Total, domestic (leisure)	Visitor intentions & air visitor intentions			
Business Sentiment	S&P stock market index	Total, domestic (business)	Stock market index, period average			
	ADARA online searches and bookings for future travel	Total, international, domestic (business & leisure)	Domestic/international & business/leisure			
Travel Search and Booking	ARC bookings for future travel	Total, domestic	Air travel with 6-month booking windows			
	nSight online searches and bookings for future hotel stays	Total, domestic, international	Domestic/international forward bookings			

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About the U.S. Travel Association

The U.S. Travel Association is the national non-profit organization representing all components of the travel industry, which generates \$2.4 trillion in U.S. economic output and supports 15.6 million jobs. U.S. Travel's mission is to increase travel to and within the United States.

About Oxford Economics

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Its best-of-class global economic and industry models and analytical tools give it an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Data Contributors

The U.S. Travel Index project is dependent upon unique datasets to track and predict travel trends. The U.S. Travel Association and Oxford Economics wish to thank the following organizations for their significant contributions:

ADARA is the world's travel data co-op providing a unique holistic understanding of travel patterns, trends and behavior. It's a safe and secure way to share and analyze historical and real time data about more than 500 million monthly unique traveler profiles from more than 175 of the world's top travel brands. The ADARA data co-op fuels three core business areas: Advertising, Measurement & Analytics and Traveler Intelligence. Together they provide unparalleled access to insights and knowledge allowing travel markets to increase marketing efficiency, maximize revenues and grow their brands.

Airlines Reporting Corporation (ARC) is a leading technology solutions company providing the U.S.-based travel industry with world-class business products, travel agency accreditation services, process and financial management tools, and powerful data analytics.

nSight combines the world's largest view of consumer shopping data with predictive marketing and revenue management solutions to deliver more guests to your hotel and visitors to your destination.

STR is the leading global provider of competitive benchmarking, information services and research to the hotel industry.

Travel Trends Index	55	54	53	52	51	50	49	48	47	46	45
12-month % change in trips	+10.0%	+8.0%	+6.0%	+4.0%	+2.0%	+0.0%	-2.0%	-4.0%	-6.0%	-8.0%	-10.0%

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From: Lewis

To: "Lewis F McLain Jr"

Subject: We"re Approaching 10 Years of Economic Upswing. Should Dallas Expect a Slowdown?

Date: Saturday, December 15, 2018 9:02:25 AM

We're Approaching 10 Years of Economic Upswing. Should Dallas Expect a Slowdown?

"Statistically, we're getting into unknown territory," says one economist here. How long can it last?

By Thomas Korosec Published in <u>D CEO December 2018</u>

You'd need to be in pretty good shape to hike up a hillside as steep as the incline depicted on the Dallas Regional Chamber's chart forecasting the North Texas economy's growth over the next several years. It takes the roughly 4 percent growth rate we have enjoyed since recovery from the Great Recession began in 2010 and predicts more of the same robust growth into 2022. Both gross product and real personal income are projected to expand at a rate of more than 4 percent per year, with retail sales coming in just below that, at 3.8 percent.

Given national economic conditions as of late 2018, there's no reason to doubt that good times will continue to roll as forecasted for the chamber by the Perryman Group, a Waco-based economic and financial analysis firm. This year, key economic indicators reached their best levels in decades: in August, the National Federation of Independent Business' small business optimism index reached the highest level in its 45-year history; in September, the national unemployment rate hit its lowest level since 1969; and in October, the Institute for Supply Management's index of conditions in the non-manufacturing sector hit an all-time high.

Although conditions are very, very good at present, economists are spending a lot of time wondering how and when all this might change. "It's the question everyone is asking right now," says Robert Dye, chief economist for Dallas-based Comerica Bank.

"If you take a probability view of when the next recession will come, you have to say ... in July 2019 we will be 120 months into this expansion, and 121 months would be the longest expansion ever," he says. "So statistically, we're getting into unknown territory. There is no roadblock that we're going to hit and knock us back into recession, but the odds of this thing extending another two or three or four years start to go down, just from historical experience."

Potential Economic Drags

Economists say every downturn is different, and complex economies evolve in ways that often defy prediction. They ask, for instance, whether the relatively weak recovery that followed the Great Recession has made for a longer albeit shallower expansion this time that might not be so tenuous. Still, economists have identified a number of things that could possibly derail the national upturn—and take the North

Texas economy down as well.

Market watchers cite a combination of rising interest rates, the withdrawal of some of the fiscal stimulus from this year's tax cuts, and perhaps some new fiscal drag as Washington attempts to deal with soaring federal deficits as a possible formula for trouble. Former Federal Reserve chairman Ben Bernanke told a conference of the American Enterprise Institute a few months back that tax cuts and spending stimulus are hitting "at the very wrong moment. ... It's going to hit the economy in a big way this year and next and then in 2020, Wile E. Coyote is going to go off the cliff." A related fear is that the Fed will overdo its rate hikes in an overzealous attempt to stem rising inflation.

"The odds of this thing extending another two or three or four years start to go down, just from historical perspective."

Robert Dye, Comerica Bank

Other possible recessionary triggers mentioned over the past several months include a global slowdown that spreads to the U.S., over-extended corporate debt, an escalation of the trade war, or general over-valuation of assets in the financial markets.

Although the Trump administration's brinkmanship on trade with China and other nations is an issue commanding a lot of attention, and some companies can be seriously hurt in a trade war, exports only account for a small percentage of national GDP. As Eric Winograd, senior economist at AllianceBernstein, told The New York Times recently, "Trade just isn't that big. I have a very hard time coming up with numbers that would be big enough to cause a recession based on the trade math alone."

In May, the Brookings Institution released a report concluding that the number of jobs that might be affected by an all-out trade war with China "remains modest." Across Texas, 156,000 jobs would be affected out of a total workforce of 12.6 million, the Washington-based think tank calculated.

Leading up to the past two recessions, the seeds of trouble—the <u>dot.com</u> stock bubble in the late 1990s, or reckless lending in the housing sector in the early 2000s—were evident to at least some observers. This time, no one can finger any glaring distortions or obvious culprits signaling an imminent crash.

'Recession-Resistant'

If and when the next recession arrives, regardless of the cause, it likely will roll over Dallas-Fort Worth as a smaller wave of the national downturn, local economists say, citing a host of factors related to the structure of the local economy.

"Dallas-Fort Worth would certainly feel an impact, but I think it will be fairly shallow, and that reflects the diversity of the DFW economy. It's not overly focused on

whichever sector gets hit the hardest," says Greg Willett, chief economist for RealPage, Inc., a Richardson-based company that provides software and data analytics to the multifamily housing industry.

Dye, meanwhile, points out that North Texas has extensive employment in areas that "are not recession-proof but are recession-resistant," such as healthcare, business and professional services, and transportation and warehousing "which is gobbling up real estate left and right in areas surrounding the region."

Additionally, Willett observes that North Texas is very much a corporate economy as opposed to a region with "a lot of entrepreneurs and mom-and-pops." These larger employers are more likely to be structured with cash reserves to get through downturns while "with small businesses, a lot of times, they go under," he says.

The momentum of the DFW economy is another factor that is apt to serve the area well should the national picture darken. DFW led the nation in job growth over the 12 months preceding August 2018, adding an impressive 115,300 jobs, according to federal statistics.

The steady performance of the DFW labor market during the Great Recession gives some historical backing to predictions of a shallower dip in North Texas. Unemployment in Dallas peaked at 8.7 percent in summer 2009, according to the Federal Bureau of Labor Statistics. Nationally, the rate reached 10 percent that fall. By the end of 2012, DFW's jobless rate reached 6 percent—2 percent lower than the national average—and was steadily recovering.

"Of course there will be job losses but you are set to come back with a large, well-educated employment base that will be there and ready to go," Willett says.

The perception that North Texas is recession-resistant has been somewhat self-reinforcing, according to Bobby Renkes, managing director of Dallas' Pinecrest Capital Partners, a middle-market investment bank. He says in an interview earlier this year that buyers were interested in Texas-based firms because its economy suffered less in the last recession than the rest of the country. The more sustainable revenue and earnings, he said, were attractive to buyers looking for companies that could perform in a slowdown.

Top Relocation Destination

Dallas has long been a favored destination for corporate relocations and that is not likely to change anytime soon, says Dye. "In my experience corporate relocations follow a herd mentality. There are only so many large cities corporations can go and Dallas is one of them," he says. "The factors that shape that—the mid-continent location, the relatively cheap cost of land and low business costs, low regulatory hurdles, the airports—those qualities will still be there in a downturn."

The energy and real estate industries have played major roles in Dallas' economic health, and local economists say their performance in the next recession will have

even wider effects.

"I don't think we will get over our skis too far. Everyone expects some sort of slowing, but it's not going to be a big-time downturn."

Greg Willett, Realpage Inc.

Bernard Weinstein, economist and associate director of SMU's Maguire Energy Institute, says the boom-bust cycles in Texas' oil patch have had a major impact on Dallas-Fort Worth, although to a declining degree, as the economy has diversified. "When I moved here in 1975, oil was blowing and going and you'd see bumper stickers saying 'Drive fast and freeze a Yankee.' By the mid-1980s they were reading, 'Please God, just give me one oil boom. I promise not to blow it next time," he recalls.

With crude oil prices set on the world market, the health of the industry is not directly tied to U.S. economic cycles, Weinstein points out. He notes that the Great Recession was moderated somewhat in DFW as a result of oil prices that peaked in 2008 at over \$120 a barrel. After plunging along with the stock market in late 2008, they recovered to more than \$80 a barrel by early 2010.

Predictions that weakening oil prices in 2014, 2015 and 2016 – a consequence of the shale revolution and massive new supplies – would tank the Dallas area economy proved unfounded. But statewide, GDP flat-lined and even declined slightly between 2014 and 2016, according to data collected by the Federal Reserve Bank of St. Louis.

Weinstein and others say the confluence of stronger oil prices and the strength of the rest of the economy have been super-charging the area's growth lately. Dallas may not have skyscrapers full of petroleum engineers, but there are enough energy company headquarters and oil-related finance activity to make a difference. Dye, the Comerica economist, said oil and gas royalties have a sizable local impact as well, whether they come as minor "mailbox money" or stout inflows into the family offices of Dallas' oil dynasties.

Employment in the field has mostly been located in DFW's western reaches, but that has dissipated in recent years. "Nobody is drilling in the Barnett because nobody can make money on dry gas," Weinstein says. "Those rigs have moved west to the Permian Basin."

Balanced Supply And Demand

In the late 1980s, when a banking and real estate bust hit Texas so hard there were dollar stores in the Galleria, residential and commercial real estate helped lead the decline. Home prices dropped by a painful 20 percent.

By contast, DFW home prices, which didn't run up in the 2000s as much as in cities like Las Vegas and Phoenix, served comparatively as a cushion during the Great Recession. Not that there wasn't extreme pain in the new home construction business. "Half the builders and subcontractors went out of business, and the market

was swamped in debt. It was not much fun," says Ted Wilson, whose company, Residential Strategies Inc., researches Texas homebuilding activity.

But the overhang in housing inventory didn't last long as job and population growth and corporate relocations "put coal on the fire" and private equity moved in to buy single family houses for rentals, he says.

Economists say the nature of the real estate business—the necessity of lead times for development and construction—means oversupply in a fast-moving downturn is always a risk. "Inherent in the way the Dallas-Fort Worth market grows, you always have too much," says Willett. There are currently 35,000 apartments under construction in the area, by far the most of any city in the country, he says.

Still, Willett and Wilson say tighter lending practices and better market information have tended to match supply with demand more efficiently than in previous cycles.

"In the past, lot development was being done with maybe 90 percent leverage. Post Dodd-Frank, that has tightened up. Equity today is more like 30 or 40 percent in real dollars, so you don't see the excesses," Wilson says.

"I don't think we are going to get out over our skis too far," says Willett, given current rates of job and population growth. "Everyone expects some sort of slowing but it's not going to be a big-time downturn."

As Weinstein says, "I've lived here 43 years, and in good times and bad we seem to do better than the rest of the country. I wouldn't say DFW is going to grow at the breakneck pace of the last year, but with the diversity of the economy we are going to do better, whether the backdrop is 3 percent growth or a 2 percent contraction."

HOME DFW INTERNATIONAL AIRPORT

DFW Airport Welcomes Trinity Metro's TEXRail Service

TOPICS:DFW AirportFeaturedNewsTexrail

Skylink

Skylink

Photo courtesy of Railway Gazette

POSTED BY: DFWNEWSFLASH JANUARY 10, 2019

Dallas Fort Worth International (DFW) Airport and Trinity Metro welcomed the start of TEXRail service at Terminal B, offering customers the first public transportation option to directly connect DFW Airport to downtown Fort Worth.

"This year, DFW will serve more customers with more international flights than ever, and a growing number of our customers expect convenient rail service to take them from the Airport to a city center," said Sean Donohue, CEO of DFW Airport. "TEXRail provides our customers with direct access to Fort Worth, one of the fastest growing cities in the country. Along with DART service to Dallas, DFW customers have more choices to access the Airport or make their way across the Dallas Fort Worth region."

"We believe TEXRail is going to be a game-changer for this region," said Trinity Metro President/CEO Paul J Ballard. "Our new commuter rail line will give travelers the ease and convenience of taking the train to the Airport and arriving on time. TEXRail will be a great option for airport workers and other people who work along the route."

DFW's construction of the station totaled \$39 million and took 19 months to complete. From Terminal B, customers have convenient access to other terminals via Terminal Link (pre-security) or Skylink (post-security). TEXRail is the second train line to connect the Airport to the DFW metroplex, with the Dallas Area Rapid Transit (DART) Orange Line providing light rail service between DFW Airport and Dallas since 2014.

Riders can try TEXRail for free through Jan. 31. Regular rates are \$2.50 one way or \$5.00 for an all-day pass. Trains run daily from Fort Worth starting at 3:30 a.m. and arriving at the Airport before 4:30 a.m. The last train will leave DFW at 1:00 a.m. TEXRail will operate seven days a week, with trains running every 30 minutes during peak hours. For additional route and schedule information, visit the Trinity Metro website.

About Trinity Metro:

Trinity Metro is a regional transportation system that provides public transportation to meet the mobility needs in Tarrant County. The agency offers connections throughout the North Central Texas region, annually providing 10 million passenger trips on buses, vanpools and the Trinity Railway Express (TRE), a 34-mile commuter rail line jointly owned and operated with Dallas Area Rapid Transit (DART). On Jan. 10, Trinity Metro began operating TEXRail, a 27-mile commuter rail line from downtown Fort Worth to Dallas Fort Worth International Airport's Terminal B.