



IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

Monday, July 23, 2018 @ 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 2017 - SEPTEMBER 2018**

NAME	OCT 20	NOV 20	DEC 18	No Mtg	FEB 26	MAR 26	APRIL 30	MAY 21	JUNE 25	JULY 23	AUG 27	SEPT 24
CLEM LEAR	X	X	X		X	X	X	X	X			
RON MATHAI	X	X	X		X	X	X	X	X			
BOB BETTIS	X	X	X		X	X	X	X	X			
BOB BOURGEOIS	=	=	X		X	X	X	X	X			
BETH BOWMAN	X	X	X		X	X	X	X	X			
JO-ANN BRESOWAR	X	X	+		X	X	+	+	X			
DIRK BURGHARTZ	+	#	#		+	+	+	#	#			
DAVID COLE	X	X	=		=	=	=	X	X			
KAREN COOPERSTEIN	X	X	X		X	X	X	X	X			
BOB GALECKE	#	X	X		#	+	X	#	#			
DEBBI HAACKE	X	X	X		X	X	X	X	X			
JOHN HAIGLER	=	=	=		X	X	X	X	+			
TODD HAWKINS	=	=	=		=	=	=	X	X			
CHRIS HILLMAN	+	X	X		X	X	X	X	X			
JULIA KANG	=	=	X		X	X	X	X	X			
JACKY KNOX	+	+	#		X	+	X	#	X			
KIM LIMON	+	+	X		+	X	X	X	+			
RICK LINDSEY	X	X	X		X	X	X	X	X			
GREG MALCOLM	X	X	X		X	X	X	X	X			
JOE MARSHALL	X	X	X		X	X	X	X	X			
HAMMOND PEROT	=	=	=		X	X	X	+	X			
JOE PHILIPP	X	+	+		X	X	X	X	X			
JUDY PIERSON	=	=	=		=	=	=	x	X			
MICHAEL RILLEY	+	X	+		X	X	+	#	+			
HOLLY TURNER	=	=	=		#	X	X	X	X			
‡ JOHN DANISH	+	X	X		X	X	X	X	X			
RICK BIDNE	X	X	=		=	=	=	=	=			
MARK CRONENWETT	+	+	X		=	=	=	=	=			
DAN MATKIN	#	X	=		=	=	=	=	=			
JACK SPURLOCK	X	X	=		=	=	=	=	=			

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

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

AGENDA
Irving Convention & Visitors Bureau Board of Directors
Monday, July 23, 2018 at 11:45 a.m.
Irving Convention and Visitors Bureau
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 June 25, 2018
2. Accepting Irving Convention Center Financial Reports for June 2018
3. Accepting ICVB Financial Reports for June 2018
 - a. General Fund
 - b. Reserve Fund
 - c. Computer Replacement Fund
 - d. Convention Center Reserve/Capital Projects Fund
4. Approving High Spirited Citizen Nomination – Tony Grimes

Presentation:

5. Texican Court Upcoming Opening and Plans

Reports

6. Board Chair Report
 - a. Employee Service Awards
 - Joyce Heaton
 - Annette Haas-Rios
 - Betty Williams
 - b. Schedule of Upcoming Meetings and Activities
 - Special Executive Committee Meeting regarding Compensation Study – July 24, 2018
 - Next Executive Committee Meeting – August 17, 2018
 - Next Board Meeting – August 20, 2018
7. Board Committee Reports
 - a. Board Development – Debbi Haacke
 - 2018 Strategic Plan Update
 - Next Meeting – September 14, 2018
 - b. Community Relations – Rick Lindsey
 - Recap of July 17 meeting
 - Upcoming High Spirited Citizen Award Presentations
 - Next Meeting – October 20, 2018
 - c. Destination Development – Greg Malcolm
 - Next Meeting – August 7, 2018

AGENDA - Continued

8. City Reports

- a. Council Liaison – John Danish
- b. Mayor & Other Council Members
- c. City Manager – Chris Hillman
 - Visitor Development Updates
 - Headquarter Hotel
 - Irving Music Factory/Entertainment Venue
 - Other City Updates

9. Bureau Monthly Management Reports

- a. Executive Director – Maura Gast
- b. Sales and Services – Lori Fojtasek
- c. Marketing and Communications – Diana Pfaff
- d. Finance and Administration – Mike Zumbaugh
 - Smith Travel Research and AirDNA Monthly Reports

10. Convention Center Management Report – Tom Meehan

11. Industry Partner Reports

- a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
- b. Hotel Industry Updates – Greg Malcolm, Dirk Burghartz, Kim Limon, Holly Turner
- c. Restaurant Industry Update – David Cole

12. Partner Organization & Stakeholder Reports

- a. Irving Arts and Culture – Todd Hawkins/Judy Pierson
- b. Chamber of Commerce – Lori Bunger/Beth Bowman
- c. DART/Transportation and Infrastructure – Mayor Rick Stopfer
- d. DCURD – Jacky Knox
- e. The Las Colinas Association – Hammond Perot
- f. TIF – John Haigler
- g. University of Dallas – Karin Riley

CERTIFICATION

I, the undersigned authority, do hereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, Texas, a place readily accessible to the general public at all times, and said notice was posted by the following date and time:

_____ at _____ and will remain so posted at least 72 hours before said meeting convened.

Deputy Clerk, City Secretary's Office

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 23, 2018**

AGENDA ITEMS



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS MEETING
HILTON GARDEN INN DFW SOUTH
JUNE 25, 2018**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Jo-Ann Bresowar, David Cole, Karen Cooperstein, Debbi Haacke, Todd Hawkins, Chris Hillman, Julia Kang, Jacky Knox, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, Judy Pierson and Holly Turner – Members of the Board; Deputy Mayor Pro Tem John Danish – City Council Liaison and Councilman Oscar Ward. From the City of Irving: Chief Financial Officer Jeff Litchfield, Deputy City Manager Mike Morrison, and City Attorney Christina Weber. From SMG/Irving Convention Center: Sales Manager Casey Villaseñor, and Director of Finance Verenis Pedraza. From CVB Staff: Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Monty White, and Mike Zumbaugh; Guests: Rodney Phelps – representing Irving-Las Colinas Chamber of Commerce.

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

CONSENT AGENDA

1. APPROVING MINUTES – MAY 21, 2018
2. ACCEPTING ICVB FINANCIAL REPORTS: MAY 2018
3. ACCEPTING ICC FINANCIAL REPORTS: MAY 2018
4. REVIEW OF 2017-18 SECOND QUARTER HOTEL OCCUPANCY TAX COLLECTION REPORTS

Lear referenced a memo in the meeting packet from ICVB Director of Accounting Marianne Lauda noting further reporting clarification on the Hotel Occupancy Tax Collections report from the City of Irving. The City has contacted three hotels that claimed no taxable revenues for the quarters ending 12/31/17 and 3/31/18 to verify the information reported is correct. Lauda reported one hotel will be included in the current City audit and the others in future audit reports. Updates will be provided to the Board as they become available.

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

INDIVIDUAL CONSIDERATION

Gast gave an overview of the 2018-19 ICVB Operating Budget and Marketing Plan. She reported on the history of the Hotel Occupancy Tax, ICVB Net Operating Expenditure, ICVB Reserve Fund, and ICVB staffing. She referenced the \$400,000 transfer to the ICC Capital Reserve Fund and \$125,000 transfer to the ICVB Reserve Fund, noting that \$75,000 will be utilized that was previously set aside for the Westin Convention Center Headquarter Hotel opening events. She then reviewed the Hotel Needs Analysis Survey results and noted the wants/needs were more weekend business and sales and marketing support for SMERF, leisure, corporate, government and transient business. The concerns noted on the survey included new hotel inventory coming in the area and market saturation fears. She noted this was the first year that responses had not listed “a lack of things to do” as a concern. Gast then reviewed the key management goals, ICVB department and Convention Center overviews.

In response to a question from Bresowar, Gast explained in the city-to-city analysis for operating subsidy comparisons, data came from convention centers in the SMG portfolio that were of similar size, space, market and revenues to the Irving Convention Center. In conclusion, Gast reviewed the Irving economic impact figures from the Destination Analysts, Inc. 2017 Economic Impact Report.

Lear asked for a motion to approve the 2018-19 ICVB Operating Budget and Marketing Plan. Board Member Joe Philipp made a motion to approve; second by Bresowar. With no opposition and no further discussion, the motion was approved unanimously.

BOARD CHAIR REPORT

Lear gave a brief overview of the ICVB Strategic Planning Retreat that was held on June 21-22. She thanked ICVB staff for arrangements at the Alamo Drafthouse and Glory House Bistro, and thanked Board Members for their participation. She reported the Irving Arts and Culture Director Todd Hawkins gave a brief presentation on the museums and Arts Center plans. Joe Moses from the Irving Parks and Recreation Department gave an overview of the Parks Master Planning process. Lear reported Bill Geist from Zeitgeist Consulting was the moderator for the two-day retreat. Discussions were held on the relevance of the ICVB Vision and Mission Statement, the Board's role in the Texas Stadium site and Heritage District plans. Other topics were ICVB branding, iconic attractions, Tourism Improvement District (TID) and plans for advancing a TID through the State legislature in the next session. Citywide Wi-Fi, festivals, sports tournaments, young professionals, and city walkability were also discussed. The results and report from the Strategic Planning meeting will be reviewed with the Board in the next few months and topics for action will be divided among the appropriate Board Committees.

Lear reviewed the upcoming Board meetings and noted the Special Executive Committee meeting regarding the Compensation Study to be held on July 24 at the Irving Convention Center.

BOARD DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke gave an update of the June 5 Committee meeting. She noted ICVB Assistant Executive Director/Finance and Administration Mike Zumbaugh reviewed the ICVB structure and the research conducted in governance structure. A summary memo of those findings is included in the Board packet. Haacke reported the Executive Committee has supported the position to proceed with the current ICVB governance structure. The next Board Development Committee meeting will be held on September 14 with discussion on the legislation agenda and the Board appointment process.

In response to a request from Haacke, Zumbaugh gave an overview presentation of the new ICVB Board portal. The site is built with Responsive Technology and is tablet- and smartphone-friendly. Within the portal, Board Members can access meeting information, Board contact information, STR reports, marketing plans, forms and additional information and presentations. Any questions regarding the portal can be referred to Zumbaugh or ICVB Office Manager Carol Boyer. Bresowar thanked Zumbaugh and noted the portal will keep Board Members fresh and informed.

COMMUNITY RELATIONS COMMITTEE

Committee Chair Rick Lindsey reported the committee has been active and busy with the DestinationNEXT survey. He reminded the Board of the High Spirited Citizen recognition for Willie Cole at the Thursday, July 19 City Council meeting and encouraged everyone to attend. He noted two other HSC nominees will be awarded: Marilyn Willem on August 2 and Debra Cox on October 4, and there is an additional nomination in the pipeline for 2018. The next Committee meeting will be on July 17 at the Irving Convention Center.

DESTINATION DEVELOPMENT COMMITTEE

Lear commended Committee Chair Greg Malcolm for his representation at the recent City Planning and Zoning Committee on the Hotel Development Standards ordinance. Malcolm added it was good to hear most of City Council was not in favor of changing the ordinance. The direction given was given that any changes would be developed in consultation with the ICVB, Planning and Zoning, and hotel representatives. The next Destination Development Committee meeting will be held on August 7 at the Irving Convention Center.

CITY OF IRVING

Deputy Mayor Pro Tem John Danish gave a brief overview of the importance of parking and transportation in urbanism. Transportation connection between North and South Irving along the BNSF corridor could be considered and capitalize on the D-Link system. The D-Link is a free way for visitors and newcomers to explore downtown Dallas and is paid for by the City of Dallas, DART and other cities' economic development funds. D-Link is also a way to connect to other transit services. In connection of North and South Irving, hoteliers along the corridor could participate.

Councilman Oscar Ward commented everything is going strong at the Toyota Music Factory. He reported cities are creating ordinances to enforce Air BNB, Home Away, etc. participation in Hotel Occupancy Tax. Ward is talking to Texas House of Representatives Rodney Anderson to move forward and encourage the effort and would like support from the Board.

Mayor Rick Stopfer reported it has been a busy month: Luzon Park redevelopment completed, Juneteenth Celebration, two cemetery dedications, 50th anniversary of Ambucs, Canal Fest, July 4 parade, and Nancy Lieberman Charities opened two Dream Courts in Irving. He noted these are all things to be considered at budget time and is proud of the offerings through the Arts and Culture, Parks and Recreation program and what kids participate in at City of Irving facilities. The programs at the libraries and arts for youth in the summer months are a valuable asset for our citizens. The Parks Master Plan will expand and build stronger programs.

In an update on DART, Stopfer reported they hope to finish funding for the Cotton Belt project by the end of August. He reported he is confident the Cotton Belt project will be completed. In response to Danish's comments regarding the D-Link, Stopfer commented cost is always a challenge in participating in programs like D-Link, and the downtown alignment will take longer due to the level of federal funding.

City Manager Chris Hillman reported the City budget is in process. He encouraged everyone to talk about the Toyota Music Factory and communicate that attendance is going well and several restaurants are open. The glass and roof have been installed on the Westin Convention Center Headquarters Hotel, and the elevator should be completed by the end of July. The opening of the hotel is scheduled for year-end 2018. Hillman reported Phase I of the Midtown Express should be substantially completed by the Fall. Things are moving forward on the Signature Bridge and Diamond Interchange area around the Texas Stadium site and will help with economic development on those sites. Dallas-Fort Worth International Airport announced partial closure of one of its primary runways for pavement replacement and resurfacing. The first phase of work is expected to continue through early August. A full closure of the runway will begin in August and finish in December. The City is partnering with a non-profit organization, Operation Finally Home, and has identified a parcel of property to build a home for one of Irving's veterans and family. Hillman thanked Deputy City Manager Mike Morrison and Stopfer for their assistance in making this mortgage-free home a reality.

He commented the City is working on pool improvements at the Heritage Center Aquatic Center, and installing turf at the newly renovated Twin Wells Golf Course that is re-opening later this year. Upcoming events include July 4 parade and fireworks, Clear the Shelter event, and no-fee pet adoptions. The Parks and Rec Master Plan is being put together and Hillman encouraged everyone to participate in the online survey at <https://letsplayirving.com>.

STAFF

Gast thanked everyone for their participation in the Strategic Planning meetings and she is looking forward to what the plan will deliver over the next several years. A handout was distributed of the July Calendar of Events at the Toyota Music Factory.

Assistant Executive Director/Sales and Services Lori Fojtasek reported the Sales team is busy closing out the quarter and everything is looking well.

Assistant Executive Director/Marketing and Communications Diana Pfaff reported advertising numbers continue to break records with 8,220 advertising impressions generated in May and 3,100 site visits, which is the highest response to date for the third month in a row. The Visit Irving Facebook page received the largest increase in May with 839 new Likes and passed the 50,000 Like milestone. Pfaff noted the Marketing Plan is in Draft form, and a new copy with updated numbers will be available for the City's budget retreat. She thanked Director of Marketing Monty White for his hard work on the plan. Board Member and staff headshots will be scheduled by the end of the summer.

Assistant Executive Director/Finance and Administration Mike Zumbaugh reviewed the Air BNB report, stating the current YTD average daily rate through May is \$138.01, up 13.64% over last year. Occupancy percentage is 62.0%, which is up 3.55% over last year. He noted the hotel comparable subset are those properties that are one bedroom or studio apartments. As a comparison, the YTD hotel average daily rate is \$110.22. The current average daily rate through May is \$86.48, up 15.85% over last year. Occupancy is down at 60.1%, down 3.76% from last year. There are 229 active rentals in Irving, and is a 44.9% increase in listings over last year's figure of 158. He reported there is still a lot of activity, but numbers are diluted with more inventory available from last year.

CONVENTION CENTER

ICC Director of Accounting Verenis Pedraza reported the Convention Center had another solid month and continues a record-breaking year. To date, the facility is \$552,000 ahead of budget for the year. Food and Beverage continues to grow at an amazing rate and is \$300,000 ahead of last year's pace. Sales have also been incredible as rental income is \$106,000 ahead of budget and \$208,000 ahead of last year.

ICC Sales Manager Case Villaseñor reported there were 22 events hosted in May, and 186 year-to-date, which is 17 events more than 2017 at this time. There were 23 signed contracts, 206 contracts year-to-date and 27 ahead of last year. The sales team booked 2,040 guestrooms in conjunction with the ICC programs, which is almost 2,700 room nights ahead of the 2017 pace. June had three large programs: the Telangana American Telugu Association had the full building for three days and 4,000 people in attendance, Steubenville had 4,700 in attendance over three days with over 3,000 room nights. The first of the Jehovah's Witnesses programs will finish the month with over 4,000 people. They have three more events in 2018 and sales has sent five agreements to them for 2019. There are two public shows in July: North Texas Comic Book Show on July 20-22 and Let's Play Gaming Expo on July 25-30.

INDUSTRY PARTNERS
HOTEL AND RESTAURANT INDUSTRY UPDATES

Board Member Greg Malcolm reported Occupancy for Irving was 74.5% in May, up 2.5% from last year. Average Daily Rate is \$109.09, compared to \$110.74 last year in May. RevPAR is \$81.26 compared to \$80.50 last year. Malcolm thanked everyone for coming to the Hilton Garden Inn DFW South for the Board meeting and encouraged everyone to tour and see the renovations of the lobby and meeting room space.

Board Member David Cole reported Southern Junction Restaurant has closed in Irving and is being sold with a different idea/theme. Danal's Restaurant was lost in a fire and now closed. The National Restaurant Association announces the ServSafe Workplace program, which will offer training programs focused on creating and sustaining a positive work environment for the restaurant/hospitality industries. The Texas Restaurant Association Marketplace will be held July 15-16 in San Antonio. Cole reported new restaurant openings in Irving include: Whiskey Cake, Torchy's Tacos, Liberty Burger, India 101, Hooters and Texas Roadhouse. With over 18,700 square feet of space, India 101 is the largest Indian restaurant in North America.

THE LAS COLINAS ASSOCIATION

TLCA President Hammond Perot reported there are an average of 366 calls to LCA in a month to report garage door issues. There was a recent alarm system radio network crash, and the new wireless alarm system did survive through the down time. He reported there are several development projects in and around the Urban Center area, and a new first design review project is in progress. The focus is on walkability, mobility, way finding, and pedestrian safety. He noted TLCA association member dues are due July 1 and will be considered delinquent as of July 31. The Association members budget is in process.

DCURD

Board Member Jacky Knox reported the Water Street APT station construction should be completed by the end of June. There will be system testing to complete before the station is open to the public. Williams Square Plaza update consideration is on the City Council agenda this week regarding a recommendation of a design firm, which was the original designer of the Plaza. He reported possible TIF #1 extension parameters and projects are in the process of consideration by the TIF Board and eventually will be presented to City Council. Irving Flood Control District (IFCD) 3 projects include approximately 1,500 linear foot of Cowboy Canal wall construction which will take three years to complete. A slope stabilization project along Valley Ranch Parkway will include plantings and wall construction. IFCD 1 renovation is complete along the East Cell levee. The certification by USACE and FEMA will likely require approximately one year to process.

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman referenced an article in ***D Magazine Special Edition*** highlighting Irving as one of "The Next Wave – these historic downtowns re poised for greatness". She thanked the City's Corporate Communications team, ICVB and Pfaff, LCA and Perot and the Chamber team who worked to put the piece together. Bowman reported there have been 14 economic development wins since October 1, with more than 2,000 jobs, and \$20 million in capital investment. The Chamber is currently working on 30 projects, 25 of those are domestic. The unemployment rate in Irving is at its lowest level this year at 3.3%. Texas has an unemployment rate of 4.1% and the national rate is 3.8%, which is the lowest since April 2000.

IRVING ARTS AND CULTURE

Arts and Culture Executive Director Todd Hawkins thanked Gast and Lear for the invitation to speak at the recent CVB Strategic Planning meeting and added he appreciates the support for the Arts programs. Hawkins reported "The Mother Road Revisited: Route 66 Then and Now" is exhibited in Carpenter Lobby through September 2. The exhibition aims to explore the idea of travel and American culture through interactive photography. Also, "KidsArts/Kids' Works: Route 66 Summer Camper Creations" features artwork from Irving Arts Center's summer art campers. The exhibition is in the Focus Gallery through August 25. Irving Quilt Guild will be featured in the Focus Gallery June 16 – July 8 with quilts created by members of the Irving Quilt Guild. "The Chinese Garden Party" is an annual exhibition of Chinese brush paintings, and Ikebana, the Japanese art of floral arrangement and is in Carpenter Lobby through July 8.

With no further questions or discussion, Lear adjourned the meeting at 1:43 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME
Executive Director



Date Distributed: July 13, 2018

Monthly Financial Summary

For Period Ending June 30, 2018

IRVING CONVENTION CENTER AT LAS COLINAS / SMG

OCTOBER 1, 2017 TO SEPTEMBER 30, 2018

Board Lead Income Statement - Monthly FY 2018

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	117,100	35,954	39,927	105,725	86,890	155,975	179,515	135,950	34,820	115,000	159,870	120,270	1,286,996		
Service Income	43,471	23,129	46,456	10,029	60,981	104,848	59,522	47,309	72,516	35,066	39,066	58,522	600,913		
Service Expenses	(66,060)	(48,030)	(49,564)	(58,278)	(99,378)	(139,154)	(91,673)	(111,297)	(128,313)	(49,300)	(52,885)	(69,980)	(963,911)		
Total Direct Event Income	94,511	11,053	36,819	57,476	48,493	121,669	147,364	71,962	(20,977)	100,766	146,051	108,812	923,998		
Ancillary Income															
F & B Concessions	29,160	6,220	5,350	12,588	7,039	35,895	39,995	27,014	6,351	7,500	1,500	18,000	196,613		
F & B Catering	326,765	289,373	461,572	275,097	361,456	218,039	246,994	270,728	500,964	95,550	145,489	150,788	3,342,813		
Parking: Self Parking	32,197	4,910	(5,280)	24,287	22,250	44,897	20,343	31,346	28,794	14,400	15,440	23,680	257,264		
Electrical Services	9,865	12,261	5,800	23,227	21,715	22,195	7,650	4,664	13,170	750	250	3,000	124,547		
Audio Visual	(90)	(1,331)	(117)	(0)	33	(2,103)	(702)	(1,703)	(252)	-	-	-	(6,265)		
Internet Services	580	3,350	-	1,050	405	5,310	1,670	900	2,600	900	780	950	18,495		
Total Ancillary Income	398,477	314,783	467,325	336,249	412,898	324,233	315,950	332,949	551,627	119,100	163,459	196,418	3,933,466		
Total Event Income	492,988	325,836	504,144	393,725	461,391	445,902	463,314	404,911	530,650	219,866	309,510	305,230	4,857,466		
Other Operating Income	130,093	64,477	25,394	52,536	45,837	82,058	61,110	31,120	62,421	41,000	39,200	33,063	668,309		
ICVB Operating Subsidy				348,000		350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	623,081	390,313	529,538	794,260	507,228	877,960	524,424	436,031	941,821	260,866	348,710	686,543	6,920,774		
Operating Expenses															
Employee Salaries and Wages	202,542	161,560	251,329	202,263	189,429	191,145	192,642	235,625	204,409	207,363	207,359	206,185	2,451,852		
Benefits	55,111	(12,565)	65,173	62,849	54,030	62,802	57,104	61,840	66,940	64,044	64,044	64,044	665,418		
Less: Event Labor Allocations	(33,730)	(27,044)	(24,368)	(32,171)	(34,182)	(34,851)	(37,574)	(63,138)	(66,670)	(35,607)	(35,607)	(35,607)	(460,550)		
Net Employee Wages and Benefits	223,923	121,951	292,134	232,940	209,277	219,096	212,172	234,327	204,679	235,800	235,796	234,622	2,656,719		
Contracted Services	95,696	69,337	59,442	58,844	66,482	58,325	67,727	60,546	46,342	45,639	45,639	45,639	719,659		
General and Administrative	85,386	62,214	31,815	55,129	59,562	76,670	47,285	37,922	81,154	40,227	39,577	39,577	656,518		
Operations	46,466	38,029	49,515	49,985	36,347	67,056	53,900	49,937	95,771	40,625	40,625	40,625	608,881		
Repair & Maintenance	64,590	64,407	42,606	34,412	54,214	54,719	51,920	(13,976)	60,013	44,856	44,856	44,856	547,473		
Supplies	34,869	15,124	8,277	23,982	10,218	34,195	20,185	23,310	10,323	15,449	15,449	15,449	226,831		
Insurance	5,266	5,538	6,635	4,726	5,538	5,388	6,481	4,925	5,758	8,333	8,333	8,333	75,254		
Utilities	44,174	56,170	34,558	43,923	57,817	45,763	27,707	44,531	49,016	46,666	46,666	46,666	543,658		
SMG Management Fee	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	154,788		
SMG F&B Incentive Fee	33,224	12,769	38,991	29,601	34,013	32,229	28,131	31,573	28,119	1,350	-	-	270,000		
Total Operating Expenses	646,493	458,438	576,872	546,442	546,367	606,340	528,406	485,995	594,074	491,844	489,840	488,666	6,459,782		
Net Income (Loss) From Operations	(23,412)	(68,125)	(47,334)	247,818	(39,139)	271,620	(3,982)	(49,963)	347,747	(230,978)	(141,130)	197,877	460,992	-139,5000	(934,008)
Other Income (Expenses)	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Income After Other Income (Expenses)	(23,412)	(68,125)	(47,334)	247,818	(39,139)	271,620	(3,982)	(49,963)	347,747	(230,978)	(141,130)	197,877	460,992		
Budget Forecast Comparison by Month															
2018	47,856	494,666	472,986	314,913	336,267	350,441	290,325	430,161	460,996	-	-				
2017	(990,976)	(850,624)	(812,492)	(808,222)	(760,116)	(621,850)	(538,064)	(102,394)	(16,789)	273	79,067	315,251			

IRVING CONVENTION CENTER/SMG
Financial Statements Monthly Highlights
For the Month Ending June 30, 2018

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	28,095	18,300	9,795	30,950
Events	10	16	(6)	17
Event Days	24	24	0	25
Direct Event Income	(20,977)	75,341	(96,318)	63,930
Ancillary Income	551,627	336,023	215,604	395,955
Total Event Income	530,650	411,364	119,286	459,885
Other Operating Income	62,421	37,056	25,365	36,212
Adjusted Gross Income	593,071	448,420	144,651	496,097
Indirect Expenses	(594,074)	(512,732)	(81,342)	(575,936)
Net Income (Loss) From Operations	(1,003)	(64,312)	63,309	(79,839)

An SMG Managed Facility

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	203,764	194,406	9,358	168,905
Events	196	246	(50)	186
Event Days	305	336	(31)	277
Direct Event Income	568,367	704,557	(136,190)	531,611
Ancillary Income	3,454,357	2,479,305	975,052	2,883,468
Total Event Income	4,022,724	3,183,862	838,862	3,415,079
Other Operating Income	555,045	403,826	151,219	278,375
Adjusted Gross Income	4,577,769	3,587,688	990,081	3,693,454
Indirect Expenses	(4,989,419)	(4,614,593)	(374,826)	(4,460,891)
Net Income (Loss) From Operations	(411,650)	(1,026,905)	615,255	(767,437)

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG

Balance Sheet

June 30, 2018

ASSETS

Current Assets

Cash	\$	1,476,869
Accounts Receivable		652,868
Prepaid Assets		0
Inventory		62,913

Total Current Assets		2,192,650
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Total Assets	\$	2,192,650
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LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	\$	672,860
Accrued Expenses		(58,859)
Deferred Income		0
Advance Ticket Sales/Deposits		944,556
Other Current Liabilities		0

Total Current Liabilities		1,558,557
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Long-Term Liabilities

Long Term Liabilities		0
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Total Long-Term Liabilities		0
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Total Liabilities		1,558,557
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Equity

Net Funds Received		10,070,669
Retained Earnings		(9,024,926)
Net Income (Loss)		(411,650)

Total Equity		634,093
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Total Liabilities & Equity	\$	2,192,650
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An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Nine Months Ending June 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
EVENT INCOME							
Direct Event Income							
Rental Income	34,820	86,100	(51,280)	891,856	836,200	55,656	752,566
Service Revenue	72,516	29,066	43,450	468,259	348,985	119,274	386,689
Service Expenses	(128,313)	(39,825)	(88,488)	(791,748)	(480,628)	(311,120)	(607,644)
Total Direct Event Inco	(20,977)	75,341	(96,318)	568,367	704,557	(136,190)	531,611
Ancillary Income							
F & B Concessions	6,351	11,825	(5,474)	169,614	186,818	(17,204)	119,360
F & B Catering	500,964	299,999	200,965	2,950,855	2,020,439	930,416	2,519,632
Parking	28,794	16,749	12,045	203,742	161,368	42,374	142,526
Electrical Services	13,170	6,200	6,970	120,546	97,705	22,841	96,865
Audio Visual	(252)	0	(252)	(6,265)	0	(6,265)	(825)
Internet Services	2,600	1,250	1,350	15,865	12,975	2,890	5,910
Total Ancillary Income	551,627	336,023	215,604	3,454,357	2,479,305	975,052	2,883,468
Total Event Income	530,650	411,364	119,286	4,022,724	3,183,862	838,862	3,415,079
OTHER OPERATING INCOME							
Advertising	0	0	0	17,000	0	17,000	0
Other Income	62,421	37,056	25,365	538,045	403,826	134,219	278,375
Total Other Operating In	62,421	37,056	25,365	555,045	403,826	151,219	278,375
Adjusted Gross Income	593,071	448,420	144,651	4,577,769	3,587,688	990,081	3,693,454
INDIRECT EXPENSES							
Salaries & Wages	204,409	213,307	8,898	1,830,947	1,919,761	88,814	1,787,322
Payroll Taxes & Benefit	66,940	64,806	(2,134)	473,279	583,259	109,980	492,760
Labor Allocations to Ev	(66,670)	(51,902)	14,768	(353,729)	(467,120)	(113,391)	(365,537)
Net Salaries and Benefit	204,679	226,211	21,532	1,950,497	2,035,900	85,403	1,914,545
Contracted Services	46,342	41,697	(4,645)	582,738	375,273	(207,465)	389,809
General and Administrat	81,154	50,487	(30,667)	537,137	454,383	(82,754)	438,368
Operating	95,771	41,604	(54,167)	487,008	374,436	(112,572)	487,632
Repairs & Maintenance	60,013	41,327	(18,686)	412,904	371,943	(40,961)	338,461
Operational Supplies	10,323	20,712	10,389	180,484	186,408	5,924	76,155
Insurance	5,758	8,333	2,575	50,255	74,997	24,742	96,898


An SMG Managed Facility

IRVING CONVENTION CENTER/SMG
Income Statement
For the Nine Months Ending June 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Utilities	49,016	46,966	(2,050)	403,655	422,698	19,043	378,246
SMG Management Fees	41,018	35,395	(5,623)	384,741	318,555	(66,186)	340,777
	<u>594,074</u>	<u>512,732</u>	<u>(81,342)</u>	<u>4,989,419</u>	<u>4,614,593</u>	<u>(374,826)</u>	<u>4,460,891</u>
Total Indirect Expenses	594,074	512,732	(81,342)	4,989,419	4,614,593	(374,826)	4,460,891
	<u>594,074</u>	<u>512,732</u>	<u>(81,342)</u>	<u>4,989,419</u>	<u>4,614,593</u>	<u>(374,826)</u>	<u>4,460,891</u>
Net Income (Loss)	(1,003)	(64,312)	63,309	(411,650)	(1,026,905)	615,255	(767,437)
	<u>(1,003)</u>	<u>(64,312)</u>	<u>63,309</u>	<u>(411,650)</u>	<u>(1,026,905)</u>	<u>615,255</u>	<u>(767,437)</u>

An SMG Managed Facility

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Jehovah Witness Group	2	3	4 	5 Jehovah Witness Group	6	7
8 Jehovah Witness Group	9	10 Nike Film Shoot	11 Christmas in July	12 Jehovah Witness Group	13	14
15 Jehovah Witness Group	16	17 ICVB Community Relations Committee Meeting	18	19	20 Transatlantic Trade Expo	21
	VRM Mortgage Service Financial Industry Week				North Texas Comic Book Show	
						Anderson-Crenshaw Wedding Texas USAG Annual Banquet
22 North Texas Comic Book Show Anderson-Crenshaw Wedding	23 ICVB Board of Directors Meeting	24 TD Industries Quarterly Meeting	25	26 NTC Tasting	27	28
		Berkshire Hathaway Automotive		Let's Play Gaming Expo		
				MPI July Event		
29 Let's Play Gaming Expo	30	31	1 AAHOA North Texas Regional Meeting	2 Jehovah Witness Group	3	4
	American Airlines					



ICVB FINANCIAL STATEMENTS

For Period Ending: June 30, 2018

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

ASSETS

Cash	2,542
Petty Cash	250
Investments	2,306,000
Total Assets	<u>2,308,792</u>

LIABILITIES AND FUND BALANCE

LIABILITIES

Accounts Payable	33,678
Due to City of Irving General Fund	160
	<u>33,838</u>

FUND BALANCE

Reserved for Encumbrances	781,922
Unreserved	1,493,032
Total Fund Balance	<u>2,274,954</u>
Total Liabilities and Fund Balance	<u>2,308,792</u>

Notes:

Reserved for Encumbrances:

Business Development Incentive Program - 170,096
Destination Analysts - 50,000
Maloney Strategic Communications - 29,902
Media Advertising - 314,374
Simpleview - 69,958
SMG/Technology Support - 32,594
The Richey Company (lanyards) - 38,597
Tucker & Associates - 16,422
Miscellaneous - 59,979

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

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
<u>REVENUES:</u>								
Hotel/Motel Taxes:								
Current Year	8,485,907	8,485,907	0	4,073,450	0	4,412,457	48.00%	3,973,796
Penalties and Interest	0	0	0	5,597	0	(5,597)	0.00%	5,932
Prior Years	0	0	0	0	0	0	0.00%	58,624
Interest	17,000	17,000	3,548	19,244	0	(2,244)	113.20%	13,252
State of Texas Events Trust Fund	50,000	50,000	0	15,743	0	34,257	31.49%	0
Miscellaneous	5,000	5,000	0	9,622	0	(4,622)	192.44%	6,632
Total Revenues	<u>8,557,907</u>	<u>8,557,907</u>	<u>3,548</u>	<u>4,123,656</u>	<u>0</u>	<u>4,434,251</u>	<u>48.19%</u>	<u>4,058,236</u>
TOTAL REVENUES AND TRANSFERS IN	<u>8,557,907</u>	<u>8,557,907</u>	<u>3,548</u>	<u>4,123,656</u>	<u>0</u>	<u>4,434,251</u>	<u>48.19%</u>	<u>4,058,236</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
<u>EXPENDITURES:</u>								
Salaries	2,106,626	2,112,626	155,659	1,392,161	0	720,465	65.90%	1,320,869
Benefits	561,825	561,825	44,218	395,314	0	166,511	70.36%	372,057
Supplies	61,900	63,105	1,659	21,430	6,501	35,174	44.26%	37,662
Equipment Maintenance	6,900	6,900	261	2,992	0	3,908	43.36%	2,851
Miscellaneous	180,095	180,270	2,092	124,090	0	56,180	68.84%	115,931
Equipment Rentals	7,900	7,725	0	1,650	1,650	4,425	42.72%	825
Special Services	1,675,881	1,804,505	61,596	1,170,167	219,641	414,697	77.02%	950,648
Facility Management Services	1,395,000	1,395,000	0	698,000	0	697,000	50.04%	686,250
Advertising Projects	140,000	121,700	7,610	19,148	44,132	58,420	52.00%	158,911
Sponsorships / Partnerships	174,000	186,000	0	59,966	21,000	105,034	43.53%	343,783
Media Advertising	680,000	698,292	40,569	319,627	314,374	64,291	90.79%	434,581
Travel	680,265	653,360	26,294	317,415	0	335,945	48.58%	259,695
Promotions / Special Events	1,171,000	1,646,976	67,793	563,056	174,624	909,296	44.79%	686,586
Memberships	82,615	93,491	4,778	61,838	0	31,653	66.14%	64,738
Total Expenditures	<u>8,924,007</u>	<u>9,531,775</u>	<u>412,529</u>	<u>5,146,854</u>	<u>781,922</u>	<u>3,602,999</u>	<u>62.20%</u>	<u>5,435,387</u>
<u>TRANSFERS OUT:</u>								
Transfer to ICVB Reserve Fund	200,000	200,000	200,000	200,000	0	0	100.00%	200,000
Transfer to ICC Reserve/CIP Fund	900,000	1,215,249	250,000	250,000	0	965,249	20.57%	500,000
Total Transfers Out	<u>1,100,000</u>	<u>1,415,249</u>	<u>450,000</u>	<u>450,000</u>	<u>0</u>	<u>965,249</u>	<u>31.80%</u>	<u>700,000</u>
TOTAL EXPENDITURES AND TRANSFERS OUT	<u>10,024,007</u>	<u>10,947,024</u>	<u>862,529</u>	<u>5,596,854</u>	<u>781,922</u>	<u>4,568,248</u>	<u>58.27%</u>	<u>6,135,387</u>

Percent of year completed = 75%

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

SUMMARY:

Beginning Fund Balance at October 1, 2017	3,748,152
Revenues and Transfers In	4,123,656
Expenditures and Transfers Out	<u>(5,596,854)</u>
Ending Fund Balance at June 30, 2018	2,274,954
Encumbrances	<u>(781,922)</u>
Unreserved Fund Balance at June 30, 2018	<u><u>1,493,032</u></u>

NOTES:

Adjusted Budget:

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

Transfer to ICC Reserve/CIP Fund - After approval by the Board and Council, the budget was adjusted by 315,249 which is the FY17 subsidy refund. A partial transfer was made in June; the balance of the transfer will be made prior to year end.

Revenues & Transfers In:

Hotel Tax: The 1st and 2nd quarter hotel taxes have been received.

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

Expenditures & Transfers Out:

Special Services: Market Research Program -20,000; Outside Services - 41,271; Miscellaneous - 325

Facility Management Services: Two subsidy payments have been processed

Promotions / Special Events: Business Development Incentive Program - 62,944; Local Programs/Events - 1,786

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

ASSETS

Cash (see note)	406,952
Investments	<u>732,300</u>
Total Assets	<u><u>1,139,252</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Unreserved	<u>1,139,252</u>
Total Fund Balance	<u><u>1,139,252</u></u>
 Total Liabilities and Fund Balance	 <u><u>1,139,252</u></u>

Note

Due to a posting error, the Cash balance is overstated and the Investments balance is understated. The correct balances are Cash - 952 and Investments - 1,138,300.

A correcting entry will be posted in July.

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

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

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

Funds are designated for the following future events:

1 - Headquarter hotel grand opening event - \$75,000

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

IRVING CONVENTION AND VISITORS BUREAU
RESERVE FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE NINE MONTH PERIOD ENDING JUNE 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	3,000	3,000	8,355	8,355	0	(5,355)	278.50%	2,984
Transfer from ICVB General Fund	200,000	200,000	200,000	200,000	0	0	0.00%	200,000
<u>TOTAL REVENUES AND TRANSFERS IN</u>	<u>203,000</u>	<u>203,000</u>	<u>208,355</u>	<u>208,355</u>	<u>0</u>	<u>(5,355)</u>	<u>102.64%</u>	<u>202,984</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
None	0	0	0	0	0	0	0.00%	0
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0.00%</u>	<u>0</u>

*Percent of year completed = 75%

SUMMARY:

Beginning Fund Balance at October 1, 2017	930,897
Revenues and Transfers In	208,355
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at June 30, 2018	1,139,252
Encumbrances	<u>0</u>
Unreserved Fund Balance at June 30, 2018	<u>1,139,252</u>

NOTES:

Fund Balance increased 205,979 over the prior year.

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

ASSETS

Cash	1,183
Investments	<u>272,500</u>
Total Assets	<u><u>273,683</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Unreserved	<u>273,683</u>
Total Fund Balance	<u><u>273,683</u></u>
Total Liabilities and Fund Balance	<u><u>273,683</u></u>

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

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

IRVING CONVENTION AND VISITORS BUREAU
COMPUTER REPLACEMENT FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE NINE MONTH PERIOD ENDING JUNE 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent*	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	1,200	1,200	1,120	2,443	0	(1,243)	203.58%	1,045
<u>TOTAL REVENUES AND TRANSFERS IN</u>	<u>1,200</u>	<u>1,200</u>	<u>1,120</u>	<u>2,443</u>	<u>0</u>	<u>(1,243)</u>	<u>203.58%</u>	<u>1,045</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Computers/Software	16,500	16,500	0	0	0	16,500	0.00%	0
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	<u>16,500</u>	<u>16,500</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>16,500</u>	<u>0.00%</u>	<u>0</u>

*Percent of year completed = 75%

SUMMARY:

Beginning Fund Balance at October 1, 2017	271,240
Revenues and Transfers In	2,443
Expenditures and Transfers Out	<u>0</u>
Ending Fund Balance at June 30, 2018	273,683
Encumbrances	<u>0</u>
Unreserved Fund Balance at June 30, 2018	<u>273,683</u>

NOTES:

Fund Balance decreased 12,894 over the prior year.

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

ASSETS

Cash	750
Investments	<u>1,201,000</u>
Total Assets	<u><u>1,201,750</u></u>

LIABILITIES AND FUND BALANCE

LIABILITIES

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

FUND BALANCE

Assigned	<u>1,201,750</u>
Total Fund Balance	<u>1,201,750</u>
Total Liabilities and Fund Balance	<u><u>1,201,750</u></u>

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

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

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

IRVING CONVENTION AND VISITORS BUREAU
CONVENTION CENTER RESERVE/CAPITAL PROJECTS FUND
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE
FOR THE NINE MONTH PERIOD ENDING JUNE 30, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent*	Prior
	Adopted	Adjusted	Current Quarter	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<u>REVENUES AND TRANSFERS IN:</u>								
Interest	3,200	3,200	4,664	11,023	0	(7,823)	344.47%	2,769
Miscellaneous	0	0	24,428	24,428	0	0	0.00%	0
Transfer from ICVB General Fund	900,000	1,215,249	250,000	250,000	0	965,249	20.57%	500,000
<u>TOTAL REVENUES AND TRANSFERS IN</u>	<u>903,200</u>	<u>1,218,449</u>	<u>279,092</u>	<u>285,451</u>	<u>0</u>	<u>957,426</u>	<u>23.43%</u>	<u>502,769</u>
<u>EXPENDITURES AND TRANSFERS OUT:</u>								
Capital Expenditures	798,000	798,000	261,459	261,459	0	536,541	32.76%	288,230
<u>TOTAL EXPENDITURES AND TRANSFERS OUT</u>	<u>798,000</u>	<u>798,000</u>	<u>261,459</u>	<u>261,459</u>	<u>0</u>	<u>536,541</u>	<u>32.76%</u>	<u>288,230</u>

*Percent of year completed = 75%

SUMMARY:

Beginning Fund Balance at October 1, 2017	1,177,758
Revenues and Transfers In	285,451
Expenditures and Transfers Out	<u>(261,459)</u>
Ending Fund Balance at June 30, 2018	1,201,750
Encumbrances	<u>0</u>
Unreserved Fund Balance at June 30, 2018	<u><u>1,201,750</u></u>

NOTES:

Fund Balance increased 517,480 over the prior year.

Revenues & Transfers In:

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

Irving Convention and Visitors Bureau

Check Register Report - June 2018



Generated: 7/16/2018 4:08:30 PM

Batch: 7347

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059330	06/07/18	AMERICAN AIRLINES	\$	5,359.00
80059331	06/07/18	BT HOTEL LAS COLINAS LLC (NYLO)	\$	3,220.00
80059332	06/07/18	SUSAN D. CUTTS	\$	537.50
80059333	06/07/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	1,923.00
80059334	06/07/18	DESTINATION ANALYSTS, INC	\$	20,000.00
80059335	06/07/18	EMBASSY SUITES DFW INT'L AIRPORT SOUTH	\$	1,385.00
80059336	06/07/18	ENVOY AIR INC.	\$	3,999.00
80059337	06/07/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	1,872.00
80059338	06/07/18	HYATT PLACE DALLAS/LAS COLINAS	\$	890.00
80059339	06/07/18	DEBORA C. MANUSAMA	\$	749.23
80059340	06/07/18	MCKESSON CORPORATION	\$	2,415.00
80059341	06/07/18	ON POINT PROMOTIONAL TEAM	\$	2,907.69
80059342	06/07/18	ROSELLE PLIEGO	\$	187.48
13 payments Batch Total: \$				45,444.90

Batch: 7355

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059343	06/14/18	AMERICAN EXPRESS	\$	39,536.34
80059344	06/14/18	ARES TRAVEL INC.	\$	1,250.00
80059345	06/14/18	BT HOTEL LAS COLINAS LLC (NYLO)	\$	849.00
80059346	06/14/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	820.00
80059347	06/14/18	FEDERAL EXPRESS CORPORATION	\$	16.46
80059348	06/14/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	1,670.00
80059349	06/14/18	IRVING - LAS COLINAS ROTARY CLUB	\$	130.00
80059350	06/14/18	IRVING CONVENTION CENTER	\$	92,533.39
80059351	06/14/18	KLEERTECH	\$	2,324.84
80059352	06/14/18	DEBORA C. MANUSAMA	\$	193.37
80059353	06/14/18	STEPHEN E. MURRAY	\$	1,806.00
80059354	06/14/18	OMNI MANDALAY HOTEL	\$	5,095.00
80059355	06/14/18	PATHWAYS CORE TRAINING	\$	1,255.00
80059356	06/14/18	PCMA SERVICES	\$	2,500.00
80059357	06/14/18	PETTY CASH	\$	125.37
80059358	06/14/18	SIMPLEVIEW	\$	20,833.66
80059359	06/14/18	SPORTS CLUB AT FOUR SEASONS	\$	800.00

continued on next page

Batch: 7355

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059360	06/14/18	THE POTTER'S HOUSE OF DALLAS, INC.	\$	1,510.00
80059361	06/14/18	TIGER OAK MEDIA, INC	\$	2,500.00
80059362	06/14/18	TRIPADVISOR, LLC	\$	343.79
80059363	06/14/18	TUCKER & ASSOCIATES, LLC	\$	4,000.00
			21 payments Batch Total: \$	180,092.22

Batch: 7358

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059364	06/15/18	ADCO ADVERTISING	\$	100.00
			1 payment Batch Total: \$	100.00

Batch: 7363

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059365	06/21/18	BH DFW PROPERTY LP (WESTIN)	\$	1,655.00
80059366	06/21/18	CAROL BOYER	\$	65.00
80059367	06/21/18	CONFERENCE DIRECT	\$	3,000.00
80059368	06/21/18	CONNECT	\$	5,755.00
80059369	06/21/18	CROWDRIFT INC.	\$	2,083.00
80059370	06/21/18	SUSAN D. CUTTS	\$	687.50
80059371	06/21/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	1,535.00
80059372	06/21/18	DALLAS/FORT WORTH MINORITY SUPPLIER	\$	340.00
80059373	06/21/18	LORI M. FOJTASEK	\$	29.78
80059374	06/21/18	WENDY FOSTER	\$	126.04
80059375	06/21/18	STEPHEN A. GOODGAME	\$	830.00
80059376	06/21/18	GUARANTEED EXPRESS, INC.	\$	38.08
80059377	06/21/18	HILTI, INC.	\$	6,888.00
80059378	06/21/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	385.00
80059379	06/21/18	CHERYL HOPKINS	\$	65.00
80059380	06/21/18	IRVING CONVENTION CENTER	\$	92,020.46
80059381	06/21/18	IRVING CONVENTION CENTER	\$	1,045.00
80059382	06/21/18	IRVING HERITAGE SOCIETY	\$	250.00
80059383	06/21/18	MARIANNE LAUDA	\$	65.00
80059384	06/21/18	KATHY LEVINE	\$	65.00
80059385	06/21/18	LORI MANSELL	\$	190.00
80059386	06/21/18	MEETINGS TODAY	\$	2,000.00
80059387	06/21/18	NEXTFACOR ENTERPRISES INC.	\$	11,650.00
80059388	06/21/18	DIANA PFAFF	\$	181.60
80059389	06/21/18	KELLY ROCHE	\$	110.19

continued on next page

Batch: 7363

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059390	06/21/18	BARBARA SCHINGLE	\$	229.80
80059391	06/21/18	SHERATON DFW AIRPORT HOTEL	\$	1,624.00
80059392	06/21/18	SIMPLEVIEW	\$	1,499.00
80059393	06/21/18	LORI SIRMEN	\$	16.87
80059394	06/21/18	STAPLES	\$	179.59
80059395	06/21/18	TEXAS A&M UNIVERSITY PRESS	\$	39.17
80059396	06/21/18	THE HALL OF FAME DANCE CHALLENGE INC	\$	135.00
80059397	06/21/18	VERIZON WIRELESS	\$	491.84
80059398	06/21/18	WFAA-TV INC	\$	6,470.00
80059399	06/21/18	MONTY WHITE	\$	130.00
80059400	06/21/18	MICHAEL ZUMBAUGH	\$	76.12
			36 payments Batch Total: \$	141,951.04
			71 payments Sub Total: \$	367,588.16

SUMMARY

71 payments TOTAL: \$ 367,588.16

**CITY OF IRVING/IRVING CONVENTION AND VISITORS BUREAU
HIGH SPIRITED CITIZEN AWARD
NOMINEE BIOGRAPHY**

Name: _____

Address: _____

City: Irving State: TX Zip: _____

Phone: _____

Please list nominee's civic affiliations in Irving. Example: Rotary Board of Directors, Salvation Army, Garden Club, church/synagogue/mosque ministry, hospital auxiliary, etc. (continue on back of form or attach a second page, if necessary)

Please list major volunteer accomplishments within the above affiliations. Do not include any paid positions, as the award recognizes an individual's **volunteer** accomplishments. Example: Chaired the Rotary Club, assisted with clothing drive for The Salvation Army, led Garden Club's construction team that built fence at La Buena Vida House, etc.

Please list nominee's honors and awards as a volunteer.

Additional information.

Number of years nominee has resided in Irving: _____

Nominated by: _____ Date: _____

Email: _____ Phone: _____

Return to: Irving Convention and Visitors Bureau
c/o Diana Pfaff
500 W. Las Colinas Blvd.
Irving, TX 75039
dpfaff@irvingtexas.com

TONY GRIMES BIO

Tony Grimes, a native of Knoxville, Tennessee resides in Irving, Texas. He is product of Fulton High School and Middle Tennessee State University. He is the owner of Tony Grimes Photography and 29 Inc. LP, which serves the community with its Public Relations, Advertising, Large Format Graphic needs, and Photographic Services and a Franchisee of Zoom Dry Cleaners, a retail dry cleaning center.

Tony Grimes has been very assertive in community service through his service within J&B Outreach, The Irving – Carrollton Branch of the NAACP.

Tony is grateful and proud to be Chairman of the Board for J&B Outreach, an organization whose motto is, "Your Circumstance doesn't have to be Your Conclusion." As a board member of J&B Outreach, Tony has participated in several events sponsored by the organization, including presentations at Irving ISD's Houston Middle School on Character Building. J&B Outreach donated 1000 coats, hoodies and gloves throughout the Irving and Dallas School Districts over the past several years. J&B Outreach also sponsors a football camp for all ages for under privilege youth. This event is facilitated annually by former Dallas Cowboy's, and Hall of Famer Charles Haley along with a host of other professional athletes.

As the President of the Irving-Carrollton Branch of the NAACP, a position in which he has served diligently since 2002, Tony has formed multiple partnerships throughout the Cities of Irving and Carrollton and provided outstanding leadership in increasing the membership as well as the awareness of the organization as a whole.

He has developed the passion for uplifting our communities and has diligently worked to increase the financial literacy of the citizens. This passion began when he was approached on multiple occasions regarding personal finances and the use of financial lending institutions. After investigating concerns, he discovered that people seeking assistance were utilizing Payday Lenders who were charging such excessive interest and fees that it was impossible for the borrowers to pay those debts and still have sufficient income to meet that daily living financial obligations. Tony led the NAACP branch in being proactive and in training the community budget and refrain from utilizing these loan services, or at least teach them the appropriate manner in which to utilize such service.

Although he totally disagrees with the Payday Lending industry and predatory lending, he acknowledges the need for lending institutions within our community to provide loans for emergency needs. Working with a Bank Vice President who was also a member of the Branch, Tony introduced the FDIC Curriculum entitled "Money Smart". Money Matter's deals with budgeting and reiterates the basic structure healthy personal finances and has been successful in helping the community.

He has a great team of volunteers whom all work in the banking and accounting industry to facilitate the Financial Literacy Education workshops. These Financial Industry Specialist have traveled throughout the state of Texas since April 2014 to be an asset offering these workshops to various communities.

Also, because of the increased number of Police involved shootings over the years, The Irving-Carrollton NAACP has partnered with the Irving Police Dept. and offered "Law Enforcement and You" workshops for the last several years. This workshop is now offered quarterly in Irving. "Law Enforcement and You", an N.O.B.L.E Curriculum (National Organization for Black Law Enforcement), is an interactive curriculum on how to handle encounters with Police Officers.

Last but not least, the Irving-Carrollton Branch NAACP has received numerous achievement awards for its success in the respected communities; Alpha Phi Alpha Golden Legend Award, a two time recipient of the Service Award from the City of Irving, a Service Award from T.O.P. (Texas Organizing Project), and The Texas NAACP State Conference Torch Bearer Award.

Tony Grimes has two children, Antonia Williams of Delmar, MD and Anthony Grimes, Jr. of Houston, TX. Antonia is married to Greg Williams III., they have one daughter age 7, Cailee Williams.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 23, 2018**

BOARD REPORTS

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



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
*UPCOMING MEETINGS AND ACTIVITIES**

2018

July 23, 2018	Board Meeting Irving Convention Center	11:45 a.m.
July 24, 2018	Executive Committee Meeting – Compensation Study Irving Convention Center	8:30 a.m.
August 7, 2018	Destination Development Committee Irving Convention Center	11:30 a.m.
August 17, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
August 20, 2018	Board Meeting Irving Convention Center	11:45 a.m.
September 14, 2018	Board Development Committee Irving Convention Center	9:00 a.m.
September 21, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
September 24, 2018	Board Meeting Irving Convention Center	11:45 a.m.
October 2, 2018	Community Relations Committee Irving Convention Center	11:30 a.m.
October 19, 2018	Executive Committee Meeting Irving Convention Center <i>PENDING: SPECIAL MEETING: Executive Director Performance Evaluation</i>	9:00 a.m.
October 22, 2018	PENDING: Board Meeting Irving Convention Center	11:45 a.m.
November 6, 2018	Destination Development Committee Irving Convention Center	11:30 a.m.
November 16, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
November 19, 2018	Board Meeting Irving Convention Center	11:45 a.m.

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
2018 UPCOMING MEETINGS AND ACTIVITIES
PAGE 2**

December 7, 2018	Board Development Committee Irving Convention Center	9:00 a.m.
December 14, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
December 17, 2018	Board Meeting Irving Convention Center	11:45 a.m.

-
- * The ICVB Board of Directors routinely meets on the 4th Monday of the month; lunch is available at 11:15 a.m.; the meeting is called to order at 11:45 a.m.
+ Dates changed due to holiday, industry or schedule conflicts.

https://www.dentonrc.com/news/mile-expansion-of-a-train-rail-trail-expected-to-open/article_77f79072-9f2b-518e-aca9-9063404edeb3.html

FEATURED

1.5-mile expansion of A-train Rail Trail expected to open late summer

By Zaira Perez Staff Writer zaira.perez@dentonrc.com Jul 10, 2018 Updated 1 hr ago



The Denton County Transit Authority A-Train runs southbound from Denton on Tuesday in Corinth. A pedestrian/bike trail runs alongside the railroad for 8.6 miles between the Downtown Denton Transit Center and Swisher Road in Lake Dallas.

Jake King/DRC

The Texas Department of Transportation and the Denton County Transportation Authority aim to expand a current pedestrian trail alongside Interstate 35E by opening another 1 1/2 miles of trail later this summer, said Ryan Lafontaine, a spokesman at TxDOT.

The A-train Rail Trail is designed to provide pedestrians and cyclists a safe opportunity to travel the whole trail or ride the commuter rail line during a break, according to the DCTA website. When completed, the trail will connect downtown Denton to Hebron Station in Lewisville and all A-train stations in between.

The project page said the trail is one of DCTA's efforts to "provide safe, customer-focused, and efficient mobility solutions to Denton County."

The trail currently runs from the Brock Downtown Denton Transit Center to Swisher Road in Lake Dallas and from Old Town Station in downtown Lewisville to Hebron Station.

Lafontaine said the 1 1/2-mile stretch beyond Swisher Road should open later this summer.

"TxDOT has been talking to the contractor, and they currently are trying to get vegetation established, so depending when they get the grass to grow, TxDOT should be able to open it the next few weeks or so," said Michelle Raglon, a spokeswoman at TxDOT.

DCTA lists three phases in the A-train Rail Trail project on its website.

The first phase was the construction of the 8.6-mile Denton Branch Rail Trail — downtown Denton to Lake Dallas — which was completed in 2011. The second phase added 4 miles from Old Town Lewisville to Hebron Station in 2016.

Another portion of the second phase includes construction of the trail between Highland Village/Lewisville Lake Station and Old Town. Currently, this portion is under final review with TxDOT, but construction is expected to begin this fall.

The third phase is the current construction of the trail between Swisher Road and Highland Village/Lewisville Lake Station. Lafontaine said that phase has been divided into two sections — a north section and a south section.

“We’re going to open the north section hopefully in August, and that south section should be done some time in February,” Lafontaine said.

Lafontaine said they are waiting for beams to be delivered and installed for the pedestrian bridge in Lewisville before they open the south section.

DCTA and Lake Dallas also are coordinating a ribbon-cutting ceremony for when the 1 1/2-mile stretch opens, Lafontaine said.

A facility status map on the [DCTA website](#) shows a regional trail, which includes the A-train Rail Trail, from Denton to Dallas has been funded through the North Central Texas Council of Governments. NCTCOG works together with federal and state agencies, the North Texas Tollway Authority and private-sector partners to ensure plans for transportation projects are fully funded before construction begins, according to its website.

Future construction is planned from Hebron Station in Lewisville to the northern part of Campion Trail in Irving, and from Las Colinas Urban Center Station to the southern part of Campion Trail, also in Irving.

DCTA did not respond to calls for a comment on the regional trail as of late Tuesday afternoon.

The A-train Rail Trail project is expected to be completed in early 2019.



City Holiday/No Trash Collection

In observance of Independence Day, there will be no residential trash, curbside recycling or brush collection on July 4. In addition, the following facilities will be closed:

- City Hall
- Hunter Ferrell Landfill
- Irving libraries
- Recreation centers
- Heritage Aquatic Center*
- Irving Animal Care Campus
- Irving Arts Center
- North Lake Natatorium

* Closed for renovations through early August.

All offices and services will resume normal business hours on July 5. ■



page 5

Plan a visit to the Fritz Park Petting Zoo before it closes on July 31 for the season. Enjoy a hands-on encounter with farm animals. Admission is free.

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JULY 2018 / VOL 25 / NO 7



CityofIrving.org



Survey Results Reflect Continued Increases in Resident Satisfaction

Results from the 2018 Resident Survey are in. Approval of city services ticked up again in 2018, continuing the upward trend that began in 2006.

Conducted every two years, the Resident Survey is a tool used by the city to collect feedback from residents about what is working well, what needs improvement, and what services should be the highest priorities. It provides residents with an opportunity to rate the quality of life and the quality of city services in Irving.

Seven out of 10 residents rate the overall quality of life in Irving as “good” or “excellent.” This rating can be attributed to Irving as a place to live and work, and the overall quality of services provided. When compared with the county, state and federal governments, residents’ highest satisfaction is with Irving. Three out of four residents rate the professionalism of city staff and the knowledge of city staff as “good” or “excellent.”

Communication also is rated extremely high, with “City Spectrum” being rated at 91 percent by residents. The city’s website continues to be rated high, as 89 percent of residents find it to be “useful” or “very useful.”

Community services is an important area for residents. The overall quality of libraries is the highest rated community service with 82 percent of residents rating it “good” or “excellent.” The overall quality of parks, parks facilities, walking trails and the Irving Arts Center is highly rated by seven out of 10 residents.

Irving residents are very satisfied with public safety

services and continue to feel safe. Fire and ambulance services are again the city’s highest rated services at 86 percent and 85 percent respectively. Police services also rated high at 80 percent — four-point increase from the last survey conducted in 2016. Residents rate the overall quality of city services high, with three out of four rating it “good” or “excellent.”

“The recent survey shows the city is succeeding at providing outstanding service delivery and promoting a high quality of life for our residents,” said City Manager Chris Hillman. “Residents feel positive about the direction the city is taking and recognize the work being done across the city that makes Irving an exceptional place to live and work. Residents also identified opportunities for continued improvement during the next two years.”

These focus areas include street maintenance and conditions, corridor enhancements, street lighting, development and redevelopment, and police and fire services.

The 2018 Resident Survey was sent to more than 10,000 households, and the city received more than 1,600 responses. Residents will have the opportunity to provide additional feedback and take part in a dialogue with city staff in upcoming focus group discussions. Visit CityofIrving.org to view the complete report. ■

ENGAGEMENT OPPORTUNITY IRVING 360°

Those who live or work in Irving and want to get an up-close look at government operations are encouraged to apply for the Irving 360° civic academy. The 11-week series of interactive sessions offers selected participants a behind-the-scenes, 360-degree view of exactly how a city operates.

The Irving 360° curriculum includes an overview of all essential functions of city government, facility tours, and is it a great networking opportunity for those who want to become more involved with the Irving community. Upon completion of the program, participants will take part in a special recognition ceremony with city leadership. Designed to increase community engagement, the City of Irving is offering this program at no cost to participants. Interested in learning more or want to apply? Visit CityofIrving.org or contact Irving Chief Innovation and Performance Officer Aimee Kaslik at akaslik@cityofirving.org or (972) 721-2197. ■



LET’S PLAY IRVING: FINAL PUBLIC INPUT MEETINGS IN JULY

Now is the time to be heard! The City of Irving is beginning to build a 20-year master plan for its parks and recreation system and wants to know what residents envision.

The city has scheduled the final two public input meetings:

- **July 10 | 6 to 7:30 p.m.**
Lee Park Recreation Center, 3000 Pamela Drive
- **July 12 | 6 to 7:30 p.m.**
Cimarron Park Recreation Center, 201 Red River Trail

The Parks, Recreation and Open Space Visioning Master Plan is an 18-month effort to inventory the existing system, create a vision, set goals, conduct a needs assessment, develop recommendations, and create an implementation action plan that will guide future expenditures during the next 20+ years.

This is a time to be creative, forward thinking and visionary. The entire family is invited because Irving’s children and their families are the ones who will be using these future parks.

For those unable to attend the meetings, visit LetsPlayIrving.com to take the online survey. ■



Celebrate July 4 with a Patriotic Parade Honoring Military Troops, Lakeside Fireworks Display

The City of Irving is ready to celebrate Independence Day beginning with its free, annual parade at 9 a.m. July 4 at Sowers Street and Irving Boulevard, near Millennium Park.

This year’s parade and reception will focus on Continued Commitment to Our Troops – Show Them We Care. Participants can show their patriotism by decorating floats or walking in groups to honor members of the U.S. military, historical landmarks and notable American figures. After the parade, a reception at Heritage Park, 217 S. Main St., will include free watermelon, airbrush tattoos, balloons and a patriotic concert.

The celebration will continue from 6 to 10 p.m. along Lake Carolyn, 501 E. Las Colinas Blvd. Fireworks will light up the sky at 9:30 p.m. over Lake Carolyn. The fireworks display is expected to be one of Texas’ only municipal fireworks displays conducted from the water.

The events include live music, food vendors, airbrush tattoos, photos with Uncle Sam on stilts, zip line and rock climbing attractions, as well as wet and dry inflatable rides. Admission and activities are free. Parking is available in area parking garages for \$10 per vehicle. For more information, visit IrvingEvents.org. ■

LET’S PLAY *Irving*
PARKS MASTER PLAN



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.

9 a.m. to 2 p.m. | North Parking Lot | Free

Four Seasons Markets is a European-style market where ranchers, farmers, specialty food producers and artisanal craftsmen can interact with customers and other vendors in a colorful, exciting, family friendly atmosphere that mimics the village markets popular throughout Europe. Shop the market every Saturday, then cool off while browsing the galleries.

This month features stories and crafts inspired by the seashore! JumpstArt pairs story time with fun art projects on the first Thursday of each month. Create a take-home art project to match this month's theme, then browse the galleries as part of this fun morning activity.

July 9-13 | The Sooner State Multi-Arts Adventure Camp
8 a.m. to 5 p.m. | Ages 6-12 | \$210
Try printmaking with a Southwestern aesthetic and create a dream machine for travel along Route 66, experiencing the diners, drive-ins, dives and landmarks that give character to the Sooner State from the Land Whales of Catoosa to Arcadia's Pop Soda Ranch.

July 20-Aug. 4 | George Washington Slept Here, MainStage
2:30 p.m. and 7:30 p.m. | Dupree Theater | \$21-\$28
Directed by B.J. Cleveland, MainStage brings a classic comedy by Moss Hart and George S. Kaufman to the stage. The central figure in the story, Newton Fuller, just wants "a little place in the country to call his own." Despite disgust from his city-slicker wife and daughter, Newton drags his family out to their own personal "Green Acres," a wreck of a homestead with broken windows, falling plaster and a cow in the kitchen. But with a little bit of faith and a lot of guts, maybe Newton can make this house into a home?

Show Schedule:

- 7:30 p.m. | July 20-21, July 27-28 and Aug. 2-4
- 2:30 p.m. | July 22 and 29

July 16-20 | Summer Road Trip Fun! Intro to Art Mini-Camp
9:30 to 11:30 a.m. | Ages 4-5 | \$75
Campers will paint, draw and use their imaginations to explore and create a super fun summer road trip along the legendary “Main Street of America,” Route 66.

July 20 | One Act Play Contest, Irving Parks and Recreation
7 p.m. | Carpenter Hall | Free

Cheer on young thespians, ages 7 to 17, from Irving Parks and Recreation Department's summer drama classes who will perform in short, one-act plays. These students have been encouraged to develop their artistic voices while learning about all aspects of drama and the fundamentals of acting. Awards will be presented for best play, actor and actress.

July 22 | Bonus Summer Sunday Funday
2 to 4 p.m. | Suite 200 | Free
Concurrent with the public receptions for the 18th Annual Art Connection Members' Show and KidsArts/ KidsWorks exhibitions, Irving Arts Center will offer free guided craft projects inspired by these two exhibitions. Drop in anytime between 2 p.m. and 4 p.m. to participate!

July 23-27 | The Show Me State Multi-Arts Adventure Camp
8 a.m. to 5 p.m. | Ages 6-12 | \$210
“From BoatHenge” and other lawn art creations to small town murals and city scenes, the Show Me State will have you dancing a jazz-inspired number. Campers can don wearable sculptures called “Soundsuits” and will produce art to match these wonders using a variety of materials including special puffy paint, perfect for recreating a Route 66 roadside diner neon sign!

July 29 | Cuttin' Up, IMOC Productions
6 p.m. | Carpenter Hall | \$21.50-\$56.50
A beauty shop experience not to forget, "Cuttin' Up at The Beauty Shop" is a new stage play from IMOC Productions. Audiences are in for a treat with irreverent, lighthearted comedy taking place in the unlikelyst of settings, the beauty shop! Do not miss this one-night-only engagement!

July 30-Aug. 3 | Get Your Kicks on Route 66, Theatre Camp with Child's Play Touring Theater
8 a.m. to 5 p.m. | Ages 7-14 | \$210
Students create, write, produce and perform an original production guided by the pros from Child's Play Touring Theater.

Aug. 6-10 | City of Big Shoulders and Tall Buildings, Teen Scene Camp
8 a.m. to 5 p.m. | Ages 13-16 | \$210 (\$105 half day)
Inspired by the great architectural skyline of Chicago and the work of sculptor, installation/performance artist and urban interventionist Theaster Gates, campers will make bas-relief sculptures from found objects and create their own skyscrapers. Afternoons will be spent learning about the areas of stagecraft and theatrical production. Participants will have the opportunity to help run the dress rehearsal and final show for The Child's Play Touring Theatre Camp on Aug. 10.

Aug. 6-10 | Chi-Town, Here We Come!, Theatre Camp with Child's Play Touring Theater
8 a.m. to 5 p.m. | Ages 7-14 | \$210
Students create, write, produce and perform an original production guided by the pros from Child's Play Touring Theater.



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



Quilt exhibited at the 2017 North Texas Quilt Show

Chinese Garden Party: Annual Exhibition of Chinese Brush Paintings and Ikebana

Through July 8 | Carpenter Lobby | Free

Annual exhibition of Chinese brush paintings and Ikebana, the Japanese art of floral arrangement, is presented by The Association of Oriental Arts in association with the Dallas and Fort Worth Chapters of Ikebana International and the Dallas Chapter of Sogetsu School.



Through Sept. 2 | Carpenter Lobby | Free
The exhibition aims to explore the idea of travel and American culture through interactive photography. Vernacular photographs taken in the 1950s and '60s are featured and paired with contemporary photographs Natalie Slater shot along the modern day Route 66, from the same locations and vantage points. The images are backlit and overlaid inside interactive light boxes to create a unique road trip experience, with a view towards both past and present.



18th Annual Art Connection Members' Show

July 21-Aug. 18 | Main Gallery | Free

Two- and three-dimensional artworks by artists of all ages. Prizes are presented in three categories: Youth, Nonprofessional and Professional with an overall "Best of Show" prize also awarded. In celebration of the iconic Route 66, participating members have been invited to create artwork that explores the sights and history along America's great Mother Road and/or the theme of road trips and summer vacations.

Reception July 22 from 2 to 4 p.m.



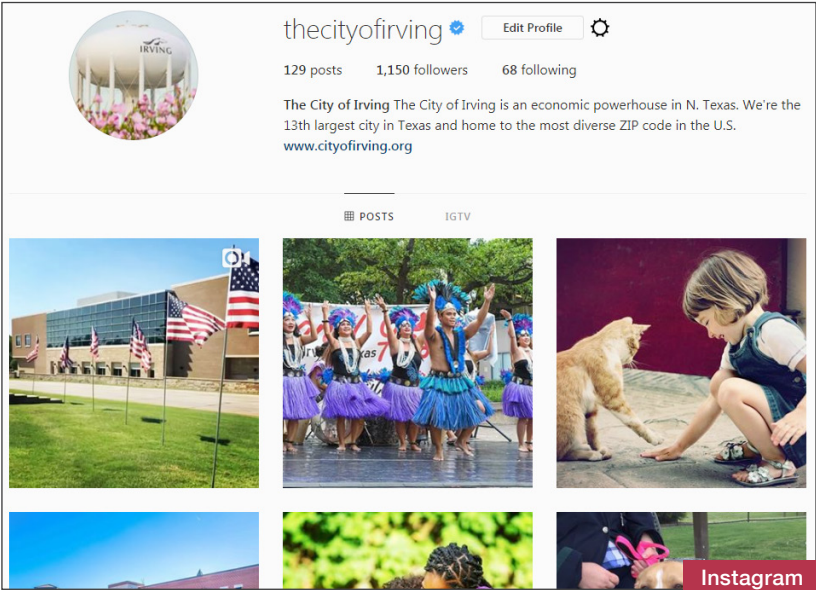
KidsArts/Kids' Works: Route 66 Summer Camper Creations

July 21-Aug. 25 | Focus Gallery | Free

Artwork from Irving Arts Center's summer art campers are featured. Through photography, painting, sculpture and more, see how these talented young artists were inspired by the summer camp. Reception July 22 from 2 to 4 p.m.



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.



Connecting with the City

Gone are the days of one-way communication. Today, Irving residents have a plethora of resources right at their fingertips to get the latest information and headlines on everything happening in Irving. On top of that, these tools are offered free of charge and many are accessible from smartphones or other internet-enabled devices. Now more than ever, city staff has made it easier for Irving residents to “live in the know.”

City Spectrum

This printed newsletter is mailed once a month to all Irving residential postal customers and serves as a main source for city information. Issues feature everything from updates on economic development, news from city departments, schedules for recreational classes and programs, and details on special events. Electronic versions of latest and past issues are available for download at CityofIrving.org/178/City-Publications.

City Spectrum Digital

“City Spectrum Digital” is a resident’s weekly source for the latest Irving news and announcements. The electronic newsletter hits email inboxes every Wednesday afternoon to update subscribers on construction projects, special event details, trash collection, and holiday closure reminders and much more.

With a digital version delivered via email, subscribers can get news on their smartphones or tablets to read anywhere at any time. Stories featured in “City Spectrum Digital” are shorter and easier to digest versions of stories in “City Spectrum.” Sign up is quick and easy, CityofIrving.org/Newsletters.

City Spectrum Briefs

For every Irving resident who receives a city-issued water bill, “City Spectrum Briefs” is included with their

statement. “City Spectrum Briefs” is a single-page publication that provides information from various departments in a “brief,” easy-to-read format. For residents who do not receive water bills, the most recent issues can be downloaded at CityofIrving.org/178/City-Publications.

Social Media

The City of Irving also sends regular updates and advisories via social media. Most platforms offer residents the chance to engage with the city through “comments,” “replies” or direct and private messages.

- Scrolling through the City of Irving’s **Facebook** timeline, followers will find updates concerning road closures and other construction projects that might impact drivers. Shared content also includes links to stories featured on the city website. The Facebook Event Calendar gives followers the option to receive reminders for upcoming special events.
- The city’s **Twitter** feed features faster, shorter, real-time updates. Twitter is most beneficial for road detours or closures happening “right now.” Twitter also helps communicate vital information in emergency situations.
- **Instagram** serves as a look at everything visually happening in Irving. Whether it is animals up for adoption, an upcoming special event or a park, Instagram is where followers will see it all.
- The **Nextdoor** platform allows users to learn about major road projects and closures, special event details, animal adoption drives and more. Nextdoor also offers residents the option to tailor messages they receive to their specific area of the city.

By searching **@TheCityofIrving** on any of these platforms, residents can add the city to their regular stream of selfies, kittens in costumes and viral videos. ■

RESIDENTS REMINDED TO FIGHT THE BITE WITH FOUR Ds

The City of Irving takes mosquito control very seriously. The city has 24 trap and spray locations. In the case any traps test positive, Irving’s vector control technicians will spray at night.

How can residents help? Self-protection is the best course of action, so be sure to follow the four Ds:

- **Dusk and Dawn** – When mosquitoes are most active.
- **Drain** – Eliminate standing water, such as in flower pots, rain gutters, etc.
- **DEET** – Make sure insect repellent contains this ingredient. DEET has been tested and approved by the U.S. Environmental Protection Agency.
- **Dress** – Wear long sleeves, pants, shoes and socks when outside.

Share this information with family members and neighbors. The best way to stay safe is to take precaution. Visit IrvingFightsTheBite.org for more information. ■



BUDGET INPUT OPPORTUNITIES

Residents are invited to provide input on the Fiscal Year 2018-19 budget to help shape the future of the City of Irving. Below are a few of the public input opportunities available to Irving residents.

Online Input

Residents provided input on the budget during public hearings held earlier this year. Additional comments may be made to the city council online on any aspect of the budget including programs, projects, rates and fees using the “Ask the Budget Guy” feature at CityofIrving.org. The service offers taxpayers accurate information regarding financial matters and direct access to the “Budget Guy.”

Budget Retreat

Irving City Council’s Budget Retreat is set for Aug. 22-23. The Budget Retreat will be televised on ICTN 2 (AT&T U-verse 99, ICTN.tv, Spectrum Channel 95, and Frontier Channel 31).

Residents can ask the Budget Guy questions regarding the FY 2018-19 budget by sending an email to AsktheBudgetGuy@cityofirving.org. The Budget Guy will respond to all questions and post answers to the city’s Ask the Budget Guy web page. Submittals are subject to editing for content, tone and clarity. Adoption of the budget is scheduled for Sept. 20. ■



City Hoping for ‘Hole in One’ with Newly Renovated Golf Course

The City of Irving is getting close to completing the former Twin Wells golf course. When the course reopens later this year, residents can expect a new name, a newly organized course and a number of other upgrades.

Crews closed the course in October 2016 to begin renovations. Before the aesthetic work could begin, crews first focused on the course’s 30-year-old infrastructure. A new irrigation system was needed. The new system features high-density polyurethane pipe, which adapts better to shifting soil. A new water transfer pump station also was installed. The station draws water from the Trinity River to keep the course irrigated. The city is saving money on irrigation by using some of its permitted reuse (recycled) water in the river. The water is discharged from the Trinity River Authority’s treatment plant just upstream of the pump station.

Because the course is situated on a floodplain, crews improved drainage contours to allow the course to shed flood water more efficiently. Once this work was completed, crews began reorganizing the layout and flow of the course. The grounds where the former back nine were located will now sit as the front nine. The newly

designed back nine were restructured to give players a more challenging game.

“Irving is essentially getting a brand-new golf course, and staff is doing a great job with this project,” said City Manager Chris Hillman. “Residents are going to see and experience an incredible facility.”

The renovation project includes rebuilt fairways, tee boxes and greens to include the planting of new grass in these areas. New sand bunkers will be installed, and the driving range and practice putting green will be realigned. Because of the reorganization of the course, new grass was planted on the tee boxes, fairways and greens.

“For three decades, Twin Wells Golf Course catered to golfers in Irving and across North Texas,” said Irving Mayor Rick Stopfer. “I’m very excited we’re bringing it back and even more excited to play.”

Earlier this year, residents were invited to a meeting to discuss renaming the course. The new name and logo will debut before the grand opening, which city leaders say should happen in early November. ■



SAVE THE DATE – CLEAR THE SHELTERS AUG. 18

Irving residents should mark their calendars and clear their schedules for Aug. 18 — Clear the Shelters day. Irving Animal Services will team with NBC5, Telemundo 39 and NBCUniversal, along with shelters across North Texas and the rest of the country, for a national adoption event that helped more than 80,000 animals find homes in 2017. Organizers hope residents will join the effort to make the 2018 event even more successful.

For more information on this the national event, details and updates, visit ClearTheShelters.com. ■



SUMMER SAFETY TIPS: DEALING WITH THE SUMMER SIZZLE

The Texas Department of State Health Services reminds residents to stay safe during the season of extreme heat. Residents are advised to take proactive measures to defend against heat-related sickness. Hot weather is part of life in Texas. Prolonged or intense heat stress can be fatal to anyone; however, children and people age 60 and older typically are most at risk.

During heat waves, be mindful of the following heat safety tips:

- Stay in air-conditioned buildings as much as possible.
- Avoid direct sunlight.
- Those without an air conditioning system should seek refuge in an air-conditioned shelter during extreme heat.
- Do not rely on a fan as a primary cooling device during an extreme heat event.
- Drink more water than usual, and do not wait for signs of thirst to drink.
- Avoid alcohol or liquids containing large amounts of sugar.
- Wear loose, lightweight, light-colored clothing.
- Seek medical care immediately when experiencing symptoms of heat-related illness such as muscle cramps, headaches, nausea or vomiting.
- When planning activities, choose cooler hours to be outdoors.

Another good rule of thumb is to listen to weather forecasts before prolonged work or exercise away from air conditioning, as forecasters often will provide heat warnings. Visit CityofIrving.org/Emergency-Management for more information. ■



City of Irving, Irving Fire Department Team Up with for Supplies for Success

Financial status should not determine a student’s success in the classroom. To help make sure of that, the City of Irving, Irving Fire Department, Irving Schools Foundation and several other organizations are teaming up for the annual Supplies for Success Drive, running through July 31.

For the past 12 years, the drive has collected and distributed school supplies to Irving Independent School District students from low-income families.

New Supplies Needed

- Backpacks (no wheels)
- Two-inch binders with dividers
- Spiral notebooks (one subject)
- Notebook paper (wide and college ruled)
- Composition book, B&W
- Plastic folders with brads and two pockets
- Washable markers (eight-count packages)
- Crayons (24 count)
- No. 2 pencils



2017 Supplies for Success

- Erasers (large, bevel)
- Rulers (standard and metric)
- Small scissors
- Glue sticks

Organizers say backpacks are the most requested item, but students need an array of supplies from folders and notebooks to colored pencils. A full list of school supplies can be found at CityofIrving.org/Supplies.

Donations can be dropped off at any Irving fire station. Visit CityofIrving.org/Fire to find a station.

Financial donations also are accepted. Checks can be made payable to Irving Schools Foundation and mailed to the foundation attention Crystal Scanio, P.O. Box 152637, Irving, TX 75014-2637.

Families in need of supplies should contact their school directly. For more information about Supplies for Success, call (972) 721-4909. ■

Library Summer Reading Challenge, Event Briefs

Summer Reading Challenge

Irving’s Libraries Rock: Summer Reading Challenge continues in July with events sponsored by the Friends of Irving Public Library. Visit IrvingLibrary.ReadSquared.org for reading challenge rules, a convenient online log and a peek at upcoming events for children, teens and adults.

Events for Children:

- **July 9 | Creature Teacher presents “Nature Rocks”**
2:30 p.m. | East Branch Library, 440 S. Nursery Road
Meet animals from around the world and learn how they make the world “rock.”
- **July 17 | Gregg KaZam Magic Show**
2:30 p.m. | West Irving Library, 4444 W. Rochelle Road
Do not blink! It is fun with magic at this all-ages show.
- **July 18 | Magician Marty Westerman**
2:30 p.m. | Grades K-5 | Valley Ranch Library, 401 Cimarron Trail
Be dazzled and amazed.
- **July 21 | Lit’s Alive presents “The Phantom of the Opera”**
2 p.m. | Ages 13 and older | South Irving Library, 601 Schulze Drive
Thrill to the hit musical on the big screen, starring Gerard Butler and Emmy Rossum (rated PG-13). Crafts and refreshments are provided.
- **July 23 | Strike, Scrape and Shake Show with Mark Shelton**
2:30 p.m. | East Branch Library, 440 S. Nursery Road
Treat children to a world-class percussion performance with the sounds of snare drum, rhythm bones, hammered dulcimer, handpan and electronic percussion.
- **July 25 | Matt Tardy Juggler and Contortionist**
2:30 p.m. | Grades K-5 | Valley Ranch Library, 401 Cimarron Trail
Laugh to hilarious comedy and audience interaction with this spectacular juggling act.
- **July 27 | The Greatest Show on Earth and Sing-Along**
7 to 10 p.m. | South Irving Library, 601 Schulze Drive
Clown around with games and crafts for the entire family. At 8 p.m., “come alive” with a special sing-along showing of “The Greatest Showman!” A Friday night library event.
- **July 31 | Safari Greg Comedy Animal Show**
2:30 p.m. | West Irving Library, 4444 W. Rochelle Road
Go on safari with a show full of laughs, surprises and animals.

Fitness, Cooking and Crafts for Adults:

- **July 9, 11, 16, 18, 23 and 25 | Family Zumba Classes**
7 p.m. | East Branch Library, 440 S. Nursery Road
The whole family can try out the popular aerobic exercise method featuring high-energy Latin beats. Come to one, some or all the biweekly sessions. No experience required.
- **July 17 | A Rock, Paper, Scissors Craftapalooza**
4 to 8 p.m. | Teens and adults | South Irving Library, 601 Schulze Drive
This extended “Craft Like Crazy” session features rock painting, quilling, paper mosaics and card-making. All materials are provided.



Creature Teacher

- **July 28 | Cook the Book, a Cooking Book Club**
Noon to 1 p.m. | Valley Ranch Library, 401 Cimarron Trail
Hang on to those spatulas, adults! Join Cook the Book and each month pick a recipe from a preselected cook book to make and take to the club meeting. Stop by the reference desk to register for the book club and select a recipe. For details, call (972) 721-4669.

1KB4K

Children too young to participate in the Summer Reading Challenge can join 1KB4K, Irving Library’s 1,000 Books Before Kindergarten challenge. 1KB4K helps kids become reading-ready for their first day of school while earning prizes. Studies show that children who are read picture books by parents and caregivers later perform better in school. Visit any Irving Library location to learn more and pick up a reading log or take the 1KB4K challenge online at IrvingLibrary.ReadSquared.com.

Kanopy Film Fest Awards

Kanopy, the library’s premiere video service expanded its art house, documentary and independent film offerings to include educational and entertaining children’s television shows, movies and academic selections. Children can continue their academic growth and personal discovery all summer long with their favorite characters: the Kratt Brothers, Franklin, Babar, Buddy the Dinosaur from PBS Kids and more! Visit Irving.Kanopy.com/Kids to sign up.

Pick up a free Kanopy Family Film Fest kit at select library events in July and participate in the Kanopy Film Fest Awards. The ceremony, being held on the library’s social media channels July 31, is the only awards show in town where the nominators (adults and kids) are the biggest winners. Prizes will be given in Kanopy Adult and Kids’ categories. Visit the library’s Facebook, Twitter and Instagram using the handle @IrvingLibrary, CityofIrving.org/Library or call (972) 721-4612 for the schedule and more details.

New York Times Digital Edition

Never run into a paywall again with complimentary access to “The New York Times” Digital Edition using an Irving Library card. Stay current on national and world events with access to news, opinions, blogs, videos and more from Times’ journalists who report from more than 140 countries. Enjoy full access to articles published from 1981-the present and 1851-1922. Visit CityofIrving.org/Library and select “New York Times” under “Books and More” to get started. Have an Irving Library card and PIN handy. For more information, call (972) 721-4612.



North Lake Natatorium Offers Classes, Swim Opportunities Year-Round

In November 2017, the North Lake Natatorium reopened after an extensive remodeling project.

The 50-meter indoor swimming facility is open for year-round classes and swimming activities for the Irving community. The natatorium is a joint effort with the City of Irving, the Irving Independent School District (IISD), and the Dallas County Community College District. The facility is operated and managed by the City of Irving for joint use by the city and IISD. The natatorium is located on the North Lake College campus, 5001 N. MacArthur Blvd.

It is the only Olympic-size pool in Irving and is used by IISD, O2 USA Swim Club, Irving Sharks and other local schools for swim team practices and competitions. In addition, the Irving location provides a home to the Pirouettes of Texas synchronized swim team, as well as swim lessons, water aerobics classes and other recreational events.

North Lake Natatorium at a Glance

Features

- 25 yard/meter lap lanes
- Locker, shower and toilet facilities
- Special needs chair lift
- Special needs entry/exit ramps

Learn to Swim

Year-round classes are held Monday and Wednesday evenings. During the summer months, classes are held in the morning Monday through Thursday. Classes are \$40-\$60 per session (six 35-minute lessons). Visit SoggyZoggy.com for class details. Classes available: special needs child and youth; LTS levels 1, 2, 3, pre-K and adult.

Intro to Water Aerobics

Classes are held from 7 to 8 p.m. Tuesday and Thursday. Classes are \$90 per quarter, \$35 per month or \$5 for one class. Registration is available in person at the North Lake Natatorium or online at SoggyZoggy.com.

Senior Water Aerobics

June and July: Classes are held from 7 to 7:45 a.m. Monday, Wednesday and Friday. Classes are \$20 per month or \$2 per visit. Register on-site with an instructor.

Day Passes

Day passes are available to Irving residents and nonresidents for use at the facility where purchased. The passes expire at the end of the day of purchase. Daily Pass Cost:

- Children 3 and younger | Free
- Youth (4-17) | \$1
- Adult (18 and older) | \$1.50
- Adult (50 and older) | Free

Annual Passes

Passes are only available to Irving residents and can be used at Lee, Lively and Senter seasonal pools, as well as Heritage and North Lake aquatic facilities. Not valid at the Cimarron Family Aquatic Center or West Irving Aquatic Center. Annual passes are prorated each quarter. Passes expire Aug. 31.

Schedule

North Lake Natatorium is open year-round with the exception of national holidays; however, the facility will be closed temporarily from Aug. 6 through Sept. 3. The natatorium also is closed on the following holidays:

- New Year's Day
- Martin Luther King Jr. Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving weekend (Thursday through Saturday)
- Christmas break (Dec. 18-Jan. 1)

Days of Operation

The following are public swim hours for any age group:

- Monday – Friday | 5:30 to 6:30 a.m.
- Monday – Friday | 11:30 a.m. to 2 p.m.
- Tuesday, Thursday, Friday | 6:30 to 8:30 p.m.
- Saturday | 1 to 5 p.m.
- Sunday | Closed

For more information, call (972) 756-0860 or visit CityofIrving.org/2791. ■

SUBSCRIBE TO ROAD CONSTRUCTION ALERTS

Want to be the first to know about city street closures in Irving? Visit CityofIrving.org/Join and subscribe to Road Construction Alerts to receive news about Irving road construction projects and closures via email.

Subscribing is easy:

1. Enter email address and select "Sign In."
2. Scroll down to "Road Construction Updates," which can be found under the News Flash category, and select the email icon.
3. Respond to the email confirmation message sent to verify the request.

For Midtown Express project alerts — State Highways 183 and 114, as well as Loop 12 — visit the Contact section of the DriveMidtown.com website. ■



FRITZ PARK PETTING FARM OPEN THROUGH JULY 31

The Fritz Park Petting Farm offers an ideal setting for people of all ages to learn about farming and farm animals. For more than 30 years, Fritz Park has been the place to experience farm life, including hands-on contact with an assortment of animals — from sheep and goats to chickens, horses, ducks and rabbits.

The petting farm, located at 312 Vilbig St., will be open through July 31 from 10 a.m. to 6 p.m. Tuesday through Saturday and from 2 to 6 p.m. Sunday. The petting farm is closed on Mondays. There is no admission charge for visitors to the farm. The entrance is located at the Red Barn in the center of the park.

A birthday room is available for parties of 10 to 12 children from 3 to 5 p.m. Tuesday through Sunday. Cost is \$25. Call (972) 721-2501 for a list of available dates. Party reservations must be made in person at the Parks and Recreation office at City Hall, 825 W. Irving Blvd. To plan a special Pony Party, call (972) 579-1319. In addition, reservations for group tours are accepted. For more information or to make a reservation, call (972) 721-2501. ■

Summer Parks and Recreation Activity Briefs

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

● Aug. 3 | Dive-In Movie Night

8 to 10 p.m. | Free

Families are invited to come to the Cimarron Aquatics Center and enjoy the pool along with a family friendly movie. Registration is required at the recreation center and will be limited to 150 guests. Concession stand will be open.

Georgia Farrow Recreation Center

530 Davis Drive, (972) 721-2519

● July 28 | PlayStation Soccer Tournament FIFA 2019

10 a.m. to 2 p.m. | Ages 11-17 | Free

Gamers are invited to challenge each other in a video gaming tournament featuring FIFA 2019.

Heritage Senior Center

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

● July 3 | Red, White and Blue Celebration

10 to 11:15 a.m. | Members ages 50 and older | \$4 Celebrate Independence Day with food, entertainment by the Heritage Steppers and Tappers, a posting of the colors by the Irving Fire Department Honor Guard and its Pipe and Bell Team, and a patriotic concert by the Dallas Banjo Band. Advance registration is required.

● July 5 | Ping-Pong Tournament

10 to 11:15 a.m. | Members ages 50 and older Seniors are encouraged to celebrate National Parks and Recreation Month by competing in this free friendly ping-pong competition. Register in advance.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

● July 14 | Christmas in July Pottery Painting

11 a.m. to 3 p.m. | Ages 5 and older | Cost is per piece beginning at \$5

Too hot outside? Come indoors for a paint and take activity that is fun for the whole family. Projects can be taken home the same day. No waiting, no glazing. Children younger than 11 must be accompanied by a parent. Registration required by July 11.



Pottery Painting

Lively Pointe Youth Center

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

● July 14 | Teen Splash Jams

7 to 11 p.m. | Senter Park Pool, 901 Senter Road | Free admission with valid IPAR card or student ID Youth and teens are invited to hang with friends and enjoy an evening of music, games and swimming. Complimentary food and soda will be provided. This event is open to all middle and high school students. In case of inclement weather, this event may be cancelled.

For more information, call (972) 721-2501. Visit CityofIrving.org/Parks for all the Parks and Recreation upcoming activities.

HIGH GRASS AND WEEDS

The City of Irving's Code Enforcement Department reminds residents about high grass and weeds.

Grass and weeds more than 10 inches in height are a violation of city code. Grass and weeds must be mowed to the edge of the roadway, including any alleyways. Edging is required along sidewalks and curbs. Property owners and tenants are responsible for keeping lawns maintained. Refusal to comply within seven days of a notice can result in a citation and the city bringing the property into compliance at the owner's expense.

For more information, call Code Enforcement at (972) 721-4929. ■



CITY SNAPSHOTS

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](#). ■



In July and August, AquaStars moves to the West Irving Aquatic Center, featuring a water playground, an accessible ramp, chair lift and zero-depth entry. Details at [CityofIrving.org/Aquatics](#).



The Cat Days of Summer continue in July at the Irving Animal Care Campus. Adopt a cat 1 year or older for free; kitten adoptions are only \$50. View animals at [CityofIrving.org/Animal-Services](#).



Check out the 2017 Laugh by the Lake Comedy Showcase winner Todd Justice at this year’s event on Aug. 31. Budding comedians can submit entries for the 2018 showcase; visit [IrvingEvents.org](#).



The Irving Police Department celebrated the installation of two Dream Courts from Nancy Lieberman Charities. The courts were gifted to the community under the Kids & Cops initiative.



The Las Colinas Urban Center was alive with music, food and art in June during Canal Fest, celebrating cultures from around the world and the diversity of Irving. Details at [IrvingEvents.org](#).



Keep Irving Beautiful received one of the 10 Governor’s Community Achievement Awards for 2018. Irving will receive \$310,000 for a landscaping project along a local state right-of-way.



Senter Park Fitness Room

Senter Park Recreation Center to Receive Interior, Exterior Improvements Through CDBG Funds

Senter Park Recreation Center, the city’s oldest, largest and most frequented recreation center, has been operational since 1954.



Throughout its lifespan, the facility, which is located at 901 S. Senter Road, has seen renovations in the 1970s and 1990s. Currently, Senter Park Recreation Center is in the process of a three-phase project to improve the interior and exterior grounds of the facility. The renovations are aimed at improving the patron and employee user experience.

The project is made possible through the Community Development Block Grant (CDBG) funding, which is provided to the City of Irving from the U.S. Department of Housing and Urban Development. CDBG funds are used in Irving to help improve the quality of life for lower income residents. In 2017, phase one improvements began on the Senter Park playground, tennis court, fencing and drainage.

In March, phase two of the construction began. This phase includes replacement of the Senter Park gymnasium and pool roofs, and an upgrade of the outside marquee sign to a modern, digital monument sign. Also, the parking lot light poles will receive LED lighting updates and a fresh coat of black paint.

In the fall, phase three of the construction is slated to begin. This significant renovation of the interior will include relocating the fitness and weight room from the first floor to the second floor. The new workout area will provide added space and natural light for patrons. The area also will include new locker room and restroom facilities. On the first floor, crews will renovate the current exercise room into an activity room space and update the first level restrooms to meet Americans with Disabilities Act requirements.

The main reception area will be updated to provide an open and inviting space. Offices for staff will be reconfigured in place of the current Sports Hall of Fame, and the athletic memorabilia will be relocated and showcased within the upcoming Irving Museum and Archives facility. In addition, a television lounge will be constructed on the first floor.

The Senter Park Recreation Center project is scheduled for completion in the summer of 2019. For more information on Senter Park, visit [CityofIrving.org/Senter](#).

Visit [CityofIrving.org/2255](#) for more information on the city’s ongoing infrastructure initiative. ■

Disability Parking Regulations Reminder

The Irving Police Department reminds motorists of parking regulations regarding marked disability parking spaces. Violations can result in fines of up to \$522. It is illegal to park vehicles in a disability parking space:

- Without displaying the appropriate plate or placard, even if a driver or passenger of the vehicle has a disability.



- While displaying an expired plate or placard, even if a driver or passenger of the vehicle has a disability.
- When neither the driver nor any passenger has a disability, even if the vehicle displays the appropriate plate or placard.

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

Become a Lifeguard

Irving is currently hiring for seasonal and year-round jobs.

These employment opportunities are available to Red Cross-certified lifeguards, ages 16 and older.

Training Available

While certified lifeguards are welcome to apply, those needing certification can take a lifeguarding class and become certified in Red Cross (Lifeguard, First Aid, CPR and AED).

Lifeguard Classes – one session required

- July 19, 20, 21 (8 a.m.-6:30 p.m.)
- July 27, 28, 29 (8 a.m.-6:30 p.m.)
- Aug. 16, 17, 18 (8 a.m.-6:30 p.m.)

Course Prerequisites

- Students must be 15 years of age or older and complete a swim test one week prior to class start or must have instructor approval.
- Retrieve a 10-pound brick from a 7- to 10-foot depth, followed by a 20-yard return carrying the brick.



- Tread water for two minutes, no hands.
- Swim 300 yards.

Register for lifeguard classes at North Lake Natatorium or call (972) 756-0860.

Application Process

Red Cross-certified individuals, as well as candidates with pending certification, are encouraged to apply. New hires must be available for orientation. Apply online at [CityofIrving.org/Employment](#).

Visit [CityofIrving.org/Lifeguard](#) for more details. ■



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

June 2018

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

MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Brownstones Bldg 7	101 Decker Dr.	Condos	15,640 SF	\$991,990	Permit Issued	9/21/2017	Irving	Dec-17

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	EZ Bail Bonds	320 Virginia	Bail Bonds Office	4,810 SF	\$200,000	Permit Issued	10/10/2016	Irving	Apr-18
2	Office Bldg.	935 E. Pioneer	Office	4,644 SF	\$120,000	Permit Pending	6/13/2017	Irving	Jul-17
3	Verizon	750 Hidden Ridge Dr.	Parking Garage	143,788 SF	\$8,800,000	Permit Issued	11/1/2017	Irving	Apr-18
4	Summit's Edge	701 W. John Carpenter Fwy	3-story office	7,280 SF	\$1,066,824	Permit Pending	12/29/2017	Irving	Feb-18
5	Shell Bldg.	1701 W. Royal Lane	Office Bldg.	10,471 SF	\$2,500,000	Permit Pending	3/15/2018	Irving	Apr-18
6	Parking Garage	6051 Connection Dr.	4-story garage	176,060 SF	\$5,000,000	Permit Issued	3/21/2018	Irving	May-18
7	SMB Staffing Addition	124 S. Hastings	2nd floor addition	2,099 SF	\$150,000	Permit Pending	4/23/2018	Irving	May-18
8	DR/Retail Office	117 W. Airport Fwy.	1 Story Bldg.	6,795 SF	\$500,000	Permit Pending	6/15/2018	Irving	Jun-18

WAREHOUSE/INDUSTRIAL									
#	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 Pending	9/21/2016	Irving	Jan-17
2	J & J Repair	702 S. Irving Heights	Auto Repair	3,535 SF	\$134,330	Permit Approved	1/31/2017	Irving	Mar-17
3	Shell Bldg	5350 Frye Rd.	Warehouse	172,120 SF	\$5,500,800	Permit Issued	12/26/2017	Irving	Mar-18
4	Shell Bldg	5251 Frye Rd.	Warehouse	112,500 SF	\$5,500,000	Permit Issued	12/26/2017	Irving	Apr-18
5	Shell Bldg	5250 Frye Rd.	Warehouse	118,500 SF	\$6,750,000	Permit Issued	12/26/2017	Irving	Apr-18
6	Reece Supply	3820 Valley View	Office/Warehouse	126,949 SF	\$4,000,000	Permit Issued	12/18/2017	Irving	Apr-18
7	Warehouse	701 N. Main St.	Warehouse	6,000 SF	\$200,000	Permit Pending	3/27/2018	Irving	Apr-18
8	Storage Addition	3401 W. Pioneer Dr.	Storage	4,800 SF	\$135,000	Permit Pending	4/17/2018	Irving	May-18
9	Belt Line General Auto	237 S. Belt Line Road	Auto Repair	2,751 SF	\$119,000	Permit Pending	4/23/2018	Irving	May-18
10	Rig Tough Trucks Addn.	310 S. Loop 12	Auto Repair	1,718 SF	\$275,000	Permit Issued	5/18/2018	Irving	Jun-18

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	7575 N. Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Apr-18
2	Lucky Texan #10	4455 W. Northgate	Convenience store/gas/laundromat	13,000 SF	\$1,000,000	Permit Pending	2/1/2018	Irving	Apr-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

RETAIL

#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
5	Market Street	7450 N. S.H. 161	Supermarket	86,631 SF	\$6,583,956	Permit Pending	4/27/2018	Irving	Jun-18
6	Shell Bldg.	7460 N. S.H. 161	Retail	10,058 SF	\$654,010	Permit Pending	5/17/2018	Irving	Jun-18
7	Shell Bldg.	7430 N. S.H. 161	Retail	21,699 SF	\$1,410,435	Permit Pending	5/17/2018	Irving	Jun-18
8	Shell Bldg.	7380 N. S.H. 161	Retail	18,208 SF	\$1,183,520	Permit Pending	5/17/2018	Irving	Jun-18
9	Shell Bldg.	7410 N. S.H. 161	Retail	7,150 SF	\$464,750	Permit Pending	5/17/2018	Irving	Jun-18
10	Shell Bldg.	7370 N. S.H. 161	Retail	7,158 SF	\$465,270	Permit Pending	5/17/2018	Irving	Jun-18
11	Shell Bldg.	7440 N. S.H. 161	Retail	4,004 SF	\$260,260	Permit Pending	5/17/2018	Irving	Jun-18

HOTEL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Woolley's Classic Suites	4850 W. Royal Ln	Hotel	251,481 SF	\$30,000,000	Permit Pending	1/29/2016	Coppell	Jan-16
2	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Pending		Irving	Aug-16
3	Texican Hotel	501 W. Las Colinas Blvd.	Hotel (4 bldgs)	110,000 SF	\$17,600,000	Permit Issued	4/21/2017	Irving	Jul-17
4	Element by Westin	606 W. John Carpenter Fwy.	Hotel	105,565 SF	\$14,000,000	Permit Approved	3/1/2018	Irving	Jun-18

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	El Pollo Regio	1300 E. Airport Fwy	Restaurant	1,171 SF	\$750,000	Permit Issued	1/9/2017	Irving	Apr-18
2	Chick-Fil-A	7850 N. MacArthur Blvd	Restaurant	6,112 SF	\$925,000	Permit Issued	10/13/2017	Irving	Jan-18
3	Walk On's Bistreaux Bar	3165 Regent Blvd.	Restaurant	8,602 SF	\$2,000,000	Permit Issued	1/17/2018	Irving	Apr-18
4	McDonald's	4202 W. Airport Fwy	Restaurant	6,946 SF	\$750,000	Permit Pending	3/26/2018	Irving	Apr-18
5	Lupe Tortilla Mexican Rest.	3131 Regent Blvd.	Restaurant	8,834 SF	\$1,200,000	Permit Approved	3/8/2018	Irving	Jun-18
6	Shake Shack	6781 N. MacArthur Blvd	Restaurant	4,454 SF	\$1,100,000	Permit Pending	4/25/2018	Irving	May-18
7	Golden Chick/Retail	3511 Regent Blvd.	Restaurant/Retail	2,415 SF/516 SF	\$975,000	Permit Pending	6/5/2018	Irving	Jun-18

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Medical City Las Colinas Addn	6800 N. MacArthur Blvd	Hospital	7,292 SF	\$6,000,000	Permit Issued	1/10/2018	Irving	Apr-18
2	Med Express Irving	3413 N. Belt Line	Medical Clinic	4,680 SF	\$1,300,000	Permit Issued	1/18/2018	Irving	Apr-18
3	Baylor Scott & White Hosp. Addn	1901 N. MacArthur Blvd	Hospital	148,830 SF	\$56,000,000	Permit Issued	2/15/2018	Irving	Apr-18
4	Coppell ISD	1205 Santa Fe	School	111,970 SF	\$30,000,000	Permit Pending	2/16/2018	Coppell	Apr-18
5	Med. Shell bldg.	1175 Kinwest Pkwy	Medical Office	6,285 SF	\$600,000	Permit Issued	3/21/2018	Coppell	Jun-18
6	i bloom Montessori	7650 Bent Branch Dr.	Daycare	16,600 SF	\$1,500,000	Permit Issued	3/20/2018	Coppell	Jun-18
7	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18
8	Shell	6121 N. S.H. 161	Medical Office	65,517 SF	\$8,600,000	Permit Pending	5/8/2018	Irving	Jun-18
9	Wonderland Montessori	421 E. Royal Ln.	Day/School	8,471 SF	\$1,270,000	Permit Pending	5/11/2018	Irving	Jun-18

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE		
	Jun-18	57	\$19,578,567	53	\$18,578,567	4	\$1,000,000		

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

**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 23, 2018**

BUREAU MONTHLY MANAGEMENT REPORTS



ICVB Memorandum

Date: July 11, 2018
To: Maura Gast, FCDME, Executive Director
From: Lori Fojtasek, Assistant Executive Director/Sales & Services
RE: Sales & Services Department Board Report for June 2018

Convention Sales & Services Staff Activities

Leads Generated	June	YTD
Irving CVB – Hotel Leads	149	1334
Irving Convention Center Leads	68	693

June

Room Nights Generated	Monthly Goal	June 2018 Actuals	June 2017 Actuals	FY2017-18 Annual Goal	FY2017-18 YTD Actuals	FY 2016-17 YTD Actuals	June Convention Center	Convention Center YTD Actuals
Definite Room Nights	19139	20361	27663	229657	176992	155627	2998	10904
Lost Room Nights		37000	39888		192279	176882	22091	86718

Travel & Activity

June	Organization	Event	Location
2-6	Meeting Professionals International	World Education Conference	Indianapolis, IN
11-13	Religious Conference Management Association	Board Meeting	Greensboro, NC
27-28	Aloft	Sales Blitz	Dallas, TX

Customer Services Activity June 2017

Groups Served	
June	22 groups served
YTD	175 groups served

Proclamations/Welcomes/Flags:

- Proclamation, Mayoral Letter – East African Chamber of Commerce, October 6, 2017
- Mayoral Welcome Letter – Texas Council for Social Studies, October 17, 2017
- Mayoral Greeting and Proclamation – Texas State Association of Parliamentarians, June 5, 2018
- Ribbon Cutting – Opening Ceremony – DFW Minority Council, June 8, 2018
- Mayoral Welcoming/Open Meeting – Southwest Commission on Religious Studies, June 10, 2018
- Mayoral Greeting – Lutheran Church Missouri Synod, June 14, 2018
- Mayoral Greeting and Proclamation – Texas Youth Conference, June 14, 2018

Pending

- Mayoral Welcoming - Open meeting – Texas Industrial Vocational Association, July 16, 2018

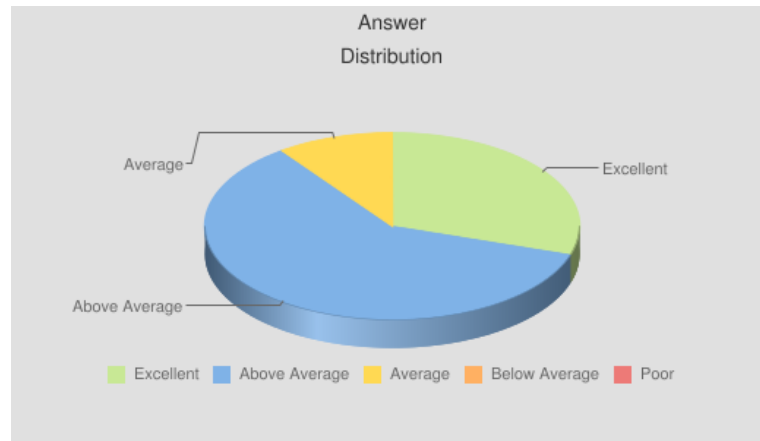
June Servicing & Inventory:

Service Type	# of Groups Served in June	Total Inventory Utilized
Proclamations/Flags/Welcomes	2	Mayoral/Council Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	10	2500 Badges/2500 Lanyards
Pens	15	3600
Bags	3	540
Promotional Materials	12	4400+
Staffing Services	4	71 Event Hours

Event Location: Hotels: 12 Irving Convention Center: 5 Other: 3

Customer Service Satisfaction Survey Results June 1-30, 2018

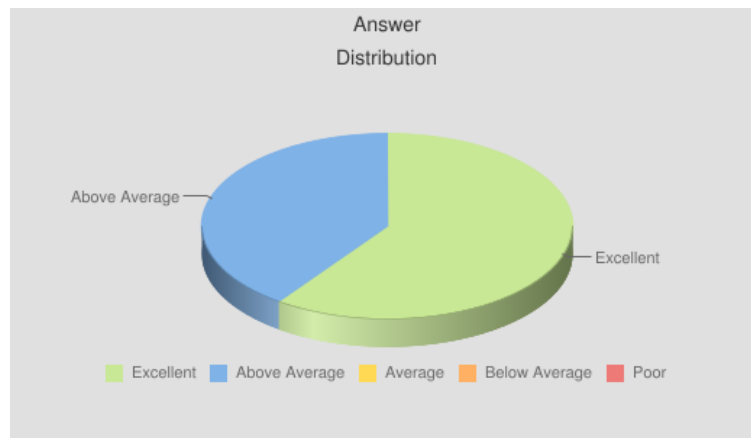
1. How was your overall destination experience?



6/01/2018 – 6/30/2018

Score: **84.0** / 100.0

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



6/01/2018 – 6/30/2018

Score: **92.0** / 100.0

Definite Bookings

July - October 2018

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Houston Astros Baseball Club	Houston Astros 2018	7/1/2018	7/3/2018	100	210
Pathways Core Training Inc.	Pathways Monthly July	7/4/2018	7/21/2018	110	275
Drive Nation Sports	Premier Basketball Tournament	7/5/2018	7/8/2018	800	240
USA Rice Federation	Annual Business Meeting	7/7/2018	7/10/2018	150	425
Aries Pharmaceuticals	National Sales Meeting	7/8/2018	7/12/2018	80	175
United States Bowling Congress	Junior Gold Championships (Dallas Bidding) 2018	7/9/2018	8/1/2018	16500	3148
Greystar Management Services, LP	National Leadership Development	7/9/2018	7/11/2018	35	35
American Express Meetings & Events	Transportation Summit	7/10/2018	7/10/2018	100	25
Alfasigma USA	Integrity Selling Launch	7/11/2018	7/12/2018	40	82
Lutheran Church Missouri Synod	Glory Bound Conference	7/12/2018	7/14/2018	1200	1050
Varsity Spirit Corporation	2018 Varsity Spirit VU TX	7/12/2018	7/16/2018	200	170
BioTE Medical	Jul-18	7/12/2018	7/14/2018	200	310
Simulation Football League	Simulation Football League Convention	7/12/2018	7/15/2018	80	80
Zac's Ridge	Zac Ridge - July 2018	7/13/2018	7/14/2018	35	50
Texas Industrial Vocational Assn	Texas Industrial Vocational Association	7/14/2018	7/20/2018	450	1771
Marcus Evans	Marcus Evans Petrochemical & Refining	7/14/2018	7/18/2018	110	349
The Holdsworth Center	The Holdsworth Center	7/16/2018	7/24/2018	350	990
Americold Logistics	Leadership Academy July 16, 2018	7/16/2018	7/19/2018	35	105
State Farm Insurance	Leading the Future - Dallas	7/16/2018	7/18/2018	33	99
Trend Micro	Trend Micro Irving	7/17/2018	7/19/2018	20	24
Michaels Stores, Inc.	July 18-19, 2018 DFW	7/17/2018	7/19/2018	30	34
Big 12 Conference	CFO West Joint Officials	7/18/2018	7/22/2018	400	450
State Farm Insurance	Leading the Future	7/18/2018	7/20/2018	28	84

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
First Fitness	Jul-18	7/19/2018	7/22/2018	300	270
Cleveland Indians	Cleveland Indians 2018	7/19/2018	7/21/2018	100	222
McKesson Corporation	McKesson Quarterly BOD	7/20/2018	7/25/2018	50	122
Oakland Athletics	Oakland Athletics 2018	7/22/2018	7/25/2018	100	260
Neiman Marcus	Designer Handbag	7/22/2018	7/27/2018	102	441
Fresenius Medical Care	Clinical Manager's Training	7/23/2018	7/27/2018	60	240
ACE Cash Express, Incorporated	Quarterly Meetings-July 2018	7/23/2018	7/27/2018	12	48
AARP	AARP - July 2018 Meeting	7/23/2018	7/26/2018	40	90
Crossville Inc	Crossville Studios Sales Meeting	7/23/2018	7/24/2018	25	50
State Farm Insurance	Leading the Future - Dallas	7/23/2018	7/25/2018	28	174
Catholic Health Association	CHA When Disasters Strike	7/24/2018	7/26/2018	100	87
Miniature Football Association	Electric Football World Championship	7/25/2018	7/30/2018	500	200
McKesson Corporation	Diversity & Inclusion Summit 2.0	7/25/2018	7/27/2018	70	40
Apostolic Affiliation Inc.	Apostolic Affiliation National	7/26/2018	7/30/2018	500	214
Family Reunions	Jackson Family Reunion	7/26/2018	7/28/2018	100	65
McKesson Corporation	Change Healthcare Board Dinner	7/29/2018	7/31/2018	30	46
Neiman Marcus	Men's Conclave	7/29/2018	8/4/2018	200	863
American College of Emergency Physicians	ACEP Medical Meeting Roundtable Rooms	7/29/2018	7/30/2018	15	30
ThyssenKrupp Elevator Company	Sales & Operations Training	7/30/2018	8/1/2018	200	400
Americold Logistics	Leadership Academy July 30, 2018	7/30/2018	8/2/2018	35	105
Merial Boehringer Ingelheim	BIAH Summer Regional Sales Meeting	7/30/2018	8/3/2018	225	900
Texas Clown Association	2018 Annual Conference	7/31/2018	8/4/2018	150	225
Pathways Core Training Inc.	Pathways Monthly August 2018	8/1/2018	8/4/2018	110	175
Baltimore Orioles	Baltimore Orioles 2018	8/1/2018	8/4/2018	100	280
Texas Probation Association	Summer 2018 Conference	8/4/2018	8/7/2018	300	720
Seattle Mariners Baseball Club	Seattle Mariners 2018	8/5/2018	8/7/2018	100	195
ECi Software Solutions	2018 Extended Leadership Team	8/5/2018	8/11/2018	100	381

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
United Network for Organ Sharing	2018 UNOS Learning Congress	8/6/2018	8/8/2018	150	300
Greystar Management Services, LP	National Leadership Development	8/6/2018	8/8/2018	35	35
McKesson Corporation	EC Negotiations Training	8/6/2018	8/10/2018	32	114
TexSom	2018 TEXSOM Conference-Guest	8/7/2018	8/14/2018	500	698
TexSom	2018 TEXSOM Conference - Vendor	8/7/2018	8/14/2018	500	637
TexSom	2018 TEXSOM Conference - Overflow	8/9/2018	8/15/2018	500	112
US All Star Federation - USASF	USASF Planning Week 2018	8/10/2018	8/20/2018	160	405
TX School for the Blind & Visually Impaired	TSBVI Family Engagement Series	8/10/2018	8/12/2018	30	30
TexSom	2018 TEXSOM Conference	8/10/2018	8/14/2018	500	160
Zac's Ridge	Zac Ridge - August 2018	8/10/2018	8/11/2018	35	50
Arizona Diamondbacks	Arizona Diamond Back 2018	8/12/2018	8/14/2018	100	219
AARP	AARP - August 2018 Meeting	8/13/2018	8/16/2018	55	120
Americold Logistics	Leadership Academy	8/13/2018	8/16/2018	35	105
Grand Chapter of Texas Order of the Eastern Star	Grand Chapter of Texas Order of the Eastern Star	8/14/2018	8/18/2018	1000	1110
Paychex	HR Solutions Leadership Sales Summit	8/14/2018	8/16/2018	130	175
Medtronic	North American CoreValve Evolut Proctor and Faculty	8/15/2018	8/18/2018	120	150
Genomic Health, Inc.	Annual Latin America Cancer Leaders	8/16/2018	8/18/2018	115	230
Fresenius Medical Care	Clinical Manager's Training	8/20/2018	8/24/2018	60	240
Greystar Management Services, LP	National Leadership Development	8/20/2018	8/22/2018	35	40
Paychex	MMS Leadership Sales Summit	8/20/2018	8/22/2018	75	105
Imedex	Great Debates and Updates in Inflammatory Bowel Disease	8/24/2018	8/26/2018	100	27
Arizona Cardinals	Arizona Cardinals vs Cowboys	8/25/2018	8/26/2018	100	168

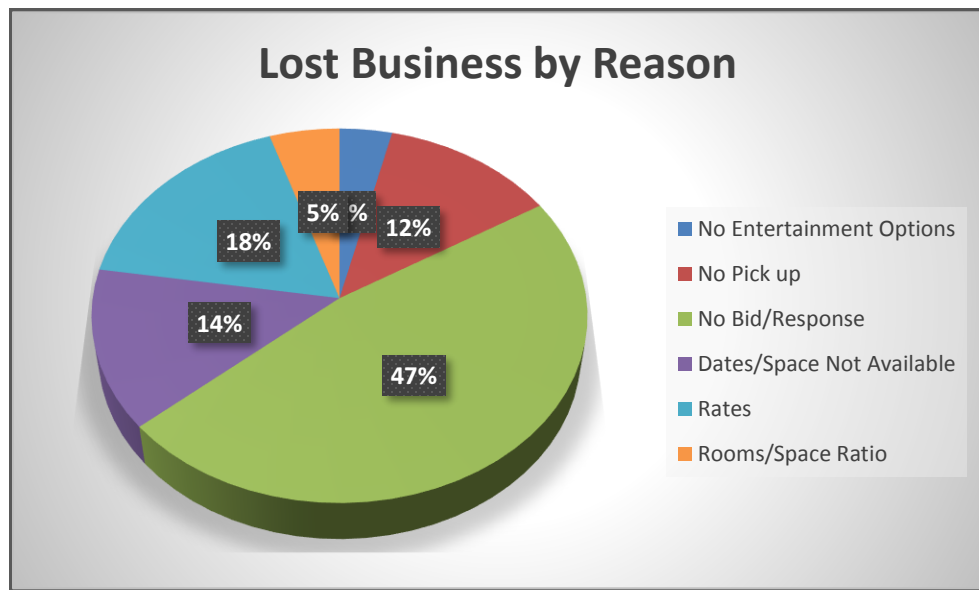
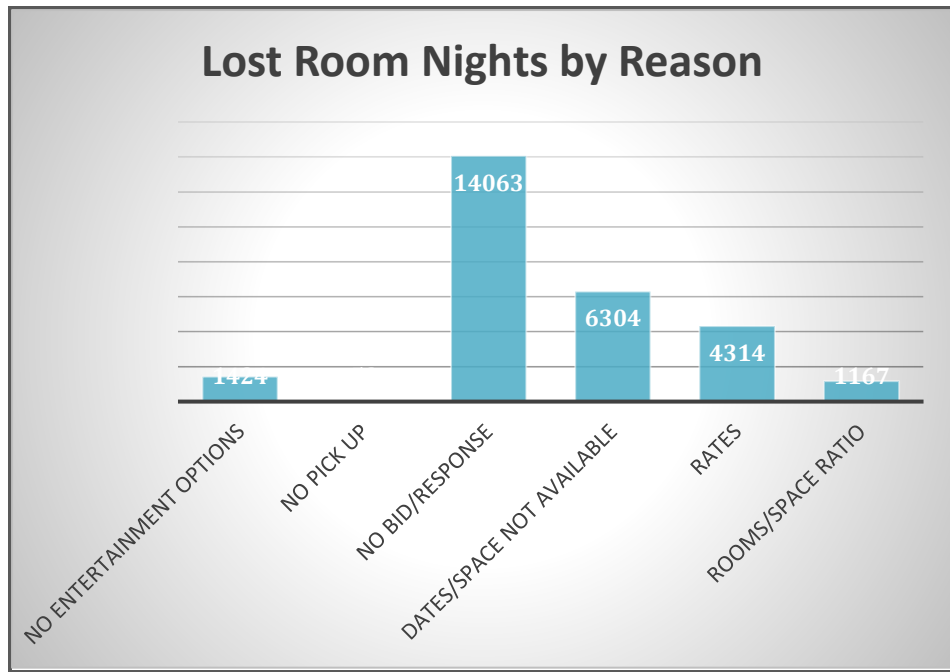
Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Millennium Alliance	Digital Marketing & Digital Retail Transformation	8/26/2018	8/28/2018	150	182
Los Angeles Dodgers	Los Angeles Dodgers 2018	8/27/2018	8/28/2018	100	166
Americold Logistics	Leadership Academy	8/27/2018	8/30/2018	35	105
Dallas Chess Club	Dallas Chess Club	8/30/2018	9/3/2018	75	275
Diamond Tours	Diamond Tour Groups	9/1/2018	11/30/2018	50	648
McKesson Corporation	CSBD Late Summer Forum	9/4/2018	9/6/2018	50	165
Pathways Core Training	Monthly September 2018	9/5/2018	9/22/2018	110	275
Zac's Ridge	Zac's Ridge - September 2018	9/7/2018	9/8/2018	35	50
Texas Association of Freestanding Emergency Centers	TAFEC 2018 NAFEC Conference	9/9/2018	9/11/2018	150	225
Texas Association of Community Health Centers	TACHC OC3 Learning Session 3	9/10/2018	9/12/2018	60	90
Texas & New Mexico Hospice Organization	Palmetto GBA Training	9/12/2018	9/13/2018	750	250
BioTE Medical	Sep-18	9/13/2018	9/15/2018	200	310
NBC Sports	NBC Sports NFL Technical Crew	9/13/2018	9/16/2018	120	400
Lion Street	Lion Street Indaba 2018	9/15/2018	9/18/2018	200	440
SAE-ITC	2018 FSEMC Meeting	9/15/2018	9/20/2018	250	915
Texas Manufactured Housing Association	Texas Manufactured Housing Association - 2018 Conference	9/15/2018	9/17/2018	120	222
Classic Elegance Coaches	Classic Elegance - Giants	9/15/2018	9/16/2018	50	22
Tampa Bay Rays	Tampa Bay Rays 2018	9/16/2018	9/18/2018	100	213
Wells Fargo Bank	Wealth Insurance Study Group	9/17/2018	9/21/2018	75	136
Americold Logistics	Leadership Academy	9/17/2018	9/20/2018	35	105
Greystar Management Services, LP	National Leadership Development	9/18/2018	9/20/2018	35	35
Seattle Mariners Baseball Club	Seattle Mariners 2018	9/19/2018	9/22/2018	100	280
FenCon	FenCon	9/20/2018	9/25/2018	650	510
Michaels Stores, Inc.	Michaels Stores - 2018 Partner Summit	9/22/2018	9/24/2018	200	231
University Aviation Association	UAA Annual Conference & Expo 2018	9/24/2018	9/29/2018	250	550
Technical Associates	Entry Level Vibration Analysis	9/24/2018	9/27/2018	10	40

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Fresenius Medical Care	Clinical Manager's Training West	9/24/2018	9/28/2018	60	240
Panera Bread	Fall Round Table	9/24/2018	9/28/2018	200	365
The Southwestern Invitational	Southwestern Invitational 2018	9/27/2018	9/30/2018	300	290
McDonald's USA, LLC	Houston Region ROA 2018	9/28/2018	10/3/2018	250	760
University of Arkansas Athletics	University of Arkansas vs TX A&M	9/28/2018	9/29/2018	130	124
Classic Elegance Coaches	Classic Elegance - Lions	9/29/2018	9/30/2018	50	14
Technical Associates	Technical Associates – Analysis I	10/1/2018	10/4/2018	10	40
AARP	AARP - October 2018 Meeting	10/1/2018	10/4/2018	40	90
Americold Logistics	Leadership	10/1/2018	10/4/2018	35	105
Pathways Core Training	Pathways Monthly	10/3/2018	10/20/2018	110	275
The Potter's House	Woman Thou Art Loosed	10/3/2018	10/7/2018	7000	2071
University of Oklahoma - Alumni	OU Alumni Association 2018	10/4/2018	10/7/2018	1500	775
University of Texas Athletics	Team Travel for OU/TX	10/4/2018	10/7/2018	100	155
Mitsubishi Electric	2018 System Wide Meeting	10/6/2018	10/11/2018	100	207
Boy Scouts of America	National Executive Board and Committee Meetings	10/7/2018	10/9/2018	100	153
Days of The Dead Dallas	Days of the Dead 2018	10/8/2018	10/17/2018	500	456
Greystar Management Services, LP	National Leadership Development	10/9/2018	10/11/2018	35	35
University of Dallas Ministry	Ministry Conference	10/10/2018	10/14/2018	6000	450
East African Chamber of Commerce	East African Chamber of Commerce	10/10/2018	10/14/2018	200	140
Associated Builders and Contractors	2018 ABC User Summit	10/10/2018	10/12/2018	90	145
BioTE Medical	Oct-18	10/11/2018	10/13/2018	200	310
Soleyn Ministries	Soleyn Ministries	10/11/2018	10/14/2018	450	420
Texas Optometric Association, Inc.	Texas Optometric Association	10/11/2018	10/13/2018	300	180
Texas Tech University	Texas Tech Band	10/11/2018	10/13/2018	450	130
Classic Elegance Coaches	Classic Elegance - Jaguars	10/13/2018	10/14/2018	50	22
ACE Cash Express, Incorporated	Quarterly Meetings-October 2018	10/15/2018	10/19/2018	12	48
Volunteers of America	VOA October 2018 Meeting	10/15/2018	10/20/2018	90	327
Americold Logistics	Leadership Academy	10/15/2018	10/18/2018	35	105

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Lennox Industries	Fall Leadership Meeting	10/15/2018	10/18/2018	150	594
Society for Marketing Professional Services	SMPS The Pinnacle Experience October 2018	10/16/2018	10/18/2018	50	145
Mission America Coalition	Mission America Coalition	10/16/2018	10/22/2018	200	555
Zac's Ridge	Zac's Ridge - October 2018	10/19/2018	10/20/2018	35	50
Sidewalk Advocates for Life	Sidewalk Advocates for Life	10/19/2018	10/20/2018	250	140
Gathering of the Eagles International Worship Summit	International Summit	10/21/2018	10/29/2018	1500	1238
ServiceNow	Summit 2018 Dallas Room Block	10/21/2018	10/23/2018	800	147
Fresenius Medical Care	Clinical Manager's Training	10/22/2018	10/26/2018	60	240
Military Sky Ball - Airpower Foundation	Military Sky Ball	10/22/2018	10/30/2018	5000	1000
Pleasant Holidays	Pleasant Holidays	10/22/2018	10/26/2018	100	182
General Federation of Women's Clubs - Texas	GFWC - South Central Region Conference 2018	10/25/2018	10/27/2018	100	213
World Wide Marriage Encounter	World Wide Marriage	10/26/2018	10/28/2018	50	50
University of Cincinnati Athletics	University of Cincinnati vs. SMU	10/26/2018	10/27/2018	100	103
NASCAR	NASCAR Productions - November 2018	10/28/2018	11/4/2018	100	363
The Committee of 200	2018 C200 Annual Conference	10/29/2018	11/3/2018	200	644
Fresenius Medical Care	Clinical Manager's Training	10/29/2018	11/2/2018	60	240
Monster Vision Productions	10th Annual Dallas Bachata Festival	10/29/2018	11/4/2018	250	426
Tenkoz	Tenkoz Fall Meeting	10/30/2018	10/31/2018	50	75
Family Life	Family Life Weekend to Remember	10/31/2018	11/4/2018	500	509
The Navigators	NCM Fuego	10/31/2018	11/4/2018	100	120

**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

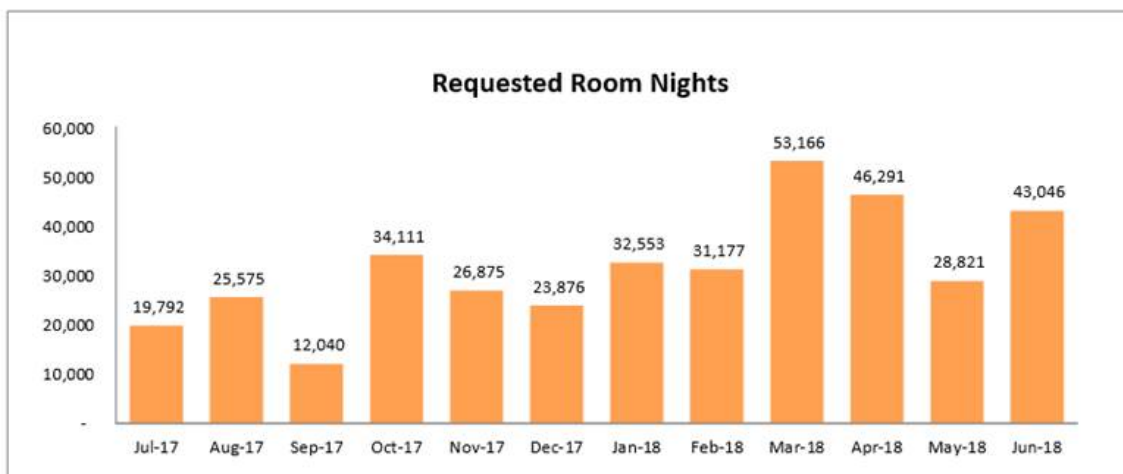
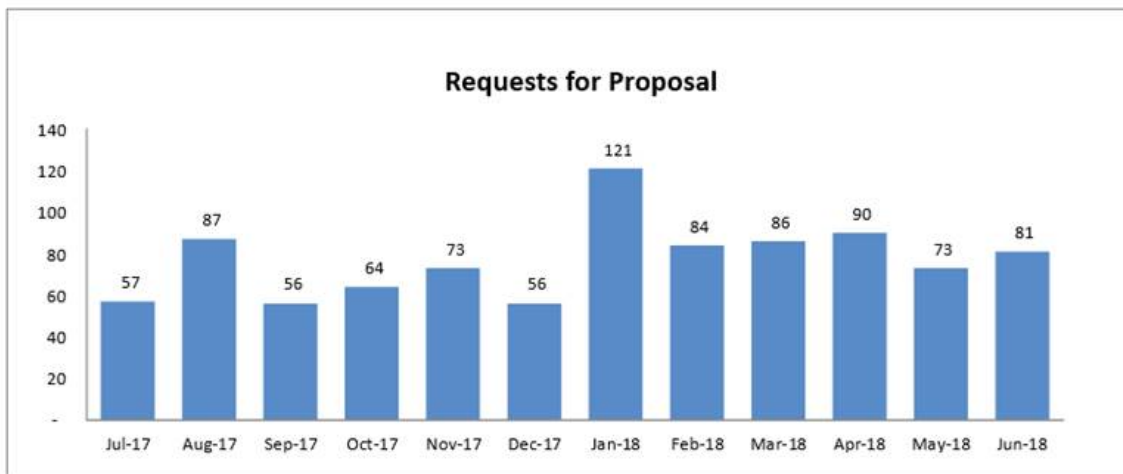
Date: July 16, 2018

Re: June 2018 Board Report

Marketing and Advertising Analytics

RFPS

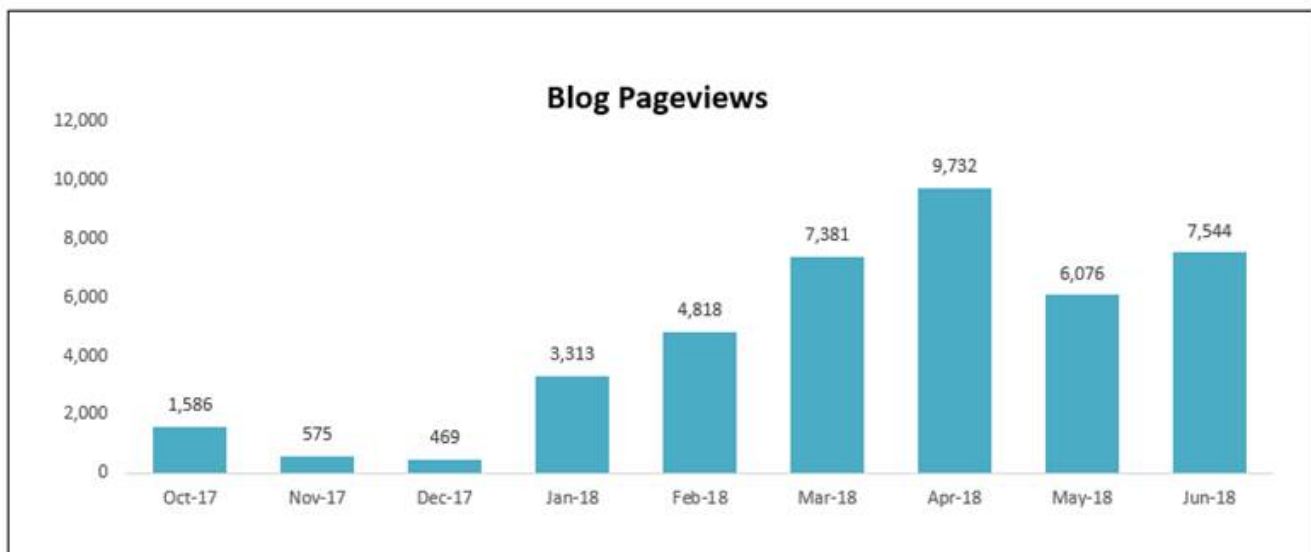
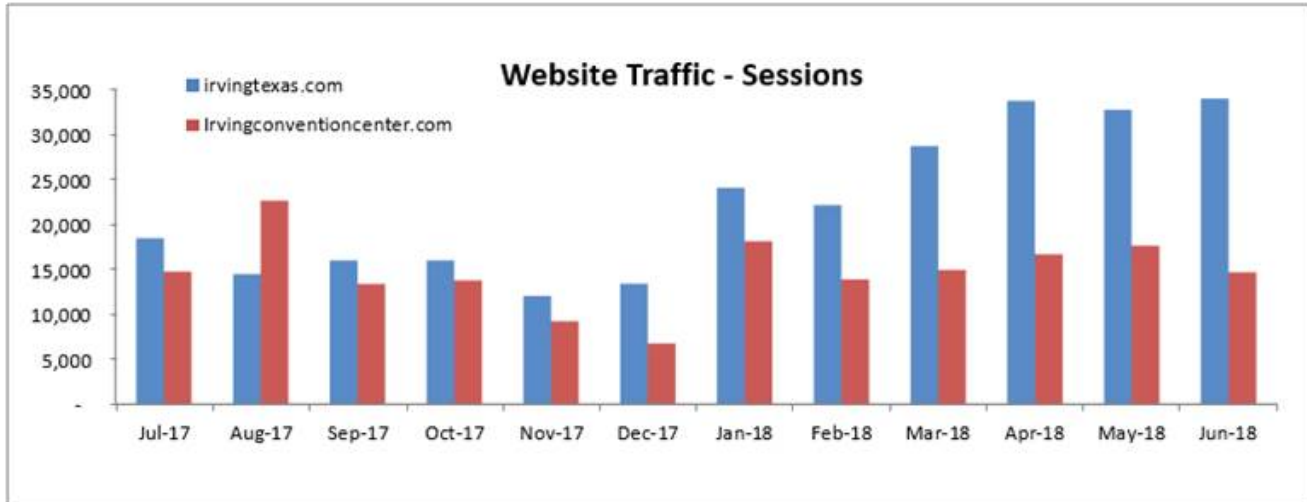
The number of RFPS received in June, along with associated room nights, increased over the previous month with **81 RFPS** (average) and **43,046 associated room nights** (above average).



Website Traffic

Website traffic also remained high in June with **48,676** total sessions and **36,854** total users visiting both sites. The number of sessions on the Visit Irving site was the highest to date with **33,999** total session (well above average). The Irving Convention Center had **14,677** sessions (slightly above average).

The number of visitors to the blog increased over last month with **7,544 pageviews**, which is the second highest month to date bringing the total number of pageviews in 2018 to **42,654**. The top blog posts in June were, "Five Brunch Spots in Irving You Need to Try this Sunday" with **1,204** pageviews and "Top Five Places to Stuff Your Face with Donuts in Irving" with **1,044** pageviews.

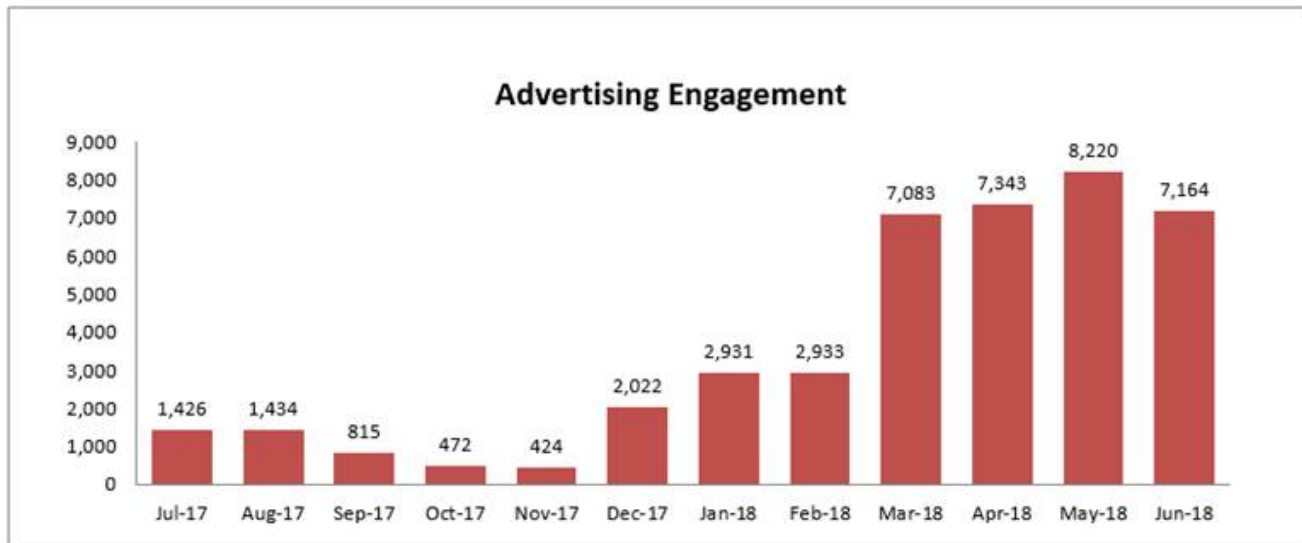


Advertising and Paid Search

Advertising engagement continues to perform exceptionally well with **7,164 advertising impressions** and **2,651 site visits**. June was the third highest response rate to date. iExplore was again the top performer with 2,296 impressions and 1,294 site visits followed by the retargeting campaign through Multiview with 1,458 impressions and 304 site visits and MPI with 1,131 impressions and 331 site visits.

The Google AdWords paid search campaigns increased last month with **57,450 impressions**, **7,540 site visits** and **7 new RFPs**, which was the second best performing month to date.

The ICVB's ad campaign with *Fast Company* magazine concluded with its sixth Irving-specific wrapped issue. A thousand (1,000) meeting planners throughout the country selected to get a year's worth of wrapped publications have received their final complimentary issue, "A Package Deal," which summarizes messaging from the five previous cover wraps. Past front cover artwork can be found on the inside back cover. Early survey results have shown this campaign to be extremely successful, and we will be looking to do a similar campaign in the next budget year.



Hotel and Flight Bookings

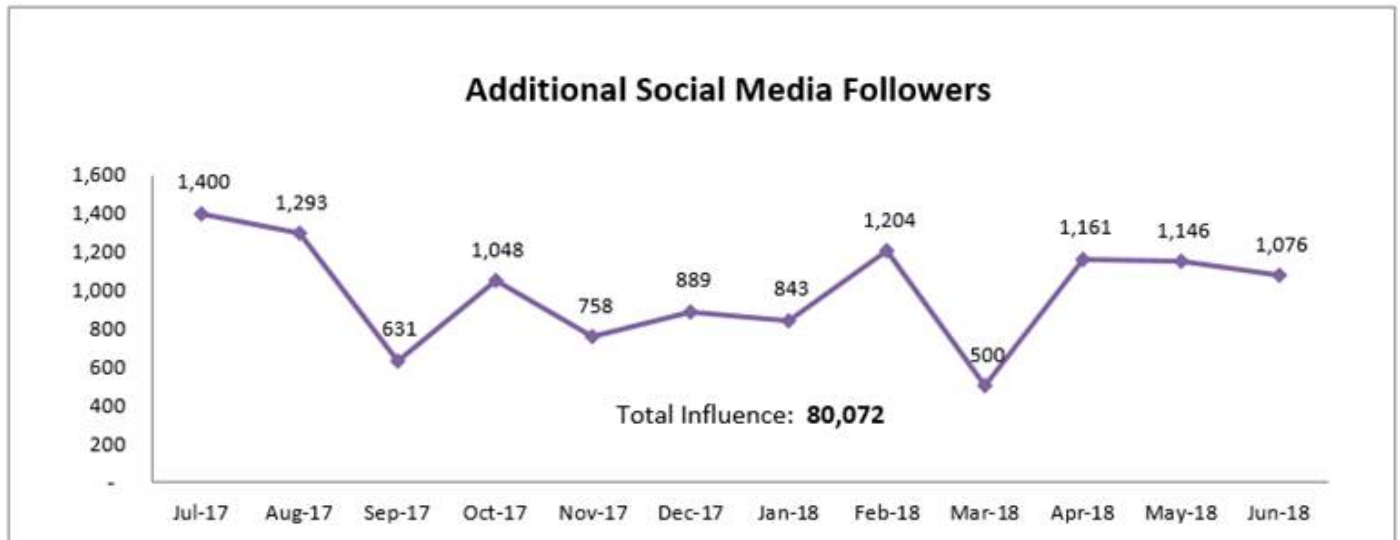
Information available through the ADARA Magellan travel intelligence platform indicates that hotel bookings by people exposed to the bureau's digital advertising or visited the websites was low in June. Early estimates show that, approximately **191 flights** along with **162 room nights** have been booked, which accounts for about **\$19,957 in hotel revenue** during the month. The platform has an attribution window and final numbers for June won't be available until the attribution period has finished.

Year to date total for FY17-18 shows that approximately **\$404,045 in hotel revenue**, which is estimated to be about 70% of the total, has been booked by individuals who have visited either the Visit Irving or Irving Convention Center websites.



Social Media

Social media remained high in June with **1,076 new followers** (above average) though it was slightly below the previous two months. Total influence is now **80,072** with the Visit Irving Facebook page receiving the largest increase with **881 new likes** followed by the Visit Irving Instagram page with **83 new followers**. Total check-ins for the Irving Convention Center page is now at **171,319**.



IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas	51,037		5,503	5,123	572
<i>Impressions</i>	205,317		20,000	33,890	
<i>Profile Visits</i>	148,276		921		
Convention Center	12,239	171,319	2,424	1,880	271
<i>Impressions</i>	270,917		4,615	397	
<i>Profile Visits</i>	365,837		223		
Impacting Irving	1,023				

Hashtag – #VisitIrving

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

Irving Convention Center user name on Twitter, Instagram - @IrvingTxCC

Social Post of the Month



iExplore @iexplore · 6/4/18

Few destinations can place both an authentic 1950s soda fountain and an 1880s cabin in the same spot, but then again, Irving isn't like most places.

[#VisitIrving](#) [@VisitIrvingTx](#)



7 Quirky Attractions You Can Only Enjoy in Irving, Texas

[iexplore.com](#)

Earned Media Analytics

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	417,732,153	111,009,256	187,711,911		716,453,320
ADVERTISING EQUIVALENCY*	\$904,213	\$1,020,837	\$1,736,336		\$3,661,386
PUBLIC RELATIONS VALUE**	\$2,712,639	\$3,062,511	\$5,209,008		\$10,984,158

*The number of media impressions is based upon the readership or audience numbers for each media outlet, as supported by the published circulation or audience numbers.

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

**From a measurement prospective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

Attachments

- ✚ The second issue of *Surveyor* magazine has just come off the press and will be presented at the board meeting. This issue will run through the end of the year, and due to limited advertising interest – which isn't unexpected for a new publication – we are anticipating two issues of *Surveyor* in 2019.
- ✚ Memorial Day weekend, the communications team hosted four writers on a pre-tour for the SATW (Society of American Travel Writers) Conference being held in Amarillo. All were freelancers except for a writer/blogger out of Oklahoma City who covers travel and lifestyle for *405 Magazine*. The press tour has already resulted in a huge win from freelancer Richard Varr, who submitted a review of our host hotel, the Four Seasons, to ***The Telegraph (London)***. The review is attached, and the property received a 9 out of 10 (which is a stellar rating as 10's are only given to the most elite hotels of the world).
- ✚ The communications team also assisted with media efforts for Canalfest and secured several segments on **Good Morning Texas**; the team also garnered early morning television coverage for the Wounded Warriors Half-Marathon, which kicked-off with the presentation of the colors via a sky diving team.
- ✚ SMERF (Social, Military, Education, Religious and Fraternal) Sales Manager Katherine DiPietro is quoted in the June 2018 edition of ***Meetings Today*** in an article titled "Exploring the Social Side of SMERF Meetings."
- ✚ In an on-going effort to remind visitors and area residents the Toyota Music Factory is open and thriving, we've been hosting bloggers and social media influencers at the TMF. Attached is a sample of coverage from influencers **Pizza + Champagne**, who attended the Leon Bridges concert at the Pavilion, and enjoyed Grimaldi's as well as The Pop Factory.
- ✚ June Social Stats (Visit Irving Social Media Impact Numbers)
- ✚ June Insights (Irving Convention Center Social Media Impact Numbers)

The Telegraph



Four Seasons Resort and Club Dallas at Las Colinas

Irving, Texas, United States

[View on a map](#)

9 out of 10

[Telegraph expert rating](#)

The marble lobby floors, Texas-chic art and teak wood spa furniture of this high-end resort meld luxury with private country club ambiance. You'll feel relaxed among leafy trees and the gentle hills of the par-70 golf course.

[Richard Varr](#), Travel writer

Location

8 / 10

The hotel is seven miles from the Dallas/Fort Worth International Airport. Even closer is Las Colinas' upscale neighborhoods and eateries, just minutes away, as is Lake Carolyn's scenic waterfront. You're conveniently located to reach the Toyota Music Factory complex, Ruth Paine House Museum – where Lee Harvey Oswald slept the night before shooting President John F Kennedy – and the Mustangs at Las Colinas' wild horse sculptures. Snarling traffic can slow commutes to downtown Dallas (15 miles away) and Fort Worth (27 miles).

Style & character

9 / 10

Spanish colonial-style architecture and interiors in earthen brown and tan tones add to a rustic Texas feel. But this is a full resort experience, with luxury amenities at every corner. Elaborately decorated indoor banquet halls and even stream-side nuptial set-ups on the golf course make for memorable weddings.



Service & facilities

9 / 10

Concierge, housekeeping and waiting staff are seemingly at your beck and call. Attendants don't miss a beat when guests swarm the curving 25,000-square-foot resort pool – where it's hard to resist the SnappyScreen full-body sunscreen spray machine. There are three pools in total (one with a sandy beach for children), 12 tennis courts and spa treatments.

The three-floor Sports Club offers classes in anti-gravity aerial yoga, mixed martial arts, and TechnoGym group cycling. Golfers are left feeling like tournament pros on the 18-hole course, which hosted the annual AT&T Byron Nelson PGA Tour for 35 years. Nelson's nine-foot bronze statue sits near the Hall of Champions collection of his private golf memorabilia.

- Bar
- Fitness centre

- Golf course
- Kids' club
- Laundry
- Parking
- Pool
- Restaurant
- Room service
- Sauna
- Spa
- Steam room/hammam
- Tennis court
- Wi-Fi

Rooms

9 / 10

There are 431 rooms and suites, all in muted and earthen hues. High ceilings, step-out balcony and floor-to-ceiling windows feature in Standard Tower Rooms, while Corner Tower Rooms boast additional plush armchairs and balcony furniture. Spacious marble bathrooms contain glass showers and deep tubs. The Byron Nelson Suite – top-of-the-line and top of the tower – has a baby grand piano in the living room, where sweeping views span the North Texas prairieland to the Dallas skyline. Villas along outlying lush areas and the golf course showcase green tranquility.

Food & drink

8 / 10

The LAW restaurant is named after land, air and water – a reference to meats, poultry and seafood prepared with a Texas twist. The ‘Land’ menu features Akaushi rib eye steak topped with salsa verde peppercorn or béarnaise sun-dried tomato chimichurri (\$49/£37); ‘Air’ and ‘Water’ choices include pan-seared pheasant breast (\$33/£25) with sherry apple reduction, and crispy red fish (\$35/£26) with fire roasted tomatoes and peppers. Sunday brunch (\$59/\$24; \$44/£18 for children) combines the day’s meals into one, including poblano and potato hash, striped bass with golden raisins and soba noodle salad.

Mexican taqueria-inspired cuisine is available at the Agave Pool & Bar, and Texas draught beers flow in the OUTLAW Taproom.

Value for money

8 / 10

Double rooms from \$412 (£310) in low season; and from \$493 (£375) in high. Breakfast excluded. Free Wi-Fi.

Access for guests with disabilities?

There are six fully ADA-compliant rooms (four have grab rails in the showers). Two of the pools have lifts, as does the Sports Club.

Family-friendly?

Yes. There is a free 'Kids for All Seasons' programme that includes arts and crafts, board games, films, ping pong, volleyball, video games and time in the swimming pool. Childcare is available for children aged between two months and five years.

Four Seasons Resort and Club Dallas at Las Colinas, 4150 N. MacArthur Blvd, Irving, TX 75038, United States.

00 1 972 717 0700 fourseasons.com

more hotels in texas



[Lake Austin Spa Resort](#)

Austin, Texas, United States

9 Telegraph expert rating

This high-end retreat is consistently rated as one of the top wellness resorts in the United States... [Read expert review](#)

From £ 568 inc. tax



[Four Seasons Hotel Austin](#)

Austin, Texas, United States










8 Telegraph expert rating

Timeless elegance and Texas hospitality – that's what the Four Seasons in Austin is all about. Th... [Read expert review](#)







From £ 288 inc. tax

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Canalfest

<input checked="" type="checkbox"/>	<div><div> DFW Child</div><div>USA · Jun 9 · 12:21 am</div></div> <div></div>
	Festival: Canal Fest
	<div>City of Irving ... ✕</div>
	Reach 13k Positive 
<input checked="" type="checkbox"/>	<div><div> WFAA-DAL (ABC)</div><div>USA · Jun 8 · 9:34 am</div></div> <div></div>
	Good Morning Texas
	<div>City of Irving ... ✕</div>
	1 more article · Reach 35k Positive 
<input checked="" type="checkbox"/>	<div><div> WFAA-DAL (ABC)</div><div>USA · Jun 8 · 9:00 am</div></div> <div></div>
	Good Morning Texas
	<div>City of Irving ... ✕</div>
	Reach 35k Positive 

Wounded Warrior

<input checked="" type="checkbox"/>	<div><div> WFAA-DAL (ABC)</div><div>USA · Jun 10 · 5:37 pm</div></div> <div></div>
	News 8 at 5:30
	<div>Wounded Warrior ✕</div>
	Reach 146k Positive 
<input checked="" type="checkbox"/>	<div><div> WFAA-DAL (ABC)</div><div>USA · Jun 9 · 6:28 pm</div></div> <div></div>
	News 8 at 6
	<div>Wounded Warrior ✕</div>
	Reach 93k Positive 

June 2018

Exploring the 'Social' Side of SMERF Meetings

by Ann Shepphird



The SMERF (social, military, education, religious, fraternal) banner covers an array of groups that on the surface would seem to have little in common, pertaining to everything from weddings to military reunions and fraternal conventions.

What these groups share, however, is that their gatherings bring together people who are actively *choosing* to get together.

"SMERF groups are convivial and actually want to spend time together versus having to spend time together networking in order to meet an obligation," said Andrea Kinney, who plans gatherings for a number of SMERF groups as a St. Augustine, Fla.-based director of global accounts for **HelmsBriscoe** (<http://www.helmsbriscoe.com/>).

Of course, that conviviality comes at a price—for the venue, rooms and food and travel—and the attendees usually pay for it out of their own pockets instead of it being something they can expense.

"The common bond is that they're self-funded social groups," said Ray Casey, president of **Military Reunion Planners** (<https://www.militaryreunionplanners.com/>), based in Grapevine, Texas.

Because of this, these groups tend to look for the best deals they can find from destinations and hotels, without skimping on quality. When the economy is struggling and corporate groups aren't booking as much business, the SMERF groups—who tend to meet no matter how the economy is doing—are very popular, but in today's market, with its high hotel occupancy, it can be a bit more challenging.

The good news is that when SMERF groups and the host destinations and hotels are able to work together they can find a balance that rewards their loyalty and the long-term relationships that have been forged.

Accommodating Loyal Customers

"It's a cyclical business that goes with the economy," Casey said. "When it's in the tank, hotels are begging for our business and will give us anything we want. Now that business hotels are full, some are not interested."

This is where the relational aspect of the meetings industry comes into play and, according to Casey, military groups remember who was loyal to them.

"I remember the ones that turned me away," Casey said. "The hotels I work with the most have been loyal and will still work to give us a deal when times are good. It might be harder to get some concessions—breakfast, parking, etc.—but they try to keep the rate down for our guys."

For family reunions and weddings, Kinney has found that booking all-inclusive resorts like those in the Dominican Republic and Jamaica can help keep expenses down.

"All-inclusive resorts are perfect for weddings and reunions because no one has to worry about who will pick up the tab when enjoying meals together," said Kinney. "Since the activities are also included everyone can enjoy time together doing something fun and not worry about breaking the bank."

Flexibility in Dates and Rates

Casey and Kinney both advise their groups to be flexible on dates.

“Dates are a big driver,” Casey said. “We try to educate them to be flexible if they want the same experience.”

“I like to say that there are no bad rates, just bad dates,” said Jason Dunn, vice-president of multicultural sales and community development for the **Cincinnati USA CVB** (<https://www.cincyusa.com/>), who touts the importance of the SMERF market for his city. “The SMERF market is under appreciated but it’s a consistent revenue generator.”

Katherine DiPietro, national sales manager for the **Irving (Texas) CVB** (<https://www.irvingtexas.com/>), agrees and points out that the market is valuable to her city because it can fill rooms on days of the week when the corporate market isn’t meeting and that with all the new development surrounding the Irving Convention Center (including two new convention center hotels and entertainment options), they can now book larger groups.

“Many of the SMERF groups choose to meet on the weekends and in Irving we are able to offer incredibly good rates over the weekend patterns,” DiPietro said. “Hotels and convention centers are always looking for ways to fill gaps in their calendar and are willing to negotiate better deals during those times.”

Kinney tells her clients to have a preferred set of dates and at least two alternatives.

“Be willing to arrive on a Sunday and depart on a Wednesday, or arrive on a Wednesday and depart on a Friday,” Kinney said. “This is especially important in vacation destinations where the leisure market drives up the prices on the weekends.”

She also advises clients to not just pick dates and send them to attendees before asking for quotes.

“I see that often and it’s a big mistake because you are locked into those dates,” Kinney said. “And definitely don’t broadcast a destination without making sure it’s a viable one. I have had SMERF clients choose the Caribbean in the middle of hurricane season and, because they didn’t realize it and had already sent a ‘save the date,’ they tried to make it work. Even if there isn’t a hurricane, it will still rain—a lot.”

Meeting Planning Know-How

Having the expertise of a professional meeting planner is not always something SMERF groups realize they need. Many begin hosting gatherings in an informal way and then realize they’re in over their head.

Casey said that many of the military reunion groups he works with start by finding each other on social media and then at some point begin thinking about getting together in person and don’t realize all of the logistics (and negotiating skills) involved in planning a meeting.

“There’s no national organization, it’s just a bunch of people trying to put it together and 99 percent of them try doing it themselves at first,” said Casey, who added the biggest challenge is letting people know the type of services that are available to them. “Later they end up begging us to help because to do it well and do it right requires a lot of work.”

This meetings expertise is particularly important when it comes to signing hotel contracts, especially in today’s market.

“It is a hotel sellers’ market and hotels will take advantage of SMERF planners who don’t know how to book a group or are unfamiliar with contract language,” Kinney said. “Sneaky contract clauses can cost an organization a lot of money. Third-party planners know what to look for and how to negotiate those ‘bad clauses’ away.”

Kinney said she can also offer strategies on how to save on food and beverage.

“A good strategy is to toss the catering menus and ask to meet with the chef,” Kinney said. “Let him or her know your budget and ask how they can design a great menu within those constraints. A good chef will love it because they get the opportunity to be creative instead of working off a menu that they may not have had any input in.”

Kinney mentioned that a third-party planner’s buying power can also help with getting better rates and extra concessions and that while some of the largest hotel brands are reducing commissions for planners they still want their business. “They know that if they treat our clients right, we will come back with more clients,” Kinney said.

A Growing Market

The buying power of the SMERF market in general is growing.

While the acronym has historically referred to social, military, education, religious and fraternal groups, many destinations now include other groups in the mix. For example, in Irving, Texas, it also includes the tour and travel market, while in Cincinnati it also includes multicultural gatherings.

Dunn said the key to bringing SMERF groups to Cincinnati has been establishing a relationship with them, as they did with the **A.E.A.O.N.M.S. (Ancient Egyptian Arabic Order Nobles Mystic Shrine)** (<http://www.aeonms.org/>), a fraternal group that has met in Cincinnati twice in the last 10 years.

“Most of our conventions are in repeat cities that are familiar with us and we have good relationships,” said Frederick Bell, imperial convention director, who reported that registration for the organization’s Imperial Council Session typically runs to around 5,000 members and 13,000 total room nights.

“These markets are very relational so we need to have sales managers who understand the market,” Dunn said. “It’s not a typical sales process; you have to actively engage and be involved in the community and then build that bridge to your city.”

An Ongoing Relationship

Perhaps because of the relationships that are established, Dunn said he has seen an increase in organizations seeking ways to give back to the cities where they’re meeting and have forged those close connections. “Groups are increasingly looking for ways to partner with cities on the kinds of things that can re-energize and inspire their membership,” Dunn said.

Jonathan Williams, president and CEO of the Battleship Iowa Museum (<https://pacificbattleship.com/>), a popular site for military groups meeting in and around the city of San Pedro, Calif., said that he has found that groups are starting to add more community service projects to the events held on the ship.

“We tend to see the younger generations of veterans interested in giving back and being involved in the community,” Williams said. “In the coming years, I envision veterans reunions turning into more of a community engagement activity where they may adopt a project aboard the ship and couple it with memorial services and banquets.”

PIZZA + champagne

[HOME](#) [ABOUT](#) [RECIPES](#) [TRAVEL](#) [LIFESTYLE](#) [DALLAS](#) [CONTACT](#)

STAYCATION AT THE FOUR SEASONS

07/13/18

Great food. Good music. Plenty of sunshine. The makings of a perfect summer weekend, right? That's exactly what our staycation at *The Four Seasons Resort and Club* in Los Colinas was. We spent a couple of days in *Irving* soaking up the luxury of The Four Seasons and dancing to Post Malone for fun mini girls' trip. And to think, we only had to make a short drive up the highway to get there!



The suburbs of Dallas continue to blossom, and Irving is now home to an entertainment power house – the *Toyota Music Factory*. With over a dozen restaurants and bars, an open pavilion, and easy access from the highway, this venue is ideal for music and food-lovers alike. So many *awesome shows coming up*, too!

Those who know us know we have a diverse taste in music. Exhibit A: we went to Leon Bridges at the Toyota Music Factory one weekend and saw Post Malone there the next! TOTALLY different shows and vibes, but equally as fun.



For Leon Bridges, we caught an Uber from Downtown, ate dinner at the venue (fried chicken fingers and wine – fancy), and were back in Dallas by 10pm. For our recent trip to Irving, we extended it a bit and checked into a suite at The Four Seasons. While the entire property is gorgeous and there are plenty of fabulous rooms, we highly suggest the Pool View Villa Rooms. They offer the perfect summer oasis with a little more privacy, open balconies and easy access to the pool.

After checking in, we headed to LAW, one of the on-site restaurants, for sips and bites. The deviled eggs were SO good.



It was a short Uber trip from the Four Seasons to the Toyota Music Factory where we decided on pizza at *Grimaldi's* (duh) for dinner. The great thing about this area is that if one restaurant has a long wait, there are a selection of others to visit for a pre-show meal. AND don't miss the popsicles at *Pop Factory*. The sangria one for real tastes like a cold glass of sangria.



The show was amazing! I don't think we sat down once during his whole set! Seriously one of our new favorite live-music venues.

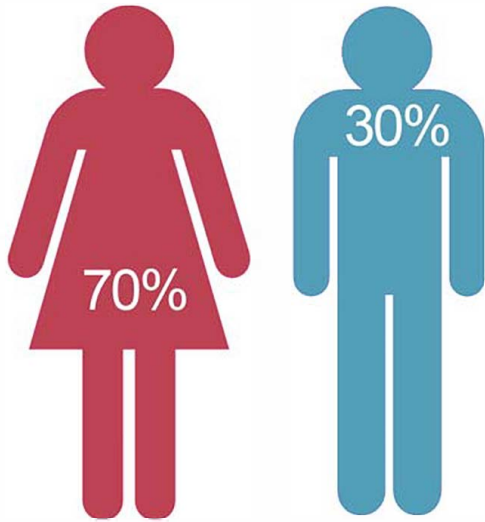
The next day called for a little R&R before heading back to Dallas. Room service breakfast enjoyed on the patio. Massages at the spa. And, relaxing by the pool... drink in hand. This cute little copper pineapple held the most delicious frose for two!



IDEAL. Between the restaurants, room service, spa, salon, fitness center, pool AND golf course – there's really no need to leave the property for a well-rounded vacation (or staycation). The incredible service is just the cherry on top of it all.

IRVING TEXAS

Social Media Facts - June 2018



FOLLOWERS



51,037 ↑ 881



5,503 ↑ 23



5,123 ↑ 88



FACEBOOK



205,317 IMPRESSIONS



148,276 USERS



TWITTER



20,500 IMPRESSIONS



921 PROFILE



INSTAGRAM



33,890 IMPRESSIONS

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

Geographical Breakdown



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



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



Impressions - Total number of times your posts has been seen.

WHERE LOCATION MEETS INNOVATION



Social Media Insights – June 2018



Followers 12,239



52



570,917

IMPRESSIONS



265,837

USERS



171,319

CHECK-INS



Followers 2,424



20



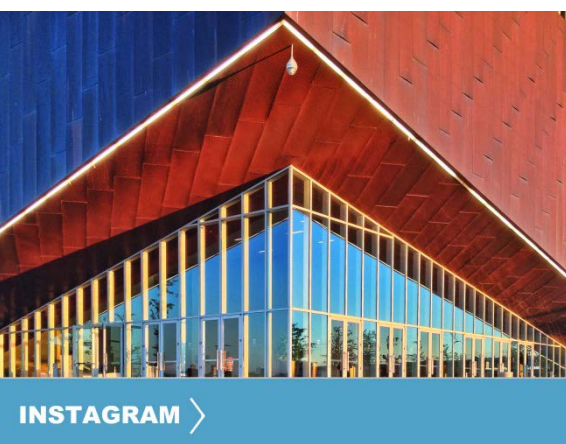
4,615

IMPRESSIONS



223

PROFILE VISITS



Followers 1,880



4



0

IMPRESSIONS

ICVB MEMORANDUM

DATE: 7/18/2018
TO: Maura Gast
FROM: Mike Zumbaugh
RE: STR and AirBNB Data Reports

STR

Irving's hotel occupancy rate for June remained higher than US and Texas figures at 79.41%, and YTD remained higher as well at 74.4%. When comparing current month's occupancy numbers to last year, the US Occupancy maintained a positive growth of 1.7%, while Texas as well as Irving figures were up 4.6% for the month. Texas attained a 4.0% YTD occupancy growth, while Irving had a 1.8% YTD growth.

For average daily rate, Irving was \$108.29, up 3.7% in June compared to last year, leaving Irving's YTD average daily rate at \$109.85, up 1.4% over last year. Both current and YTD ADR figures were ahead of Texas' numbers.

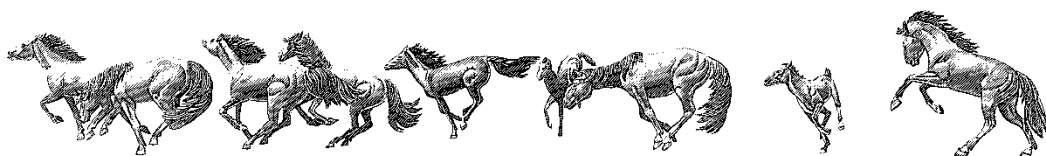
As a reminder, all STR & AirBNB graphs are now accessible via the newly-created board web portal, and can be found at www.irvingtexas.com/board.

AirBNB

There are 209 active rentals in Irving, up from 229 that I reported last month, but is a 29.0% increase in listings over last year's figure of 162. Irving currently has 148 active hosts, up from 135 last month.

The current YTD average daily rate through June is \$140.76, which is up 11.16% over last year, with a YTD occupancy percentage of 64.0%, up 9.27% over last year. For the hotel comparable subset, the current YTD average daily rate through June is \$87.20, up 14.3% over last year, with YTD occupancy at 61.8%, up 1.47% from last year.

As AirBNB inventory can fluctuate, thereby causing the current month variances to be erratic, I typically focus on YTD numbers. However, I would like to point out that June 2018 realized a 38.96% increase in occupancy over June of 2017, attaining an occupancy percentage of 72.7% and the Hotel Subset had a 32.67% increase in occupancy over June of 2017, attaining an occupancy percentage of 69.4%.



Tab 4 - Multi-Segment

Irving TX CVB
For the month of: June 2018

	Current Month - June 2018 vs June 2017												Year to Date - June 2018 vs June 2017											
	Occ %		ADR		RevPAR		Percent Change from June 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	74.5	73.3	132.66	128.99	98.85	94.49	1.7	2.8	4.6	6.7	2.0	3.7	65.9	65.3	129.36	125.90	85.29	82.20	1.0	2.7	3.8	5.8	2.0	3.0
Texas	70.6	67.4	105.36	100.40	74.34	67.72	4.6	4.9	9.8	13.1	3.1	7.8	67.1	64.5	107.57	103.64	72.17	66.86	4.0	3.8	7.9	11.0	2.8	7.0
Atlanta, GA	74.6	74.0	108.46	106.84	80.88	79.03	0.8	1.5	2.3	4.5	2.1	3.0	71.4	71.0	111.09	106.69	79.36	75.70	0.7	4.1	4.8	6.7	1.8	2.5
Arlington, TX	79.3	74.1	94.77	91.94	75.14	68.11	7.0	3.1	10.3	10.0	-0.3	6.7	70.7	68.6	91.81	89.90	64.90	61.71	3.0	2.1	5.2	4.6	-0.5	2.4
Charlotte, NC-SC	74.8	74.2	106.85	108.15	79.98	80.28	0.8	-1.2	-0.4	2.3	2.7	3.6	70.9	70.5	111.23	109.57	78.83	77.23	0.5	1.5	2.1	5.7	3.6	4.1
Fort Worth, TX+	76.5	74.5	105.25	101.95	80.48	75.98	2.6	3.2	5.9	10.1	4.0	6.7	73.6	72.2	108.05	104.67	79.54	75.53	2.0	3.2	5.3	9.9	4.4	6.5
Frisco, TX+	77.3	76.9	141.67	140.30	109.47	107.84	0.5	1.0	1.5	31.6	29.6	30.3	70.0	73.3	144.81	138.52	101.36	101.57	-4.5	4.5	-0.2	29.4	29.6	23.8
Grapevine, TX+	81.5	82.6	187.50	182.37	152.74	150.65	-1.4	2.8	1.4	8.7	7.2	5.7	77.3	77.4	182.04	177.04	140.79	137.09	-0.1	2.8	2.7	4.4	1.7	1.6
Irving, TX+	79.4	75.9	108.29	104.42	85.99	79.29	4.6	3.7	8.4	9.5	0.9	5.6	74.7	73.4	109.85	108.33	82.10	79.51	1.8	1.4	3.2	3.8	0.5	2.3
Nashville, TN	81.6	80.9	156.42	152.55	127.57	123.48	0.7	2.5	3.3	7.9	4.4	5.2	73.4	74.0	147.56	141.19	108.35	104.46	-0.8	4.5	3.7	8.7	4.8	4.0
Phoenix, AZ	62.9	61.5	93.33	92.08	58.75	56.65	2.3	1.4	3.7	6.0	2.2	4.6	74.7	73.1	146.69	144.68	109.64	105.74	2.3	1.4	3.7	6.0	2.2	4.5
San Jose, CA+	83.8	85.0	208.80	200.57	174.98	170.53	-1.4	4.1	2.6	4.3	1.6	0.1	79.7	77.7	199.15	188.95	158.71	146.90	2.5	5.4	8.0	9.8	1.6	4.2

Competitive Set Comparison														
Actual Figures							Percent of Change from Last Year							
	Current Month			Year-To-Date				Current Month			Year-To-Date			
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR	
US	74.52	132.66	98.85	65.93	129.36	85.29	US	1.7	2.8	4.6	1.0	2.7	3.8	
Texas	70.55	105.36	74.34	67.09	107.57	72.17	Texas	4.6	4.9	9.8	4.0	3.8	7.9	
Irving	79.41	108.29	85.99	74.74	109.85	82.10	Irving	4.6	3.7	8.4	1.8	1.4	3.2	
Best USA	SanJose	SanJose	SanJose	SanJose	SanJose	SanJose	Best USA	Arlngtn	SanJose	Arlngtn	Arlngtn	SanJose	SanJose	
	83.80	208.80	174.98	79.69	199.15	158.71		7.0	4.1	10.3	3.0	5.4	8.0	
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Arlngtn	Irving	Arlngtn	Arlngtn	Frisco	Ft Worth	
	81.46	187.50	152.74	77.34	182.04	140.79		7.0	3.7	10.3	3.0	4.5	5.3	
Worst USA	Phoenix	Phoenix	Phoenix	Frisco	Arlngtn	Arlngtn	Worst USA	SanJose	Charlotte	Charlotte	Frisco	Phoenix	Frisco	
	62.94	93.33	58.75	70.00	91.81	64.90		-1.4	-1.2	-0.4	-4.5	1.4	-0.2	
Worst Texas	Ft Worth	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn	Worst Texas	Grpvine	Frisco	Grpvine	Frisco	Irving	Frisco	
	76.47	94.77	75.14	70.00	91.81	64.90		-1.4	1.0	1.4	-4.5	1.4	-0.2	
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only														

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB
For the month of: June 2018

	Current Month - June 2018 vs June 2017												Year to Date - June 2018 vs June 2017											
	Occ %		ADR		RevPAR		Percent Change from June 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Irving, TX+	79.4	75.9	108.29	104.42	85.99	79.29	4.6	3.7	8.4	9.5	0.9	5.6	74.7	73.4	109.85	108.33	82.10	79.51	1.8	1.4	3.2	3.8	0.5	2.3
Luxury/Full Service Irving+	77.1	70.9	147.21	143.71	113.48	101.87	8.8	2.4	11.4	11.4	0.0	8.8	73.2	70.2	150.65	150.87	110.27	105.92	4.3	-0.1	4.1	4.1	0.0	4.3
All Suite/Extended Stay Irving+	82.2	80.1	94.45	92.55	77.65	74.16	2.6	2.1	4.7	4.7	0.0	2.6	76.6	76.2	95.52	94.35	73.19	71.90	0.5	1.2	1.8	1.8	0.0	0.6
Limited Service Irving+	79.2	78.6	111.35	104.23	88.21	81.98	0.7	6.8	7.6	14.6	6.5	7.3	76.3	76.4	112.39	107.99	85.74	82.48	-0.1	4.1	4.0	7.4	3.3	3.2
Budget Irving+	79.7	77.2	58.64	57.07	46.75	44.04	3.3	2.7	6.2	6.3	0.1	3.5	73.7	73.1	56.25	55.66	41.46	40.67	0.9	1.1	1.9	2.1	0.2	1.0
Las Colinas+	80.2	72.9	124.56	119.03	99.90	86.73	10.1	4.6	15.2	15.2	0.0	10.1	75.1	71.5	125.85	123.82	94.46	88.51	5.0	1.6	6.7	6.7	0.0	5.0
DFW North+	81.8	81.6	103.89	101.15	85.00	82.56	0.2	2.7	3.0	3.0	0.1	0.3	79.2	78.7	107.04	105.21	84.78	82.75	0.7	1.7	2.5	2.5	0.1	0.8
DFW South+	75.7	73.7	90.83	88.91	68.78	65.49	2.8	2.2	5.0	8.4	3.2	6.1	69.3	70.0	90.26	90.83	62.57	63.61	-1.0	-0.6	-1.6	-0.0	1.6	0.6
Full Service Las Colinas+	74.4	61.5	184.30	182.10	137.14	112.04	20.9	1.2	22.4	22.4	0.0	20.9	70.5	63.9	185.27	186.53	130.61	119.16	10.3	-0.7	9.6	9.6	0.0	10.3
Limited Service Las Colinas+	83.7	79.7	92.52	89.67	77.44	71.47	5.0	3.2	8.3	8.3	0.0	5.0	77.8	76.1	93.38	92.05	72.65	70.03	2.3	1.4	3.8	3.8	0.0	2.3
Full Service DFW North+	80.2	77.0	132.20	131.51	106.08	101.21	4.3	0.5	4.8	4.8	0.0	4.3	79.1	74.6	138.67	140.88	109.69	105.15	6.0	-1.6	4.3	4.3	0.0	6.0
Limited Service DFW North+	82.9	84.8	85.19	82.33	70.62	69.82	-2.3	3.5	1.1	1.3	0.1	-2.1	79.3	81.4	85.52	82.87	67.80	67.46	-2.6	3.2	0.5	0.6	0.1	-2.5
Full Service DFW South+																								
Limited Service DFW South+	75.3	72.0	82.15	78.35	61.83	56.44	4.5	4.8	9.6	14.6	4.6	9.3	69.5	68.2	80.81	79.29	56.19	54.10	1.9	1.9	3.9	6.3	2.4	4.3
ICC Comp Set No Boutiques+	78.5	73.0	146.19	143.59	114.77	104.82	7.5	1.8	9.5	9.5	0.0	7.5	76.5	72.9	153.38	153.66	117.30	111.96	5.0	-0.2	4.8	4.8	0.0	5.0

AirBNB Data												Occ %													
		Occ %		ADR		RevPAR		Percent Change from Prior Year								ADR		RevPAR		Percent Change from Prior Year YTD					
		2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Avail	Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Rev	Avail	Sold
Entire Place		72.7	52.3	150.75	155.81	109.60	81.52	39.0	-3.2	34.4	103.7	48.9	99.7	64.0	58.6	140.76	126.63	90.13	74.20	9.3	11.2	21.5	63.7	37.2	52.1
Hotel Comparable		69.4	52.3	90.07	86.89	62.53	45.47	32.7	3.7	37.5	117.4	58.1	109.7	61.8	60.9	87.20	76.30	53.87	46.45	1.5	14.3	16.0	60.5	38.4	40.5

Available Listings			Current Year	Last Year	% Change
Entire Place			80	69	15.9
Private Room			111	75	48.0
Shared Room			18	18	-
Total Available Listings			209	162	29.0

Participation				
Properties		Rooms		
Census	Sample	Census	Sample	
Irving, TX+	83	70	12116	10452
Luxury/Full Service Irving+	14	12	4394	3794
All Suite/Extended Stay Irving+	31	30	3503	3396
Limited Service Irving+	14	14	1786	1786
Budget Irving+	24	14	2433	1476
Las Colinas+	28	27	4670	4334
DFW North+	25	24	3899	3839
DFW South+	30	19	3547	2279
Full Service Las Colinas+	6	6	1757	1757
Limited Service Las Colinas+	22	21	2913	2577
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	20	2318	2258
Full Service DFW South+	4	2	1056	456
Limited Service DFW South+	26	17	2491	1823
ICC Comp Set No Boutiques+	5	5	2084	2084

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Irving, Texas & United States Comparison

June 2018

Irving	A.D.R.				OCCUPANCY				RevPAR			
	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												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages: ADR 106.95 1.7% Occupancy 73.4% 0.7% RevPAR 78.54 2.4%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	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												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

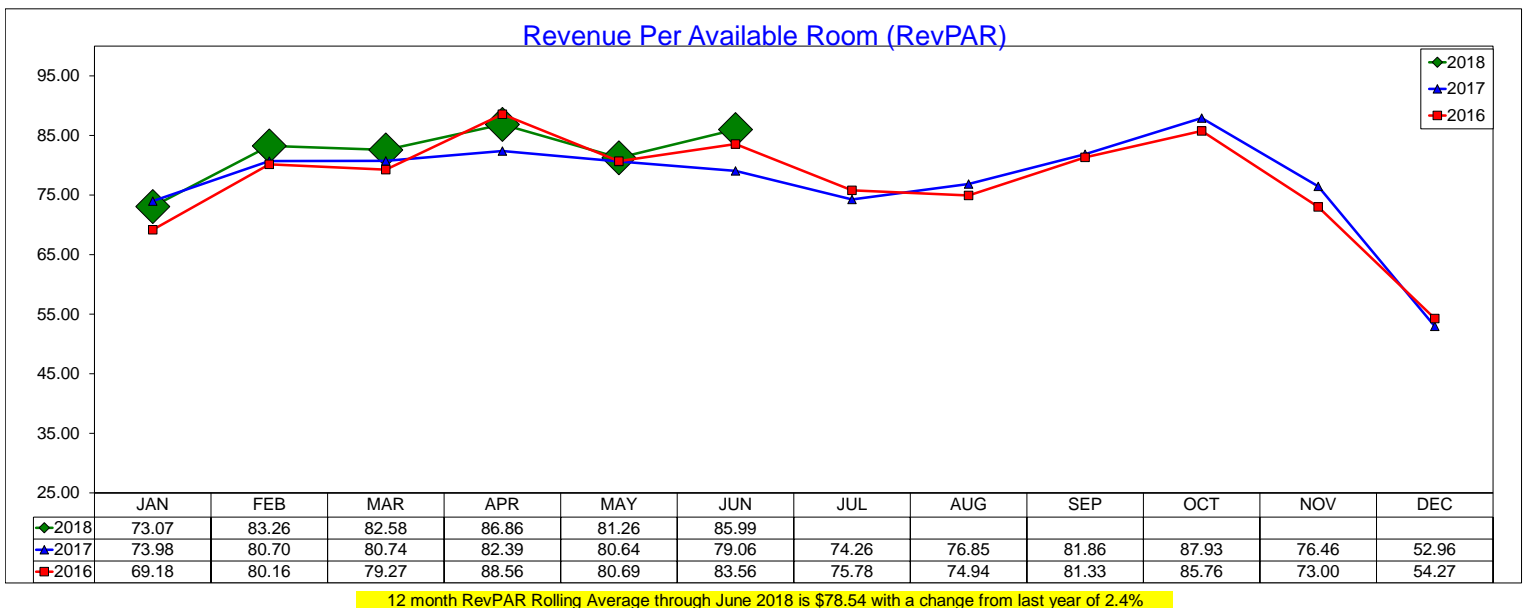
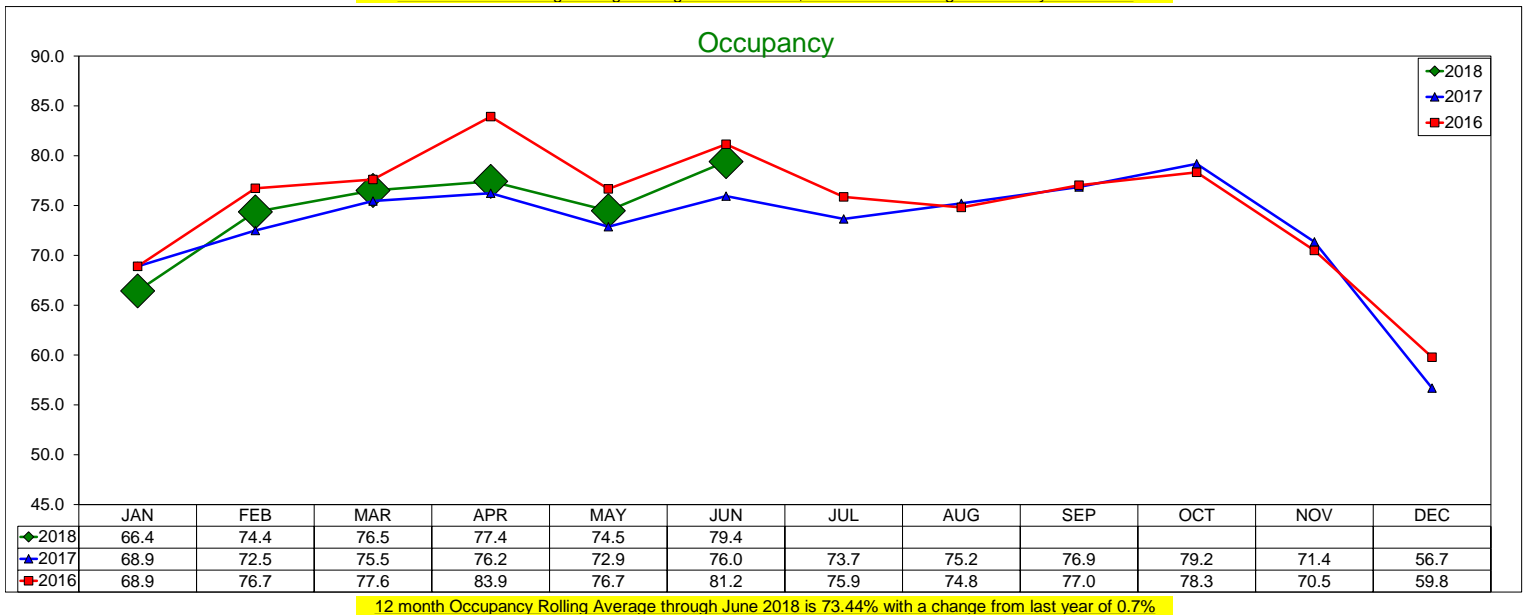
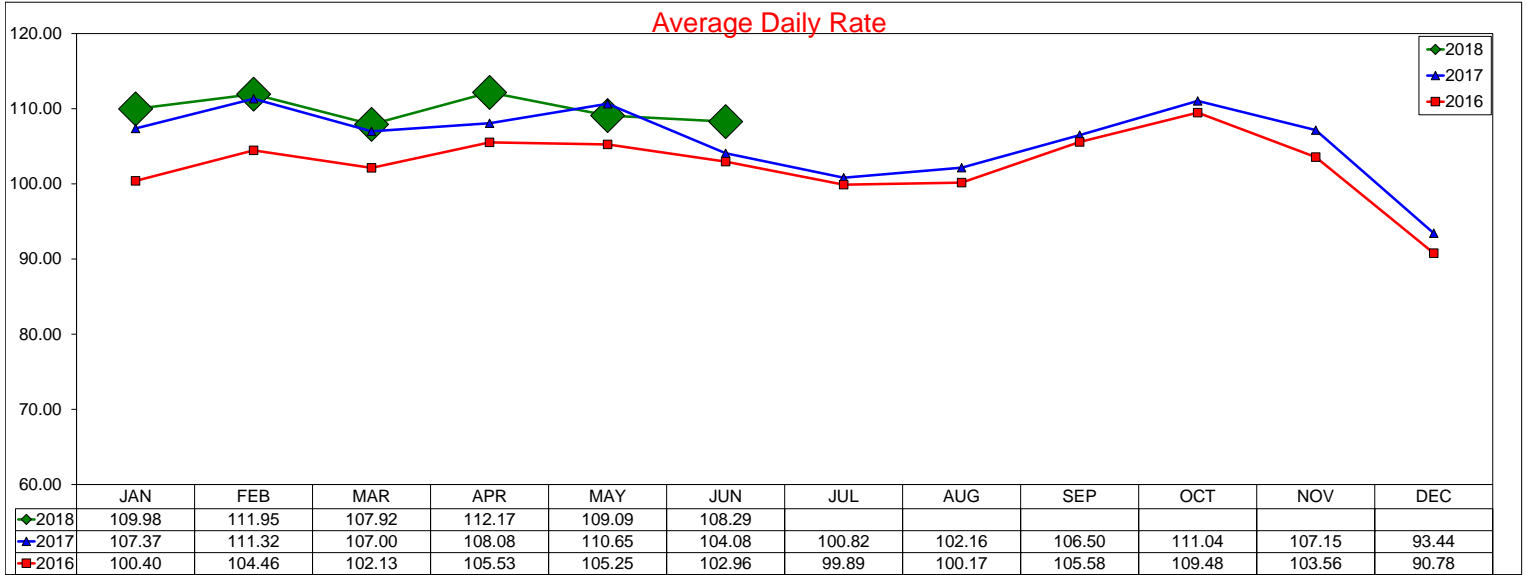
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.33	2.0%	123.33	2.0%	54.5%	0.9%	54.5%	0.9%	67.17	2.9%	67.17	2.9%
FEBRUARY	126.38	2.3%	124.88	2.2%	61.7%	1.2%	57.9%	1.0%	78.02	3.5%	72.30	3.2%
MAR	131.56	3.0%	127.37	2.5%	68.5%	0.9%	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												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
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

June 2018



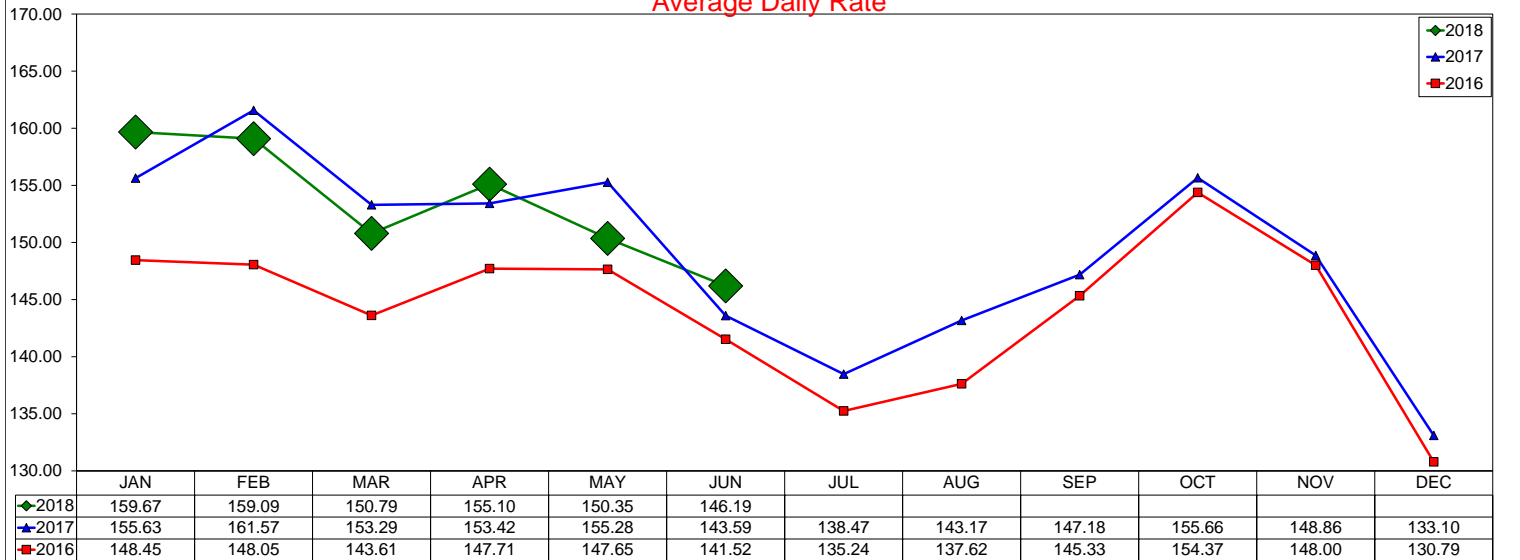
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Three Year Comparison - ICC Comp Set

June 2018

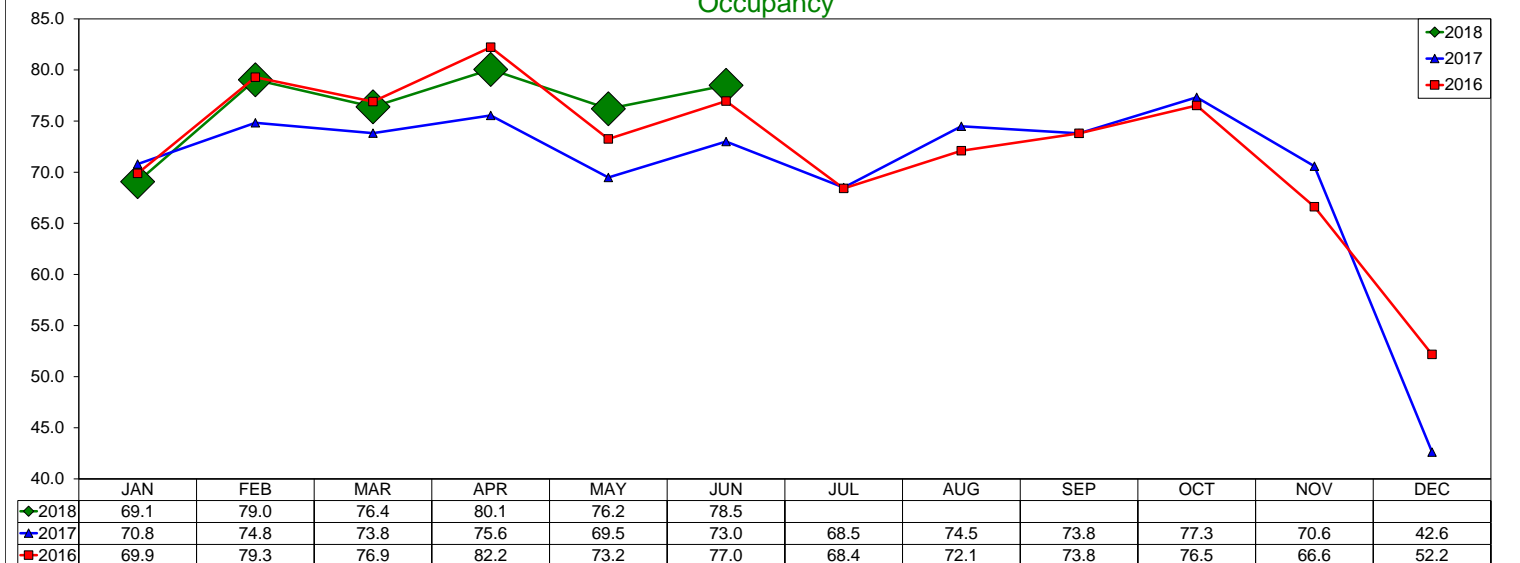
Comp set includes: Marriott Las Colinas, Omni Mandalay, Marriott DFW, Sheraton DFW, Westin DFW

Average Daily Rate



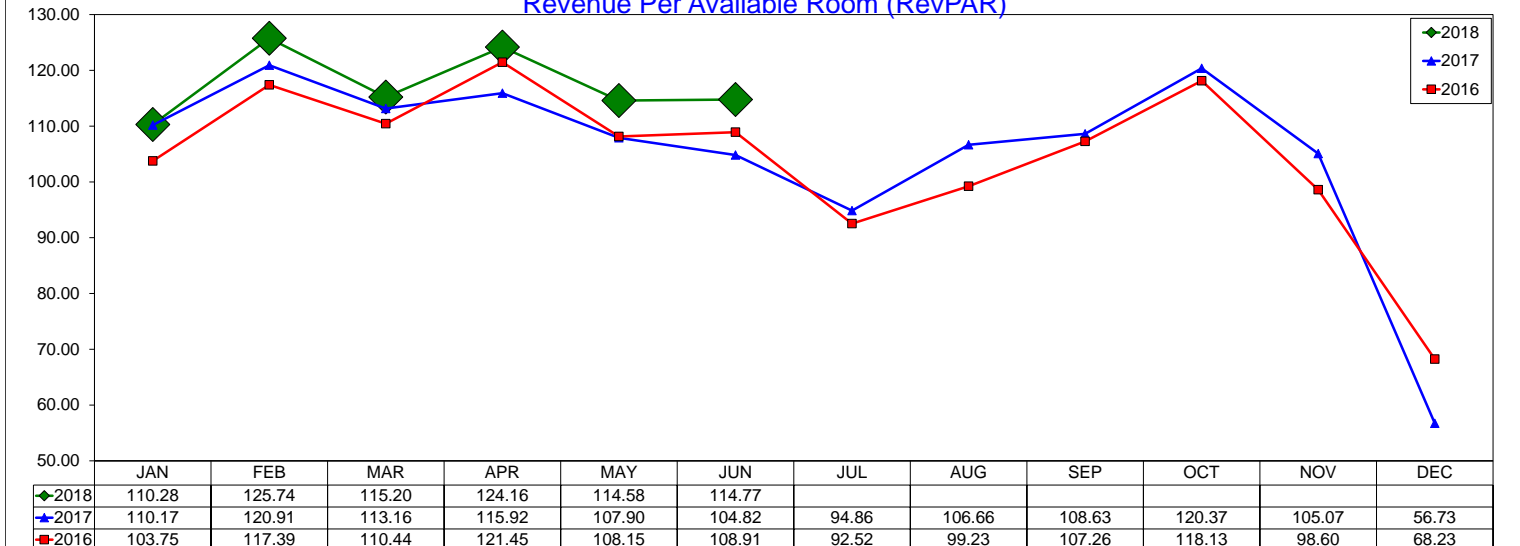
12 month ADR Rolling Average through June 2018 is \$149.59 with a change from last year of 0.9%

Occupancy



12 month Occupancy Rolling Average through June 2018 is 72.12% with a change from last year of 2.2%

Revenue Per Available Room (RevPAR)



12 month RevPAR Rolling Average through June 2018 is \$107.89 with a change from last year of 3.2%

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Monthly & YTD AirBNB Data

June 2018

Entire Place	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	127.80	27.00%	127.80	27.00%	63.7%	6.75%	63.7%	6.75%	81.39	35.57%	81.39	35.57%
FEBRUARY	135.73	24.13%	131.52	26.59%	57.3%	0.81%	60.5%	3.32%	77.71	25.13%	79.57	30.80%
MAR	128.47	-0.24%	130.19	15.79%	69.1%	18.33%	63.9%	9.31%	88.72	17.97%	83.26	26.58%
APRIL	135.12	6.66%	131.70	13.39%	65.2%	-2.24%	64.3%	6.44%	88.06	4.27%	84.70	20.69%
MAY	159.81	10.23%	138.01	13.64%	55.1%	-4.17%	62.0%	3.55%	88.11	5.63%	85.56	17.67%
JUNE	150.75	-3.25%	140.76	11.16%	72.7%	38.96%	64.0%	9.27%	109.60	34.45%	90.13	21.46%
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

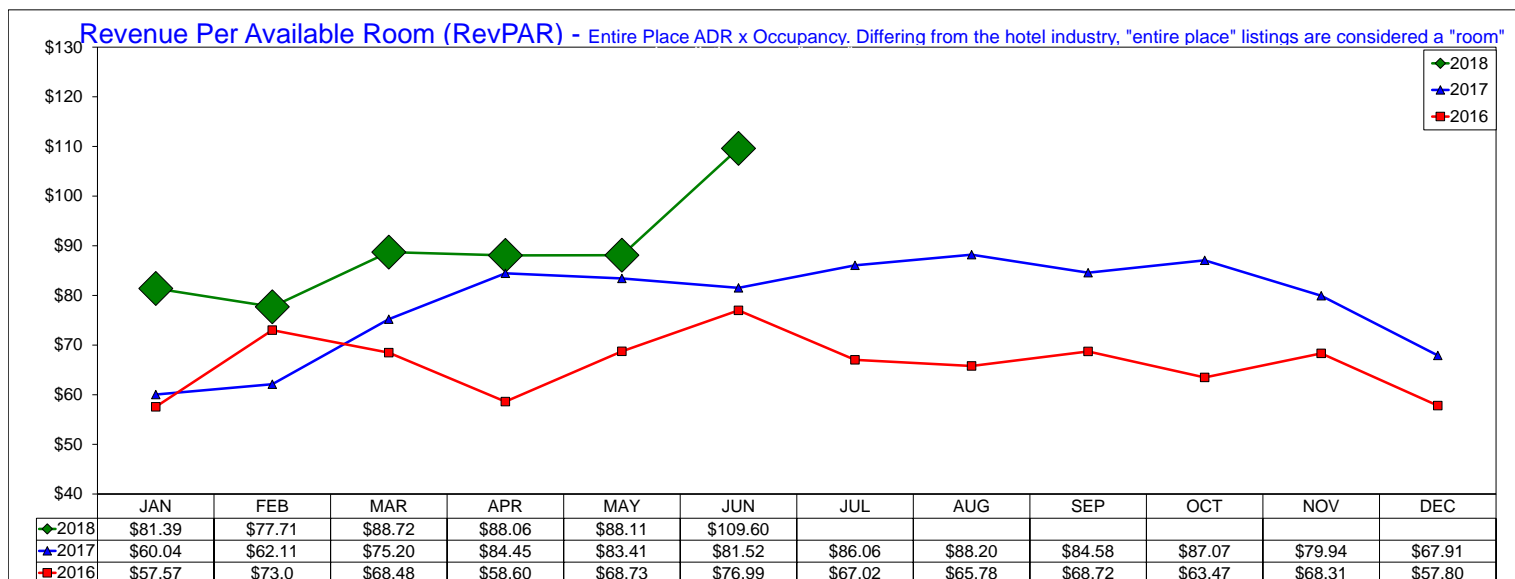
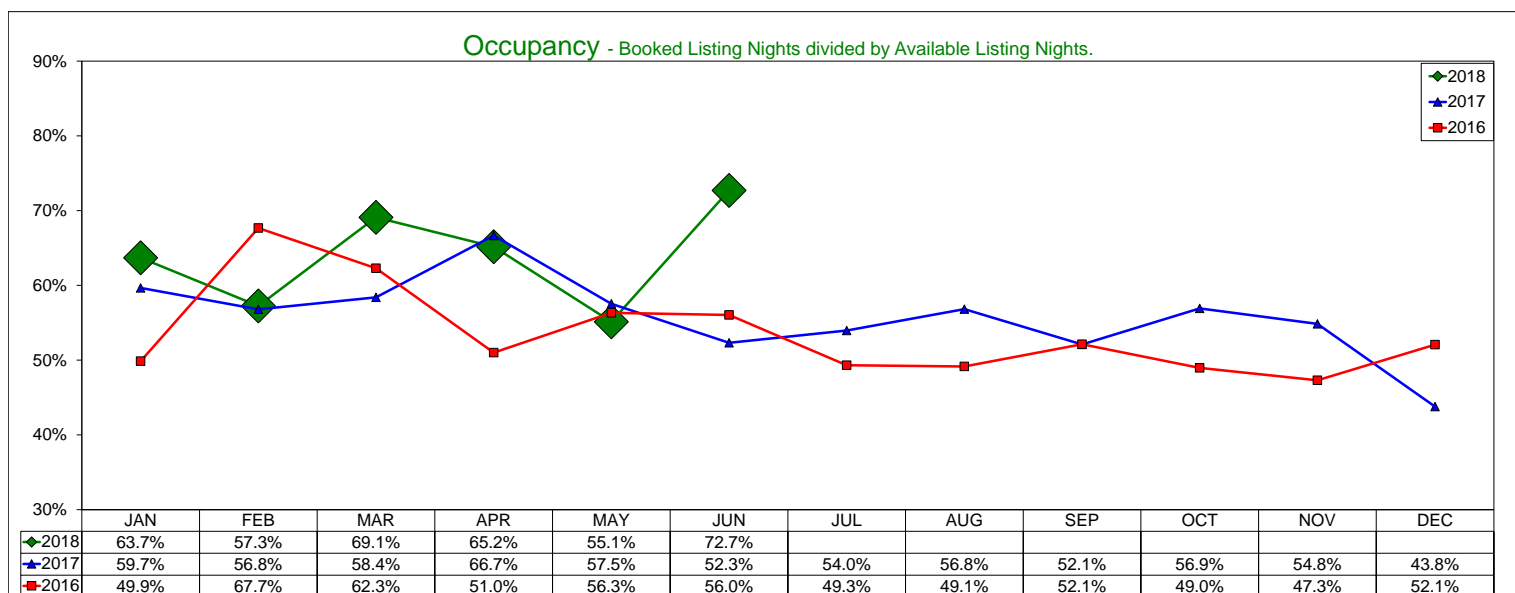
Hotel Comparable	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	90.74	25.45%	90.74	25.45%	60.0%	3.01%	60.0%	3.01%	54.41	29.23%	54.41	29.23%
FEBRUARY	89.81	28.14%	90.30	26.46%	55.5%	-12.54%	57.8%	-4.13%	49.86	12.07%	52.18	21.24%
MAR	81.82	11.30%	86.58	19.92%	69.0%	4.72%	62.2%	-0.07%	56.46	16.57%	53.87	19.84%
APRIL	83.81	6.22%	85.78	16.23%	67.5%	-2.32%	63.7%	-0.18%	56.60	3.76%	54.62	16.03%
MAY	89.61	13.02%	86.48	15.85%	48.2%	-14.15%	60.1%	-3.76%	43.20	-2.97%	51.99	11.49%
JUNE	90.07	3.67%	87.20	14.30%	69.4%	32.67%	61.8%	1.47%	62.53	37.54%	53.87	15.98%
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

AirBNB - Entire Place

June 2018

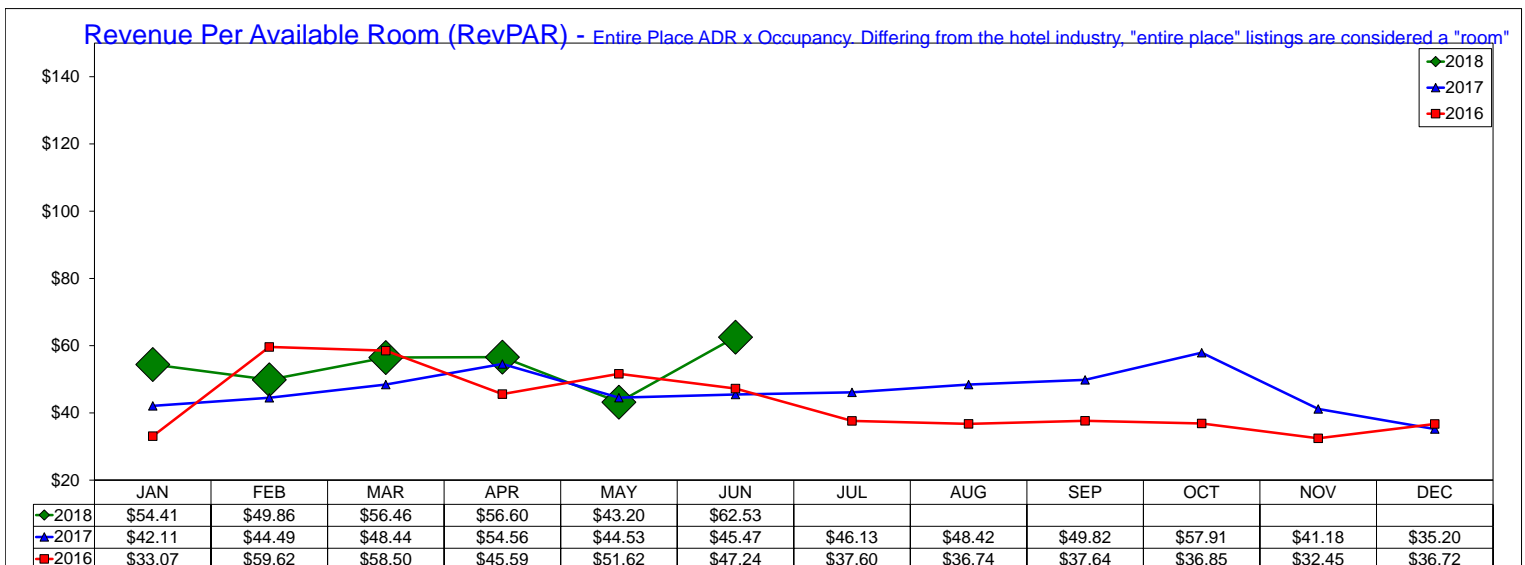
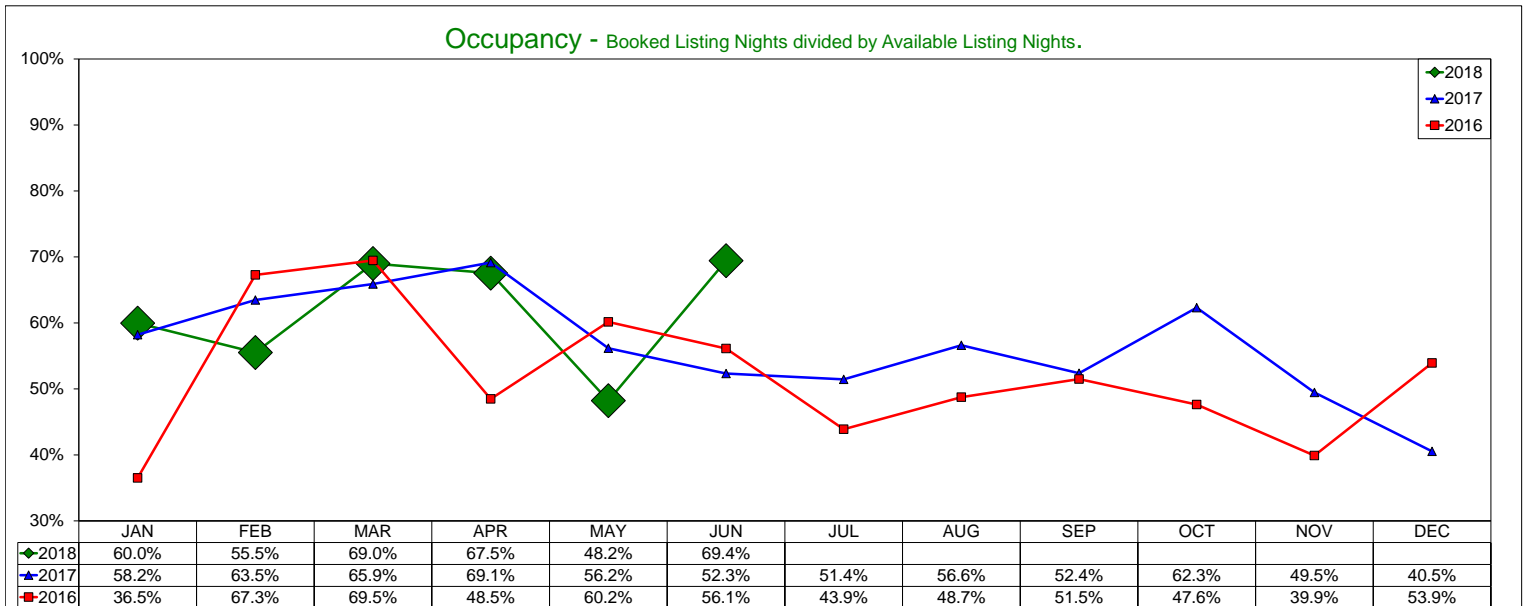
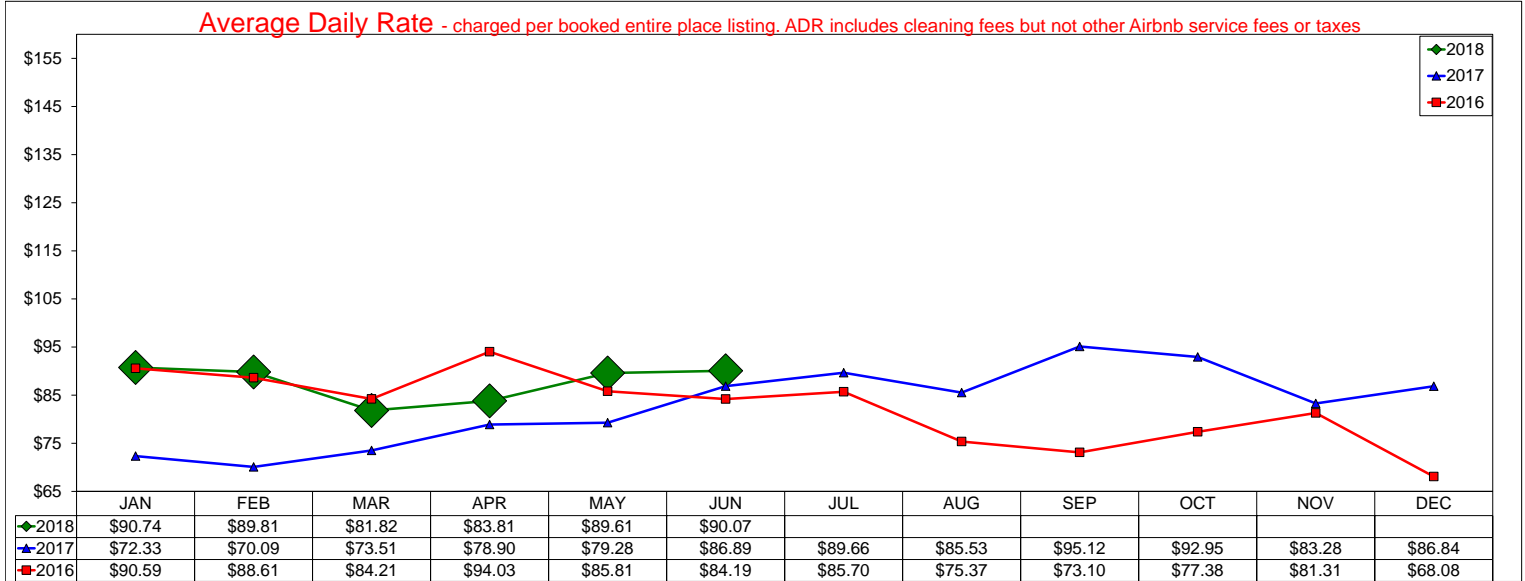
Entire Place (one or more bedroom) Rentals - Excludes Shared Rooms & Private Rooms



AirBNB - Hotel Comparable Subset

June 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, JULY 23, 2018**

CONVENTION CENTER MANAGEMENT REPORTS



July 13, 2018

TO: Maura Gast, Executive Director ICVB
FROM: Verenis Pedraza, SMG Director of Finance
Matt Tungett, SMG Director of Sales
SUBJECT: **Monthly Financial & Sales Report – June 2018**

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	(20,977)	75,341	63,930	568,367	704,557	531,611
Ancillary Income	551,627	336,023	395,955	3,454,357	2,479,305	2,883,468
Total Event Income	530,650	411,364	459,885	4,022,724	3,183,862	3,415,079
Other Income	62,421	37,056	36,212	555,045	403,826	278,375
Adjusted Gross Income	593,071	448,420	496,097	4,577,769	3,587,688	3,693,454
Indirect Expenses	(594,074)	(512,432)	(575,936)	(4,989,419)	(4,611,893)	(4,460,817)
Net Income (Loss)	(1,003)	(64,012)	(79,839)	(411,650)	(1,024,205)	(767,363)

- We hosted ten events for the entire month of June, which is, by far, the fewest of any month this year. The reduction in overall number of groups is due to hosting several multiple-day, building-wide programs.
- These large programs led to a reduction in direct event income; however, we far exceeded our ancillary income target due to the large contracted food and beverage minimums.
- Our biggest contributors for the month were Telangana American Telegu, Hilti, and Steubenville, generating over \$300,000 in catering revenue alone.
- We continue to clean up our capital fund account, which added unexpected costs to a few line items under indirect expenses.
- Overall, the ICC beat budget for the month of June by a little over \$63,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	749,160	492,652	508,034	4,625,409	3,336,340	4,061,432
Net Income/(Loss)	500,964	299,999	368,229	2,950,855	2,020,439	2,519,632
Net Income/(Loss) %	66.87%	60.89%	72.48%	63.80%	60.56%	62.04%

ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
10	196	28,095	203,764
Current Year	Current Year	Current Year	Current Year
17	186	30,950	168,905
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
2,998	10,904	5	92%
Current Year	Current Year	This Month	Current Month
3,424	8,646	65	92.9%
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
15	221	7.2	3.2
Current Year	Current Year	Tons Composted	Tons Recycled
16	195	14.75	223,007
Prior Year	Prior Year	Tons of Concrete Diverted from Landfill (Hilti)	Gallons of Reclaimed Water Used

Survey Kudos

"The experience was very good. Every employee was helpful, nice, and accommodating. Meredith rocked our socks off!" – Financial Planning Association of DFW

"The entire staff of the convention center was excellent. Matt was very knowledgeable and responsive to our needs and was a pleasure to work with. Kayla was always available and checked on us constantly. She was very calm when we needed changes and resolved all our issues so everything ran extremely smooth. I would highly commend both Matt and Kayla. Kathy was a pleasure to work with as well as the temporary staff members. Kathy's help was way beyond the typical services rendered. I would highly commend her for her support." Building Professional Institute

"Taylor was amazing! She let me know of the other events on the floor ahead of time and helped me work around them. This was so helpful! She saw potential conflicts in advance and contacted me with ideas for working around them. She checked on us every morning and throughout the day. She was helpful, professional, available, friendly, and accommodating." – K-12

July and August at a Glance

- | | |
|--------------------|--|
| • June 28 – July 1 | Christian Congregation of Jehovah's Witnesses |
| • July 5-8 | Christian Congregation of Jehovah's Witnesses |
| • July 12-15 | Christian Congregation of Jehovah's Witnesses |
| • July 16-19 | VRM Mortgage |
| • July 20-22 | North Texas Comic Book Show |
| • July 20-21 | Transatlantic Trade Expo |
| • July 25-30 | Let's Play Gaming Expo |
| • August 2-5 | Christian Congregation of Jehovah's Witnesses |
| • August 6-10 | IISD |
| • August 10-12 | American Bully Registry |
| • August 12-13 | Carrollton Farmers Branch Convocation |
| • August 14-19 | Eastern Star Grand Chapter Annual Conference |
| • August 20-21 | Grocers' Supply |
| • August 23-24 | City of Irving Regional Transportation Meeting |
| • August 28-30 | The Sage Show |

cc: Tom Meehan, General Manager, SMG

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
Let's Play Gaming Expo *	American Airlines		AAHOA North Texas Regional Meeting	Jehovah Witness Group		
5	6	7	8	9	10	11
Jehovah Witness Group	Audi MY19 C/O Segment Training	ICVB Destination Development Committee Meeting			American Bully Registry	Univision Entrepreneurs Conference
	IISD 2018 Learn2Inspire					
12	13	14	15	16	17	18
Carrollton Farmers Branch Convocation		Eastern Star Grand Chapter Annual Conference				
DFW Church Worship Service						
19	20	21	22	23	24	25
Eastern Star Grand Chapter Annual Conference	Grocer's Supply Food Show		AATC- AAGD Business Exchange	City of Irving Regional Transportation Meeting		Royal Prestige Seminar
	ICVB Board of Directors Meeting					
26	27	28	29	30	31	1
	North Texas Commission - LNT Reception	The Sage Show			North Texas SYC Cadets	

Green - Definite

Red - Prospect

Blue - Tentative

* - Public Show

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
	North Texas Commission - LNT Reception	The Sage Show			North Texas SYC Cadets	
2	3	4	5	6	7	8
North Texas SYC Cadets				Ultimate Women's Expo *		
					The Great Harvest *	
9	10	11	12	13	14	15
Ultimate Women's Expo		Microsoft	Dell Technology Forum 2018		Generation Rise Up Ministry	
		Grocers Supply Meeting				
16	17	18	19	20	21	22
Generation Rise Up Ministry		SWSCC - Suppliers Day and Educational Seminar		OP Live Dallas		
		Camp IT	Interface MA 2018		18th Annual Neuroscience Symposium	India Property Show
		North Texas Commission 47th Anniversary & Annual Meeting				
23	24	25	26	27	28	29
OP Live Dallas		The Greater Dallas Postal Customer Council	QuikTrip		City of Irving Employee Celebration	Advancing the Kingdom Within
DFW Church Worship Service *	ICVB Board of Directors Meeting	DBJ NTX HQ			Atul Purohit Live Garba in Dallas	
India Property Show						Coppell High School Homecoming
30	1	2	3	4	5	6

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
		ICVB Community Relations Committee Meeting	Microsoft	Gattefosse	Drinker Biddle & Reath	Epitome Magazine Award Show
		VMUG	Gamestop SSC Meeting			
				2018 Technology Prayer Breakfast		
7	8	9	10	11	12	13
AbsolutelyBlake LIVE!		Ivanti	University of Dallas Ministries Conference			
	Methodist Health System 2018 Leading to Excellence Summit					
14	15	16	17	18	19	20
			City of Irving Annual Service Awards Banquet		ICVB Executive Committee Meeting	
		JPMorgan Chase for Business Lunch Series		Fan Days 2018 *		
21	22	23	24	25	26	27
Fan Days 2018	ServiceNow: NowSummit 2018 Dallas					Travel Unlimited Garba
	ICVB Board of Directors Meeting		Worship Summit			
28	29	30	31	1	2	3
Travel Unlimited Garba	Irving Fire Fighters Exam				Catholic Action for Faith and Family	
DFW Church Worship Service ✕	Warren Instructional Network Training			Agile Camp		
		Renny McLean Ministry ✕				

IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 23, 2018

INDUSTRY , PARTNER ORGANIZATIONS & STAKHOLDERS REPORTS



Memories in the Making at Irving Arts Center

Special Events / Performances

George Washington Slept Here, MainStage

Directed by B.J. Cleveland, MainStage brings a classic comedy by Moss Hart and George S. Kaufman to the stage. The central figure in the story, Newton Fuller, just wants “a little place in the country to call his own.” Despite disgust from his city-slicker wife and daughter, Newton drags his family out to their own personal “Green Acres,” a wreck of a homestead with broken windows, falling plaster and a cow in the kitchen. But with a little bit of faith and a lot of guts, maybe Newton can make this house into a home? Will they flip the house, or just flip out?!

July 20 – August 4 | Dupree Theater | \$21-28

Evening Performances: July 20-21, July 27-28, August 2-4

Sunday Matinees: July 22 & 29

Saturday Farmers Market, Four Seasons Markets

Four Seasons Markets was established to develop and manage European style markets where ranchers, farmers, specialty food producers and artisanal craftsmen can interact with customers and other vendors in a colorful, exciting, family-friendly atmosphere that mimics the village markets popular throughout Europe. Shop the market every Saturday, then cool off while you peruse the galleries!

Each Saturday: August 4, 11, 18, 25 from 9 AM to 2 PM | North Parking Lot | FREE

JumpstART Stories & Art – Dog Days of Summer

Join us this month as we beat the heat with stories and crafts inspired by our cool canine friends! JumpstArt pairs storytime with fun art projects on the first Thursday of each month. Create a take-home art project to match this month’s theme, and then browse the galleries with your kids as part of this fun and FREE morning activity.

August 2 @ 10 AM | Suite 200 | FREE

City of Big Shoulders & Tall Buildings, Teen Scene Camp

Inspired by the great architectural skyline of Chicago and the work of sculptor, installation/performance artist and urban interventionist, Theaster Gates, campers will make bas relief sculptures from found objects and create their own skyscrapers. Afternoons will be spent learning about the areas of stagecraft and theatrical production. Participants will have the opportunity to help run the dress rehearsal and final show for the Child’s Play Touring Theatre Camp on August 10.

August 6 to August 10 from 8 AM - 5PM | Ages 13-16 | \$210 (\$105 half-day)

Chi-Town, Here We Come!, Theatre Camp with Child’s Play Touring Theater

Students create, write, produce and perform an original production guided by the pros from Child’s Play Touring Theater.

August 6 to August 10 from 8 AM - 5PM | Ages 7-14 | \$210

Congollywood Awards

A performance and awards presentation benefitting World Rescue Unlimited.

August 11 @ 7:00 PM | Dupree Theater | \$30

Irving Arts Center 2018 August Calendar Listing

Second Sunday Funday: Sculpt It!

Every second Sunday, Irving Arts Center hosts Family Funday – offering free craft projects that are fun for the whole family. This month, attendees can chill out and create a cool work of three-dimensional art with clay and other media, inspired by Irving Arts Center’s Sculpture Garden. Drop in during Second Sunday Funday anytime between the hours of 1 and 4 p.m.

August 12 @ 1-4 p.m. | Suite 200 | FREE

David Hira – Passport to Wonder

Join the Irving Noon Day Lion’s Club for an unforgettable evening of family fun. In the show “Passport to Wonder,” your imagination will take flight as David Hira, magical entertainer, leads you on a fun-filled journey around the world to experience mimes, music and magic. A one-man show for families, “Passport to Wonder” showcases street performance styles from around the globe. For tickets, please contact Jim Viel at jimviel@aol.com or by calling 972-432-8982.

August 17 @ 7:00 PM | Dupree Theater

In the Galleries (Free to View)

Free guided gallery tours are now offered every Thursday @ 6:30 p.m. and every Sunday @ 2:30 p.m.!

The Mother Road Revisited: Route 66 Then and Now

Carpenter Lobby

June 2 – September 2, 2018

The exhibition aims to explore the idea of travel and American culture through interactive photography. Vernacular photographs taken in the 1950s and 60s are featured and paired with contemporary photographs Natalie Slater shot along the modern day Route 66, from the same locations and vantage points! The images are backlit, and overlaid inside interactive light boxes so as to create a unique road trip experience along the Mother Road, or America’s Main Street, with a view towards both past and present.



Irving Arts Center 2018 August Calendar Listing

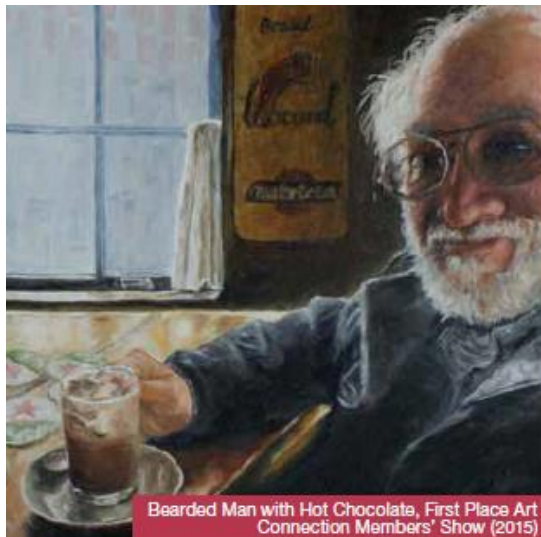


2018 Best of Show: "Free Bird" by Behnaz Sohrabian

Irving Art Association Winners' Exhibition

Dupree Theater Lobby
July 14 – August 26, 2018

Award-winning artwork and curated selections from the Irving Art Association's annual juried members' show are presented.



Bearded Man with Hot Chocolate, First Place Art Connection Members' Show (2015)

18th Annual Art Connection Members' Show

Main Gallery
July 21 – August 18, 2018

Two and three dimensional art works by artists of all ages are on view as part of the Art Connection visual arts membership program. Prizes are presented in three categories: Youth, Non-Professional and Professional with an overall "Best of Show" prize also awarded. In celebration of the iconic Route 66 as well as the time-honored tradition of the summer road trip, participating members have been invited to create artwork that explores the sights and history along America's great Mother Road and/or the themes of road trips and summer vacation in general.

KidsArts / Kids' Works: Route 66 Summer Camper Creations

Focus Gallery
July 21 – August 18, 2018

Artwork from Irving Arts Center's summer art campers are featured. Through photography, painting, sculpture and more, see how these talented young artists were inspired by this year's summer camp theme: America's Main Street, Route 66!



Don't Mess with Texas Self Portrait, KidsArts 2010



Bobo the Parakeet, a painted memory from a MIM program participant

Memories in the Making[®] Exhibition

Front Foyer / Hallway Gallery
August 25 – September 30, 2018

Artwork by patients at Villages on MacArthur who participate in the wellness program *Memories in the Making[®]* (MIM) will be featured in this exhibition. MIM is an art program developed by the Alzheimer's Association that recognizes that even those who suffer significant cognitive

Irving Arts Center 2018 August Calendar Listing

impairment related to Alzheimer's disease or a related dementia can still communicate through art. The exhibition will be accompanied by a reception on Sept. 6 from 4 to 6 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.**



Every Friday & Saturday 8-11pm
+ Pavilion show nights

Raised Right Men

Friday | July 13 | 8pm-11pm

The Missing 3

Saturday | July 14 | 5:30pm-7pm

Armstead

Sunday | July 15 | 6pm-7:30pm

Josh Lee Band

Tuesday | July 17 | 5:30-7pm

Trees Marie

Friday | July 20 | 8pm-11pm

The Stoneleighs

Saturday | July 21 | 5:30pm-7pm

Danni & Kris

Tuesday | July 24 | 5pm-6:30pm

Stratoblasters

Wednesday | July 25 | 5:30pm-7pm

Tom Devil & The Wizard

Friday | July 27 | 5:30pm-7pm

The Stoneleighs

Saturday | July 21 | 5:30pm-7pm

Chant Duplantier

Saturday | July 28 | 8pm-11pm



MUSIC FACTORY

2018 EVENTS

Toyota Trunk or Treat

Saturday | October 27

Thanksgiving Pub Crawl

Wednesday | November 21

1st Annual Tree Lighting

Saturday | December 1

NEW YEAR'S EVE at TMF

Monday | December 31



Every Sunday at 8pm
Free Admission

PIX ON THE PLAZA

Pix on the Plaza: Coco

Sunday | July 22 | 8pm-11pm

Pix on the Plaza: Finding Nemo

Sunday | July 29 | 8pm-11pm

Pix on the Plaza: Toy Story 3

Sunday | August 5 | 8pm-11pm

Pix on the Plaza: UP

Sunday | August 12 | 8pm-11pm

THE PAVILION



MUSIC FACTORY

Paramore: The After Laughter Summer Tour

Saturday | July 14

Violent Femmes and Echo & The Bunnymen

Sunday | July 15

3 Doors Down & Collective Soul: The Rock & Roll Express Tour

Tuesday | July 17

Foreigner: Juke Box Heroes Tour

Saturday | July 21

Counting Crows with Special Guest +Live+: 25 Years and Counting

Tuesday | July 24

Stars Align Tour: Jeff Beck & Paul Rodgers and Ann Wilson of Heart

Wednesday | July 25

O.A.R.: Just Like Paradise Tour With Special Guest Matt Nathanson

Wednesday | July 25

Bill Burr

Saturday | July 28

Erasure: World Be Gone Tour

Friday | August 3

Coheed and Cambria & Taking Back Sunday

Saturday | August 4

Gladys Knight & The O'Jays

Wednesday | August 8

Dispatch Summer Tour 2018

Friday | August 10

Bush + The Cult + Stone Temple Pilots: Revolution 3 Tour

Tuesday | August 14

Ben Shapiro

Wednesday | August 15

Ice Cube

Saturday | August 18

Charlie Puth: The Voicenotes Tour

Thursday | August 23

The Russ Martin Show Presents "Loudwire's Gen-X Summer" ft. Buckcherry, P.O.D., Lit, & Alien Ant Farm

Saturday | August 18

Texas Summer Jam Presented by Whataburger with Randy Rogers and Friends

Saturday | August 25

Gerardo Ortiz

Friday | August 31

Alice in Chains

Saturday | September 8

Scorpions with Queensryche

Sunday | September 9

Rise Against: Mourning in Amerika Tour

Thursday | September 13

A Night to Remember ft. Reba McEntire

Saturday | September 15

Troye Sivan: The Bloom Tour

Friday | September 21

Kidz Bop Live 2018

Saturday | September 22

The Australian Pink Floyd Show: Time 2018

Sunday | September 23

5 Seconds of Summer: Meet You There Tour

Thursday | September 27

Needtobreathe: Forever On Your Side Tour With Special Guest Johnnyswim

Friday | September 28

Florence and the Machine: The High As Hope Tour 2018

Saturday | September 29

Ms. Lauryn Hill Performing The Miseducation of Lauryn Hill

Sunday | September 30

J Balvin: Vibras Tour

Friday | October 5

Dr. Jordan B. Peterson: 12 Rules for Life Tour

Thursday | October 11

Los Temerarios y Baruch

Friday | October 12

A Paranormal Evening with Alice Cooper

Tuesday | October 16

4U: A Symphonic Celebration of Prince

Wednesday | October 17

ALT 103.7 Presents Blue October

Saturday | October 20

88Rising

Sunday | October 21

Simple Minds: Walk Between Worlds Tour

Saturday | November 3

Ben Rector - Magic: The Tour

Saturday | November 17

Nine Inch Nails: Cold and Black and Infinite North America 2018

Tuesday | November 27

Wednesday | November 28

Brian Regan

Saturday | November 8



**IRVING CONVENTION AND VISITORS BUREAU
BOARD OF DIRECTORS
MONDAY, JULY 23, 2018**

**ACKNOWLEDGEMENTS
AND
MISCELLANEOUS ARTICLES**



MacArthur Students Win Gold at National FCCLA Competition; Irving High takes silver and bronze

BY IRVING WEEKLY STAFF



Irving, Texas. July 10, 2018 –

Recent MacArthur High School graduates, Samira Syed and Wereba Hamde, won gold at the national FCCLA competition in Atlanta.

FFCLA is Family, Career and Community Leaders of America, a nonprofit national career and technical student organization for young men and women in Family and Consumer Sciences education in public and private school through grade 12.

Syed and Hamde won the hospitality, tourism and recreation – occupational category with their concept – Angel’s Garden, a Mediterranean, farm-to-table style restaurant.

In addition, Irving High School won two medals – a silver on the occupational level and a bronze on the senior level – for applied math in culinary management.

More news from Irving Weekly:

[Back-to-School Nights – August 13-16](#)