

IRVING CONVENTION AND VISITORS BUREAU

Board of Directors Meeting

CANCELLED

Monday, March 23, 2020 @ 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 2019 - SEPTEMBER 2020

RED - CANCELLED

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

X - PRESENT + - ABSENT-COMPANY BUSINESS



CANCELLED

AGENDA

Irving Convention and Visitors Bureau Board of Directors Monday, March 23, 2020 at 11:45 AM
Irving Convention Center – 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 Board meeting.

1. Citizen Comments on Items Listed on the Agenda

Consent Agenda

- 2. Approving ICVB Board Minutes for February 24, 2020
- 3. Accepting the Irving Convention Center Financial Report for February 2020
- 4. Accepting the ICVB Financial Report for February 2020

Presentation

5. Toyota Music Factory Update – General Manager Karen Jones

Reports

- 6. COVID-19 Update
- 7. Board Chair Report
 - a. Schedule of Upcoming Meetings and Activities
 - Next Executive Committee Meeting April 24, 2020
 - Next Board Meeting April 27, 2020
- 8. Board Committee Reports
 - a. Board & Business Development Debbi Haacke
 - Next Meeting TBD
 - b. Community Engagement Bob Bourgeois
 - Recap of March 10, 2020 Meeting
 - Next Meeting April 14, 2020
 - c. Destination Development Greg Malcolm
 - Next Meeting May 5, 2020

IRVING CONVENTION & VISITORS BUREAU

AGENDA - Continued

- 9. City Reports
 - a. Council Liaison Councilman John Danish
 - b. Mayor & Other Council Members
 - c. City Manager Chris Hillman
 - Visitor Development Updates
 - Toyota Music Factory
 - Other City Updates
- 10. 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 –Susan Rose
 - Smith Travel Research and AirDNA Monthly Reports
 - Volunteer Visitor Information Center Update Carol Boyer
- 11. Convention Center Management Report Tom Meehan/Matt Tungett
- 12. Industry Partner Reports
 - a. The Pavilion at the Music Factory/Live Nation Report Mike Rilley
 - b. Hotel Industry Updates Greg Malcolm, Dirk Burghartz, Kim Limon
 - c. Restaurant Industry Update David Cole
- 13. Partner Organization & Stakeholder Reports
 - a. DART/Transportation and Infrastructure Mayor Rick Stopfer
 - b. DCURD and Irving Flood Control Districts Jacky Knox
 - c. Chamber of Commerce David Pfaff/Beth Bowman
 - d. Irving Arts and Culture Todd Hawkins/Kim Andres
 - e. Salesmanship Club Jon Drago
 - f. The Las Colinas Association Hammond Perot
 - g. University of Dallas Jason Wu Trujillo

,	ereby certify that this notice of meeting was posted on the kiosk at City Hall of the City of Irving, to the general public at all times, and said notice was posted by the following date and time:
at	and will remain so posted at least 72 hours before said meeting convened.
	Deputy Clerk, City Secretary's Office

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

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

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

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MARCH 23, 2020

AGENDA ITEMS



IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MEETING HILTON GARDEN INN DFW SOUTH FEBRUARY 24, 2020

Those present for the meeting were: Rick Lindsey – Chair, Karen Cooperstein – Vice Chair, Kim Andres, Bob Bettis, Bob Bourgeois, Beth Bowman, Jo-Ann Bresowar, Herbert Gears, Debbi Haacke, Todd Hawkins, Chris Hillman, Julia Kang, Clem Lear, Kim Limon, Greg Malcolm, Ron Mathai, Hammond Perot, David Pfaff, Joe Philipp, and Mike Rilley – Members of the Board; Councilman John Danish, Chief Financial Officer Jeff Litchfield, Assistant City Manager Philip Sanders, City Attorney Janet Spugnardi and Mayor Pro Tem Oscar Ward – City of Irving; General Manager Tom Meehan and Director of Sales Matt Tungett – ASM/Irving Convention Center; Maura Gast, Carol Boyer, Lori Fojtasek, Wendy Foster, Marianne Lauda, Kathy Levine, Kayla Mansour, Diana Pfaff, Susan Rose and Carol Stoddard – ICVB Staff; Guests: Dallas Burke representing Jacky Knox – DCURD; Connie Gifford-Herrington and Pat Nicks – ICVB Convention Services.

Board Chair Rick Lindsey called the meeting to order at 11:45 a.m. and noted no citizens had signed up for comments.

Lindsey asked for a moment of silence for the passing of Assistant City Manager Ramiro Lopez.

CONSENT AGENDA

- 1. APPROVING ICVB BOARD MINUTES FOR JANUARY 27, 2020
- 2. ACCEPTING THE IRVING CONVENTION CENTER FINANCIAL REPORT FOR JANUARY 2020
- 3. ACCEPTING THE ICVB FINANCIALS FOR JANUARY 2020
- 4. REVIEWING THE HOTEL OCCUPANCY TAX RESULTS FOR FIRST QUARTER 2019-20

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

PRESENTATION

1. LIVE NATION – TOYOTA MUSIC FACTORY ECONOMIC IMPACT ANALYSIS

Board member Mike Rilley thanked everyone on the Board and staff who believed in the Toyota Music Factory project and made it a reality. The efforts were positive and resulted in a good place for all and Irving should be proud. Rilley gave an overview of the TMF Economic Impact:

- Study was done by Beacon Economics, an independent research and consulting firm with an expertise in Economic Impact Analysis
- Analysis includes five criteria:
 - Overall output
 - Employment
 - Labor income
 - Local tax revenue
 - Social contributions
- Key Findings:
 - TMF leading model for venues across the country
 - o TMF located in the fourth largest entertainment hub in the United States
 - Methodology used: Direct + Indirect + Induced = Total Impact

- Total Effect of Economic Impact for Irving:
 - o \$277 million in Output
 - o 2,458 Employment
 - o \$138.8 million in Labor Income
- Social Impact = The Story:
 - Workforce diversity
 - Charitable contributions
 - Community unification
- Conclusion:
 - o Irving is home to one of the few major entertainment hubs in Dallas County.
 - Total spending by attendees at TMF, venue operations, and tenants generated more than \$347 million in economic output throughout Dallas County.
 - The combined effect of attendee and venue spending created 2,831 jobs and contributed \$166.2 million in labor income.
 - The complex plays a vital role in the region by employing a diverse workforce, supporting local charities and uniting the community through entertainment.

In response to questions, Rilley replied:

- Irving residents represent 15-18% of show attendees, but varies depending on the type of show. Irving residents are the most aware of the TMF location and its ease of access. On non-show nights, Irving residents and workers are spending time at TMF and bringing people to the TMF that might go somewhere else to spend their money.
- Irving is stacking up well against other Dallas venues. The venue is aggressive in securing market share and also in creating new markets, i.e., Latin programming.
- In sustaining the current relationship with Live Nation and growing it, Rilley stated open communication will add value, focus on the community and neighborhood.

BOARD CHAIR REPORT

Board Chair Rick Lindsey

- ICVB staff were honored for their years of service:
 - Convention Services Associate Connie Gifford-Herrington 5 years
 - Convention Services Associate Pat Nicks 10 years
 - Marketing & Communications Coordinator Carol Stoddard 5 years
- Calendar of Board meetings and events in the packet for review
- Lindsey thanked all for attending the Irving Hospitality Industry Annual Meeting and encouraged all to research the keynote speaker Rick Antonson's topic of cathedral thinking.
- In recapping the Religious Conference Management Association annual conference at the Irving Convention Center, Lindsey reported he heard compliments on the building, staff, and food which made for a positive event.
- Video from RCMA event was viewed.
- Next Executive Committee meeting March 20, 2020
- Next Board meeting March 23, 2020

BOARD AND BUSINESS DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke

- RCMA event feedback attendees appreciated the small details that set Visit Irving apart.
- Next Committee meeting March 13

COMMUNITY ENGAGEMENT COMMITTEE

Committee Chair Bob Bourgeois

- High Spirited Citizen presentations scheduled at City Council meetings:
 - Sammy Romero on March 19
 - Caroline Weinzirl on April 16
- RCMA event feedback attendees raving about the venue and excited to be in Irving
- Irving Hospitality Industry Annual Meeting recap:
 - o Carpenter Award BioTE Medical
 - Nelson Award Mama's Party
 - o Townsell Award Texsom
- Next meeting April 14

DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm

- RCMA feedback a great event and inspiring speakers
 - Recap of February 11 Committee meeting
 - o STR Report in-depth review and analysis; the Committee found this very useful.
 - Restaurant Alcohol Ordinance discussion
 - o Discussion on AT&T Byron Nelson Championship
 - Next Committee meeting May 5

CITY REPORTS

Councilman John Danish

• May 2 bond election; the ballot will list 12 propositions, totaling \$563.4 million. The largest sums of money are being sought for streets, public safety and parks and recreation.

Mayor Pro Tem Oscar Ward

- Visitation on Thursday, February 27 for Assistant City Manager Ramiro Lopez; funeral on Friday, February 28 at 2:00 pm
- City Council meeting has been moved to Wednesday, February 26

City Manager Chris Hillman

- Asked for thoughts and prayers for the Lopez family
- Thanked Rilley for a great presentation and Live Nation partnership
- Hidden Ridge development news:
 - Verizon developing 110-acre project and recently applied for permits to construct two high-rise office buildings and large parking garage
 - o Verizon official announcement pending
 - Hidden Ridge DART station was awarded
 - The \$1 billion plus development will include residential, retail and restaurants as well as three million square feet of Class A office space.

- Amazon announced it has leased 1 million square feet of industrial space in Irving.
- The former Texas stadium site making significant progress, finalizing right-of-way purchase for Diamond Interchange
- TxDOT announced construction on highways surrounding stadium site will begin later this year.
- Signature Bridge project is moving forward, connected pedestrian pieces on both sides of the bridge. The project should be completed by end of calendar year.
- City held two public input meetings regarding the Irving Blvd. project and will start at the end of this year and be completed by the end of 2023.
- Irving's largest employer, Citi, teamed with MacArthur High School business and technology students and invited interested students to apply for Citi's Global Command Center High School Intern Program.
- City of Irving also partnering with Irving ISD for intern program; eight students from North Lake College working in Engineering on Urban Center solutions; four Communication students working with environmental planning.
- North Texas Teen Book Festival March 7 at Irving Convention Center

BUREAU MANAGEMENT AND STAFF

Executive Director Maura Gast

- RCMA Opening night event held at The Pavilion was an outstanding event; thanked Board members who came to meet and greet and work the Visitor Information kiosk; thanked Rilley, ICC and ICVB staff.
- Hotel Development Ordinance update:
 - o Board recommendations were revised and presented to City staff and City Council.
 - Next step will be to go to General Manager and property owners to weigh in on proposed changes.
 - o Surveys will be sent out
 - Gast will keep Board updated

Assistant Executive Director Sales/Services Lori Fojtasek

- January 2020 hosted group of 24 planners for Association Societies Alliance Group. Tour included an event at Stumpy's Hatchet House and toured private dining space and dinner was held at Blue Fire Catering.
- RCMA event:
 - Largest attendance over the last twelve years 860 attendees
 - o 99 new meeting planners had never been to an RCMA conference before
 - Irving as a destination and ICC as a venue was a big draw
 - o Received 6 Request for Proposals (RFPs) thus far as a result
 - \$85,000 funding through event trust fund and sponsorships were sold
 - o Attendees logged 263 hours of community service
 - Many Helping Hands received \$2,000 from a step challenge
 - Irving Family Advocacy Center received \$1,000 and donated games
 - o Brighter Tomorrows received \$800 and donated books
- Professional Fraternity Association planners will be hosted in September
- Sponsoring and hosting a pre-familiarization trip for Meeting Professionals International (MPI) in June.

Assistant Executive Director Marketing/Communications Diana Pfaff

- Social media platforms reached 100,000 followers in January. Thanked Marketing Manager Kayla Mansour for her efforts.
- ICC hit 200,000 Facebook check-ins at end of last year
- January was record month: 130 digital RFPs, which equates to 34,000 room nights
- Simpleview rolled out new search engine optimization (SEO) and paid search reports for 2020; will include maps for in and out-of-state traffic and where website visitors are located, what devices they use and what they are doing in the sites, where they stay and where they go.
- Several articles in the packet; one featuring ICC Executive Chef Eduardo Alvarez.
- Thanked all who attended the Annual meeting and congratulated Shining Star award winner ICVB Director of Accounting Marianne Lauda.

Assistant Executive Director Susan Rose

- December STR Report Irving Texas:
 - o AirBNB 442 available listings, a 34.8% increase over last year
 - Average Daily Rate \$110.57
 - o Interviewing for ICVB IT position; 9 interviews conducted; second round of interviews next week; goal to have position filled by April.
 - Congratulated Lauda and ICVB Senior Accounting and Purchasing Assistant Monica Soto for Shining Star award
 - Lauda and Rose working on the Munis human resources project, which includes payroll and risk management components
- Visitor Information kiosk report is included in packet

IRVING CONVENTION CENTER

General Manager Tom Meehan

- Thanked everyone for great comments and feedback from RCMA event. Motivation to keep going and do better.
- January busy month:
 - Set record for Catering with net \$794,000; \$1.256 million gross
- February will be another good month
- Year is looking very strong and well ahead of pace from last year and forecast.
- Year Ten is shaping up to be a solid year; Contributes success to partnerships and relationships
- Projects:
 - New parking garage equipment is being installed and will match equipment at the Westin Irving Convention Center garage.
 - Painting around the building and outside fence
- Congratulated Shining Star award winner ICC Director of Sales Matt Tungett
- Thanked the ICC Operations staff for their hard work; going on eight weeks of non-stop working for events
- North Texas Teen Book Festival will test the building's capacity limits
- Following week, power needs will be tested with the NBM Show

Director of Sales Matt Tungett

Guest Rooms booked for January 2020; 2,431 and 17,166 year-to-date

- 29 signed contracts; 82 year-to-date
- Surveys show Customer Service scores of 86.7% for month and 95.2% year-to-date

LIVE NATION

Mike Rilley

- RCMA event is good example of synergy and relationship and partnership to sell Irving
- March 13 Excision 2020 Hour, featuring The Evolution
- Comedian Kate Del Castillo on March 14
- Nick Cannon Presents MTV Wild 'n Out Live on March 31; first amphitheater event in 2020
- Working closely with Dallas eSports Team Envy to host two weekends
- Announced Los Tigres Del Norte & La Adictiva on April 11th and Judas Priest on October 3

HOTEL REPORTS

Board member Greg Malcolm – Hotel Association

STR Report for January:

- Occupancy 64.8% down 2.5%
- Average Daily Rate is \$115.85, up 3.3% to previous year
- RevPAR \$75.6, up .8% year-to-date

Board member Kim Limon

- Hampton Inn Las Colinas:
- Occupancy for December 59%; down against competitive set 2.6%
- RevPAR \$81.7; #1 in competitive set at Average Daily Rate
- Renovations are completed
- Hilton Garden Inn Las Colinas starts lobby renovations in March

DCURD

Assistant General Manager Dallas Burke, representing Board member Jacky Knox

- Flood control efforts:
 - Nine inches of rain and second wettest calendar year on record
 - Stormwater pumping total for the three districts combined is now over 800 million gallons; more than 200-man hours.
- Wrapping up dredging in Valley Ranch and moving efforts to the main lake at E. Valley Ranch Parkway
- IFCD III STEM program to educate students on flood control:
 - Team kicked off STEM program and Flood Control Project Challenge to three elementary schools
 - Given a presentation on flood control operations
 - Students challenged to design their own models for Valley Ranch
 - o Team of judges will return in late February to view the projects

IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman

- Economic Development, since October 1:
 - Eight total project wins
 - Creating or retaining more than 3,600 jobs

- Creating \$134 million in capital investment
- o 1.4 million square feet of commercial office space
- Excited to continue working with Amazon and their fulfillment center at DFW Airport and put 1,000 new jobs in our community
- Current pipeline:
 - 57 active projects
 - o Representing more than 28,000 potential new jobs
 - Over 9 million square feet of commercial space
 - o Approximately 19% of those projects represent corporate or U.S. headquarters
- Looking forward to welcoming Team Envy home for eSports and excited to see what it brings
- Proud of TMF and the economic impact
- Important to focus on retaining corporate assets that Irving has and recruit for maintaining more than just TMF and Water Street areas and the welcoming Irving community Irving has.
- Irving unemployment rate has dropped to 2.7%, down from 2.9% in October and continues to run favorably with State of Texas and nationally, both at 3.5%
- Chamber is highlighting women in business with Passion into Action: Women's Leadership Forum
- Best in Irving competition voting ends March 20

Chamber Chairman David Pfaff

- Jobs and employee talent are important to the Chamber Board
- Excited for internship program with MacArthur High School students big initiative is to have all Chamber companies in the intern program
- Launched Bridging the Talent Gap Dallas County; encouraged all to participate in the survey
- Calendar Events:
 - o April 20-22 Washington D.C. Fly-In with elected officials
 - o February 25 Five Star Business Mixer at Thirsty Lion from 4:30 6:00 p.m.
 - Mardi Gras celebration at Po' Melvin's
 - o Passion into Action Dallas County on May 21
- Texas Senator Ted Cruz attended Chamber lunch meeting with legislative updates
- Reminded everyone to vote
- Thanked Bowman and team for their efforts at the Chamber

IRVING ARTS CENTER

Executive Director Irving Arts and Culture Todd Hawkins

- New museum in soft opening phase very proud, facility is extremely beautiful
- Upcoming Programming:
 - "Les Ballets Trockadero de Monte Carlo" February 25
 - o Bumper Jackson March 7
 - The Tap Pack March 13
 - o "Bella Gaia" April 19
- Upcoming Exhibitions:
 - Courtyard Gallery North Lake College student photography exhibition
 - ThinkIndia Foundation presents India ala Art a lifelong learning weekend February 29-March 1 with daily yoga, poetry and more
 - o Thrift Style exhibit opens May 15 and Grand Opening of Irving Archives Museum

Arts Board Chair Kim Andres

- India group gave wonderful performance and tremendous way to open the museum as a preview
- o Irving Family Advocacy Center will be renamed Carol Susat Family Advocacy Center
- o Thanked Hilton Garden Inn DFW staff for hosting Board meeting

Lindsey adjourned the meeting at 1:39 p.m.

Maura Slee Just

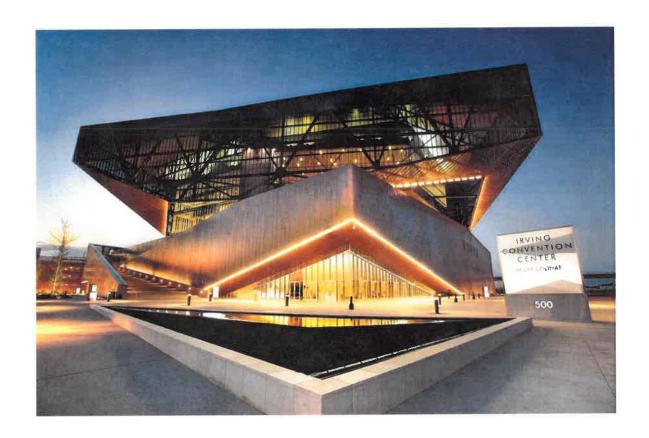
Respectfully submitted,

Maura Allen Gast, FCDME

Executive Director







Date Distributed: March 16, 2020

Monthly Financial Summary For Period Ending February 29, 2020

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event income															
Direct Event Income															
Rental Income	183,185	77,985	38,650	80,100	101,125	108,994	207,238	142,670	48,800	111,341	161,875	120,000	1,381,962		
Service Income	77,389	12,540	19,135	49,059	133,783	56,750	57,050	78,750	40,000	32,250	31,500	32,750	620,956		
Service Expenses	(133,229)	(35,838)	(35,116)	(106,040)	(189, 282)	(85,000)	(90,000)	(80,000)	(80,000)	(75,000)	(75,000)	(80,000)	(1,064,505)		
Total Direct Event Income	127,345	54,687	22,669	23,119	45,626	80,744	174,288	141,420	8,800	68,591	118,375	72,750	938,413		
Ancillary Income															
F & B Concessions	24,866	6,231	10,154	12,039	27,561	12,500	20,000	16,000	13,000	5,000	9,000	16,000	172,352		
F & B Catering	605,052	150,709	235,426	794,222	541,888	39,672	261,058	360,286	374,183	165,230	141,360	215,460	3,884,547		
Parking: Self Parking	46,410	12,908	13,104	21,671	35,953	11,890	20,662	24,190	20,172	10,867	5,330	20,500	243,657		
Electrical Services	12,365	4,750	5,220	6,790	16,600	,	16,000	13,000	11,000	5,000	9,000	17,000	116,725		
Audio Visual	347	(0)	(896)	997	(564)		==	(4	,	•	-		(116)		
Internet Services	-	(595)	(050)	350	1,207		3,100	500	1,500	150	2,000	2,500	10,712		
Total Ancillary Income	689,040	174,003	263,008	836,0 69	622,645	64,062	320,820	413,976	419,855	186,247	166,690	271,460	4,427,877		
Tetal Event Income	816,385	228,690	285.677	859,188	668,271	144,806	495,108	555,396	428,655	254,838	285 ,065	344.210	5,366,289		
Total Event Income	010,385	220,090	203,0//	039,108	000,2/1	144,000	493,100	33,350	420,033	434,030	203,003	377,210	3,300,203		
Other Operating Income	95,000	26,741	24,454	97,002	72,215	25,000	45,000	35,000	45,000	25,000	30,000	25,000	545,412		
ICVB Operating Subsidy	1		348,000			350,000			348,750			348,250	1,395,000		
	1								000.405	070.000	245.055	747.460	7 205 700		
Adjusted Gross Income	911,385	255,431	658,131	956,190	740,486	519,806	540,108	590,396	822,405	279,838	315,065	717,460	7,306,700		
Operating Expenses															
Employee Salaries and Wages	233,091	208,787	217,242	226,057	201,439	243,370	243,370	243,370	242,888	242,888	242,888	242,893	2,788,282		
Benefits	70,845	68,953	59,915	67,392	62,476	74,509	74,509	74,509	74,509	74,509	74,509	188,518	965,153		
Less: Event Labor Allocations	(30,233)	(5,970)	(13,934)	(19,415)	(17,740)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(49,730)	(435,402)		
Net Employee Wages and Benefits	273,703	271,770	263,223	274,034	246,175	268,149	268,149	268,149	267,667	267,667	267,667	381,681	3,318,032		
Contracted Services	56,602	52,476	61,359	57,942	52,715	62,097	62,097	62,097	62,097	62,097	- 62,097	62,097	715,775		
General and Administrative	91,072	29,306	36,616	98,275	44,210	69,722	57,701	35,031	46,041	60,796	42,726	130,397	741,890		
Operations	65,204	40,269	31,883	40,909	51,535	49,134	49,134	49,134	49,134	49,134	49,134	49,130	573,735		
Repair & Maintenance	63,829	34,962	41,317	44,162	35,373	51,808	51,808	46,808	46,808	58,808	46,808	47,312	569,803		
Supplies	10,646	31,569	11,001	21,278	13,178	17,099	17,099	17,849	17,099	30,432	30,682	30,941	248,875		
Insurance	23,137	8,501	6,489	7,544	6,587	10,203	10,203	10,203	10,203	10,203	10,203	10,203	123,679		
Utilities	48,248	39,696	38,576	43,396	42,077	45,000	45,000	45,000	45,000	45,000	45,000	45,000	526,992		
Other	40,240	33,030	34	.0,000	835	208	208	208	208	208	208	212	2,335		
ASM Global Management Fees	67.946	29,543	36,621	83.042	68.803	36,323	36,323	21.983	13,823	13,823	13,823	13,823	435,876		
Total Operating Expenses	700,393	538,092	527,119	670,582	561,488	609,743	597,722	556,462	558,080	598,168	568,348	770,796	7,256,992		
Net Income (Loss) From Operations	210,992	(282,661)	131.012	285,608	178.998	(89,938)	(57,614)	33.934	264,325	(318,331)	(253,283)	(53,336)	49,708	(1,395,000)	(
net income (1033) From Operations	210,332	[Z0Z]001]	191,012	203,000	110,330	(05,530)	(37,1024)	33,337	207,523	102010021	(223)203)	(30,000)	40,700	(=)000,000)	1.0
							Budget Forecas	t Comparison b	y Month						
	(35,141)	(11,028)	22,219	120,452	49,708										
	355,094	(45,974)	(149,927)	(98,439)	(13,378)	(5,753)	(11,877)	3,100	10,562	33,041	143,191	314,010			
	•						•								

IRVING CONVENTION CENTER/SMG Financial Statements Monthly Highlights For the Month Ending February 29, 2020

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	21,659	14,022	7,637	15,449
Events	30	20	10	26
Event Days	57	44	13	38
Direct Event Income	45,626	73,700	(28,074)	67,064
Ancillary Income	622,645	466,343	156,302	498,844
Total Event Income	668,271	540,043	128,228	565,908
Other Operating Income	72,215	60,000	12,215	43,462
Adjusted Gross Income	740,486	600,043	140,443	609,370
Indirect Expenses	(561,488)	(559,406)	(2,082)	(519,561)
Net Income (Loss) From Operations	178,998	40,637	138,361	89,809

IRVING CONVENTION CENTER/SMG Financial Statements Year to Date Highlights For the Five Months Ending February 29, 2020

Attendance Events Event Days	Year to Date Actual 86,384 119 203	Year to Date Budget 72,414 91 167	Variance 13,970 28 36	Prior YTD Actual 88,328 105 159
Direct Event Income	273,447	371,620	(98,173)	198,534
Ancillary Income	2,584,770	1,708,113	876,657	1,872,637
Total Event Income Other Operating Income	2,858,217	2,079,733	778,484	2,071,171
	315,409	305,000	10,409	200,138
Adjusted Gross Income	3,173,626	2,384,733	788,893	2,271,309
Indirect Expenses	(2,997,672)	(2,770,737)	(226,935)	(2,759,132)
Net Income (Loss) From Operations	175,954	(386,004)	561,958	(487,823)

IRVING CONVENTION CENTER/SMG Balance Sheet February 29, 2020

ASSETS

	A33E13)	
Current Assets Cash Accounts Receivable Prepaid Assets Inventory	\$	969,577 1,644,401 49,747 73,486	
Total Current Assets	<u></u>		2,737,211
Total Assets			\$ 2,737,211
LIABI	LITIES ANI	EOUITY	
Current Liabilities			
Accounts Payable	\$	790,432	
Accrued Expenses		510,826	
Deferred Income		0	
Advance Ticket Sales/Deposits		911,999	
Other Current Liabilities		0	
Total Current Liabilities			2,213,257
Long-Term Liabilities			_,,_,
Long Term Liabilites		0	
Total Long-Term Liabilities			 0
Total Liabilities Equity			2,213,257
Net Funds Received		11,550,786	
Retained Earnings		(11,202,786)	
Net Income (Loss)		175,954	
Total Equity			 523,954
Total Liabilities & Equity			\$ 2,737,211

IRVING CONVENTION CENTER/SMG Income Statement For the Five Months Ending February 29, 2020

	Current Month Actual	Current Month	Variance	Year to Date Actual	Year to Date	Variance + (-)	Year to Date Prior Year
EVENT INCOME	Actual	Budget	+ (-)	Actual	Budget	T (-)	Frior Tear
Direct Event Income	× .						
Rental Income	101,125	112,950	(11,825)	481,045	515,195	(34,150)	440,209
Service Revenue	133,783	50,750	83,033	291,902	176,425	115,477	210,720
Service Expenses	(189,282)	(90,000)	(99,282)	(499,500)	(320,000)	(179,500)	(452,395)
bervice Expenses	(107,202)	(50,000)	(>>,202)	(477,500)	(320,000)	(177,500)	(102,000)
Total Direct Event In	45,626	73,700	(28,074)	273,447	371,620	(98,173)	198,534
Ancillary Income							
F & B Concessions	27,561	26,000	1,561	80,852	81,500	(648)	74,856
F & B Concessions F & B Catering	541,888	395,855	146,033	2,327,299	1,445,774	881,525	1,658,056
Parking	35,953	31,488	4,465	130,049	119,089	10,960	88,549
Electrical Services	16,600	12,000	4,600	45,725	58,000	(12,275)	51,909
Audio Visual	(564)	12,000	(564)	(117)	0	(12,273) (117)	(1,413)
Internet Services	1,207	1,000	207	962	3,750	(2,788)	680
internet Services	1,207	1,000	207	902	3,730	(2,700)	
Total Ancillary Inco	622,645	466,343	156,302	2,584,770	1,708,113	876,657	1,872,637
Total Event Income	668,271	540,043	128,228	2,858,217	2,079,733	778,484	2,071,171
			-				
OTHER OPERATING		60.000	10.017	217 100	205.000	10.400	200 120
Other Income	72,215	60,000	12,215	315,409	305,000	10,409	200,138
Total Other Operatin	72,215	60,000	12,215	315,409	305,000	10,409	200,138
Adjusted Gross Inco	740,486	600,043	140,443	3,173,626	2,384,733	788,893	2,271,309
INDIRECT EXPENSE	6						
Salaries & Wages	201,439	226,745	25,306	1,086,615	1,133,725	47,110	1,165,590
Payroll Taxes & Ben	62,476	68,840	6,364	329,575	344,200	14,625	313,595
Labor Allocations to	(17,740)	(49,730)	(31,990)	(87,292)	(248,650)	(161,358)	(303,230)
Labor Anocations to	(17,740)	(49,730)	(31,990)	(67,292)	(240,030)	(101,556)	(303,230)
Net Salaries and Ben	246,175	245,855	(320)	1,328,898	1,229,275	(99,623)	1,175,955
Contracted Services	52,715	62,090	9,375	281,094	310,450	29,356	313,880
General and Adminis	44,210	51,439	7,229	299,482	231,652	(67,830)	201,619
Operating	51,535	45,751	(5,784)	229,800	228,755	(1,045)	235,404
Repairs & Maintenan	35,373	46,808	11,435	219,643	234,040	14,397	247,229
Operational Supplies	13,178	17,599	4,421	87,673	87,245	(428)	83,483
Insurance	6,587	8,333	1,746	52,258	41,665	(10,593)	32,102
Utilities	42,912	45,208	2,296	212,869	226,040	13,171	225,353
SMG Management F	68,803	36,323	(32,480)	285,955	181,615	(104,340)	244,107
Total Indirect Expens	561,488	559,406	(2,082)	2,997,672	2,770,737	(226,935)	2,759,132
		An A	SM Global Man	aged Facility			

-15-

IRVING CONVENTION CENTER/SMG

Income Statement For the Five Months Ending February 29, 2020

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Net Income (Loss)	178,998	40,637	138,361	175,954	(386,004)	561,958	(487,823)



ICVB FINANCIAL STATEMENTS

For Period Ending: February 29, 2020



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City of Irving, TX Irving Convention and Visitors Bureau

P 1 |glytdbud

YEAR-TO-DATE BUDGET REPORT - REVENUES

FOR FEBRUARY 2020

		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
L3 HOTEL/MOTEL TAX M1 CHARGES FOR SERVICES M4 INVESTMENT INCOME M5 MISCELLANEOUS		-8,544,599 -25,000 -18,000 -57,000	0 0 0 -34,000	-8,544,599 -25,000 -18,000 -91,000	-2,068,081.31 .00 -3,300.39 -66,501.01	.00 .00 .00	-6,476,517.69 -25,000.00 -14,699.61 -24,498.99	24.2% .0% 18.3% 73.1%
	GRAND TOTAL	-8,644,599	-34,000	-8,678,599	-2,137,882.71	.00	-6,540,716.29	24.6%

^{**} END OF REPORT - Generated by Marianne Lauda **



03/10/2020 14:47 mlauda

City of Irving, TX Irving Convention and Visitors Bureau YEAR-TO-DATE BUDGET REPORT - EXPENDITURES P 1 |glytdbud

FOR FEBRUARY 2020

		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
N1 SALARIES N2 BENEFITS N4 SUPPLIES O1 UTILITIES O3 OUTSIDE SERVICES O4 TRAVEL, TRAIN, DUES O5 CLAIMS AND INSURANCE O7 MISCELLANEOUS EXP P5 TRANSFERS OUT		2,530,519 679,622 32,000 23,900 3,095,902 829,903 138,045 1,433,809 250,000	0 0 6,700 0 162,680 34,000 0 314,042	2,530,519 679,622 38,700 23,900 3,258,582 863,903 138,045 1,433,809 564,042	898,036.66 245,173.89 14,096.97 3,873.49 1,142,712.54 77,840.70 69,022.50 417,644.77	.00 .00 10,050.00 771,181.63 840.00 .00	1,632,482.34 434,448.46 14,553.03 20,026.51 1,344,688.18 785,222.30 69,022.50 1,016,164.23 564,042.00	35.5% 36.1% 62.4% 16.2% 58.7% 9.1% 50.0% 29.1%
	GRAND TOTAL	9,013,700	517,422	9,531,123	2,868,401.52	782,071.63	5,880,649.55	38.3%

^{**} END OF REPORT - Generated by Marianne Lauda **

ACCOUNT GROUP DETAIL

CHARACTER CODE	ACCOUNT GROUP	ACCOUNT DESCRIPTION	CHARACTER CODE	ACCOUNT GROUP	ACCOUNT DESCRIPTION
N1	SALARIES	SUPERVISION EXEMPT NON-EXEMPT PART-TIME OVERTIME SPECIAL PAY INCENTIVE PAY	03	OUTSIDE SERVICES	EQUIPMENT RENTAL FREIGHT MARKETING RESOURCES MEDIA ADVERTISING POSTAGE EQUIPMENT RENTAL PROFESSIONAL SERVICES PROPERTY MANAGEMENT SERVICES SALES RESOURCES
N2	BENEFITS	FICA LIFE INSURANCE MEDICARE PARS 457 PPO INSURANCE	O4	TRAVEL, TRAIN, DUES	MEMBERSHIP AND DUES MILEAGE REIMBURSEMENT TRAVEL AND TRAINING
		SBP TMRS UNEMPLOYMENT TAXES	O5	CLAIMS AND INSURANCE	INSURANCE
N4	SUPPLIES	OFFICE FURN AND FIXT LESS 5000 OFFICE MACHINERY LESS 5000 OFFICE SUPPLIES POSTAGE SOFTWARE LESS 5000 SUBSCRIPTIONS-PUBLICATIONS	07	MISCELLANEOUS EXP	ADM COST REIMBURSEMENT BANK CHARGES BUSINESS DEV INCENTIVE PROG CONVENTION SERVICES MATERIALS EVENT SPONSORSHIPS ICVB VOLUNTEER PROGRAM LOCAL PROGRAMS-PROMOTIONS
01	UTILITIES	COMMUNICATIONS	P5	TRANSFERS OUT	TRSF TO ICVB RESERVE TRSF TO ICVB CONV CENTER



Check by Entity

Run by: Marianne Lauda

Entity	Check Date	Check #	Vendor Name	Amount	
ICVB					
	2/6/2020	80061011	BH DFW PROPERTY LP (WESTIN DFW)	750.00	
	2/6/2020	80061012	CUTTS, SUSAN	568.75	
	2/6/2020	80061013	DALLAS FORT WORTH AIRPORT MARRIOTT	3,462.00	
	2/6/2020	80061014	FORT WORTH EARLY MUSIC	500.00	
	2/6/2020	80061015	IRVING INDEPENDENT SCHOOL DISTRICT	1,800.00	
	2/6/2020	80061016	J SHEA CONSULTING INC	1,337.49	
	2/6/2020	80061017	MALONEY STRATEGIC COMMUNICATION INC	87,054.98	
	2/6/2020	80061018	OMNI MANDALAY HOTEL	3,140.00	
	2/6/2020	80061019	SHERATON DFW AIRPORT HOTEL	3,246.00	
	2/6/2020	80061020	SIMPLEVIEW WORLDWIDE, INC.	5,200.00	
	2/6/2020	80061021	SUPERIOR EXPOSITION SERVICES, LLC	8,140.00	
	2/13/2020	80061022	AJR MEDIA GROUP	3,145.00	
	2/13/2020	80061023	AMERICAN EXPRESS TRAVEL RELATED SERVICES CO, INC	115,311.43	
	2/13/2020	80061024	BH DFW PROPERTY LP (WESTIN DFW)	990.00	
	2/13/2020	80061025	BOY SCOUTS OF AMERICA	1,350.00	
	2/13/2020	80061026	CONNECT	33,995.00	
	2/13/2020	80061027	CROWDRIFF INC.	2,187.00	
	2/13/2020	80061028	DALLAS FORT WORTH AIRPORT MARRIOTT	436.00	
	2/13/2020	80061029	DOUBLETREE DALLAS DFW AIRPORT	1,011.00	
	2/13/2020	80061030	FEDERAL EXPRESS CORPORATION	21.11	
	2/13/2020	80061031	FOJTASEK, LORI	50.11	
	2/13/2020	80061032	GALLEGOS, DAVID	300.00	
	2/13/2020	80061033	HOPKINS, CHERYL	90.46	
	2/13/2020	80061034	HYATT PLACE DALLAS/LAS COLINAS	30.00	
	2/13/2020	80061035	IMAGO MEDIA, INC.	2,500.00	



Check by Entity

Run by: Marianne Lauda

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	2/13/2020	80061036	KEYNOTE SPEAKERS CANADA INC	7,783.09
	2/13/2020	80061037	LEVINE, KATHY	5.00
	2/13/2020	80061038	LOPEZ, BRENDA	130.00
	2/13/2020	80061039	MALONEY STRATEGIC COMMUNICATION INC	205.00
	2/13/2020	80061040	MANSELL, LORI	130.00
	2/13/2020	80061041	MCKESSON CORPORATION	4,355.00
	2/13/2020	80061042	MEETING PROFESSIONALS INTERNATIONAL	12,700.00
	2/13/2020	80061043	MEETINGS TODAY	2,000.00
	2/13/2020	80061044	MELTWATER NEWS US INC	27,350.00
	2/13/2020	80061045	MULTIVIEW, INC.	9,000.00
	2/13/2020	80061046	OMNI MANDALAY HOTEL	892.00
	2/13/2020	80061047	PATHWAYS CORE TRAINING INC	1,190.00
	2/13/2020	80061048	PCMA SERVICES	10,830.00
	2/13/2020	80061049	PROVIDENT GROUP - IRVING (WESTIN ICC)	1,215.00
	2/13/2020	80061050	RED ZONE GAMES, INC	2,160.00
	2/13/2020	80061051	ROBERTS, DEBBIE	178.26
	2/13/2020	80061052	ROCHE, KELLY	200.06
	2/13/2020	80061053	STAPLES	395.38
	2/13/2020	80061054	STODDARD, CAROL	31.90
	2/13/2020	80061055	TEXAS DREAMS GYMNASTICS	1,580.00
	2/13/2020	80061056	TUCKER & ASSOCIATES, LLC	4,072.94
	2/20/2020	80061057	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	280.00
	2/20/2020	80061058	CROWDRIFF INC.	2,187.00
	2/20/2020	80061059	CUTTS, SUSAN	868.75
	2/20/2020	80061060	DALLAS MARRIOTT LAS COLINAS	205.00
	2/20/2020	80061061	DOUBLETREE DALLAS DFW AIRPORT	905.00



Check by Entity

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Run by: Marianne Lauda

Entity	Check Date	Check #	Vendor Name	Amount
ICVB	2/20/2020	80061062	FOUR SEASONS RESORT & CLUB DALLAS	7,334.00
	2/20/2020	80061063	FOUR SEASONS RESORT & CLUB DALLAS	800.00
	2/20/2020	80061064	GUARANTEED EXPRESS, INC.	12.20
	2/20/2020	80061065	IRVING - LAS COLINAS ROTARY CLUB	116.00
	2/20/2020	80061066	IRVING CONVENTION CENTER AT LAS COLINAS	8,842.78
	2/20/2020	80061067	IRVING INDEPENDENT SCHOOL DISTRICT	1,650.60
	2/20/2020	80061068	LEWIS MARKETING PARTNERS, LLC	40,307.42
	2/20/2020	80061069	PLIEGO, ROSELLE	150.00
	2/20/2020	80061070	R FOX DESIGNS, LP	5,039.00
	2/20/2020	80061071	SHERATON DFW AIRPORT HOTEL	1,718.00
	2/20/2020	80061072	VERIZON WIRELESS SERVICES, LLC	598.06
		62		434,033.77

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MARCH 23, 2020

BOARD REPORTS

BOARD CHAIR, BOARD COMMITTEES, CITY OF IRVING





page 3

Emergency Management provides disaster preparedness information and tips for residents in the event a natural disaster strikes.



page 4

Spring into the library events as the North Texas Teen Book Festival returns with more authors than ever and animals visit the Valley Ranch Library.



city's ongoing infrastructure initiative program.

This update highlights construction on Irving's Urban Center Lift Station as part of the

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IRVINGS DECTION MARCH 2020 / VOL 27 / NO 03 DECTION Cityoflrving.org





Just Like Hats, One Size Does Not Fit All

Single-family. Cottage. Compact. Mixed use. Condo. Townhouse. Apartment. Senior. Affordable. Workforce. Executive. With so many choices available, what is the best residential fit and mix for Irving? The city wants to meet its current housing needs, while ensuring its plans satisfy residents for the next several decades.

The City of Irving has been holding meetings to gather community feedback about future housing needs. Once completed, staff will recommend to the City Council a policy that provides a roadmap for the next 20 years. All meetings are open to the public and will be held at City Hall, 825 W. Irving Blvd., in City Council Chambers. The next meetings in the series will be:

 10 a.m. | March 3 – Making Capital Available and Reducing Its Costs for Housing Designed for lenders and the philanthropic community to discuss how to improve availability of residential development capital. Learn how the city works with organizations dedicated to homebuyer and interim financing programs.

 6:30 p.m. | March 3 – Tools, Programs and Strategies for Increasing Housing Production
 Presenters will summarize Irving's current housing

Presenters will summarize Irving's current housing needs and potential solutions, as well as highlight feedback from previous meetings. Explore what is possible to address Irving's housing needs.

Meetings will be broadcast live on ICTN. Visit CityofIrving. org/538 to view cable channel guides, as well as links to live online and on-demand coverage. For questions or comments, email planning@cityofirving.org. ■





Thousands of Easter Eggs Ready for the Taking

Ready, set, hunt! The City of Irving will host the citywide egg hunt from 9:30 to 11:30 a.m. April 4 at Senter Park, 901 Senter Road.

Children 10 and younger are invited to come hunt for thousands of toy- and candy-filled eggs. The event also will feature various attractions and craft activities. Visitors should arrive early and bring a camera to snap a picture with the Easter Bunny.

Following is the schedule for each age group:

- 9:30 to 11:30 a.m. Egg Stroll for ages 1 to 2 (adults allowed)
- 10 a.m. Ages 3 to 5 (children only)
- 10:30 a.m. Ages 6 to 7 (children only)
- 11 a.m. Ages 8 to 10 (children only)

Admission and parking are free. For more information, visit IrvingEvents.org. ■

FAC's 5K, 1-mile Fun Run to Combat Child Abuse

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

April is Child Abuse Awareness Month, and to aid local awareness efforts, the FAC's counseling staff is hosting the "No Excuse for Child Abuse" 5K and 1-mile Fun Run at 8 a.m. April 25 at the Toyota Music Factory, 316 W. Las Colinas Blvd. Proceeds from the event will go directly to continue these free services for child abuse victims, including play and art therapy programs.



Register now and enjoy early-bird pricing! Visit FamilyAdvocacyCenterInc.com/5k-run or call (972) 721-6555 to register, learn about sponsorship opportunities or for more information. ■

NEW VOTING CENTERS

The Dallas County Elections Department has adopted a new Countywide Polling Place Program. On Election Day, eligible voters may cast a ballot at ANY voting center location they choose, because now Dallas County votes anywhere! This will allow eligible voters to vote as conveniently on Election Day, May 2, as they do during early voting, April 20 through 28, no matter where they live, work, go to school or play in Dallas County.

Visit DallasCountyVotes.org/Voter-Information to find a voting center.

Stay tuned for the April issue of City Spectrum, which will include information on the 2020 Bond Election. Visit CityofIrving.org/2020BondElection to see an early peek. ■

NUEVOS CENTROS DE VOTACIÓN

El Departamento de Elecciones del Condado de Dallas ha establecido un nuevo Programa de Centros Electorales a Nivel del Condado. El Día de las Elecciones, los votantes elegibles podrán emitir su voto electoral en CUAQUIER centro de votación que ellos escojan, porque ahora ¡el Condado de Dallas vota en cualquier lugar! Esto permitirá a los votantes elegibles a votar donde les convenga el Día de las Elecciones, el 2 de mayo, tal como lo hacen durante la votación adelantada, del 20 de abril al 28, sin importar donde vivan, trabajen, estudien, o divierten en el Condado de Dallas.

Visite DallasCountyVotes.org/Voter-Information, para encontrar un centro electoral.

Manténgase al tanto de la edición de Spectrum de Abril, el cual incluirá información sobre la Elección de Bonos Municipales del 2020. Visite CityofIrving.org/2020BondElection para ver un adelanto previo de lo que tendremos. ■

DAYLIGHT SAVING TIME: CHANGE YOUR CLOCK, CHANGE YOUR BATTERY

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

As part of the Irving Fire Department's "Change Your Clock, Change Your Battery" campaign, it is recommended that residents also replace smoke detector batteries when resetting clocks. ■







Splendid Spring Arts Offerings at Irving Arts Center

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.

March 4 | A Voyage Down the Danube, presented by The Lone Star Youth Orchestra

7 p.m. | Carpenter Hall | \$6.50-\$13.50 Join the Lone Star Youth Orchestra as they present a musical voyage through Central and Eastern Europe.

March 5 | JumpstART Stories and Art: Happy Birthday Dr. Seuss!

10 a.m. | Suite 200 | Free

Explore new stories and fun art projects on the first Thursday of each month during this creative story time that combines art and children's literature. March celebrates the legendary author and illustrator of classics like "Horton Hears a Who," "The Cat in the Hat," "How the Grinch Stole Christmas" and "The Lorax." Afterwards, browse the galleries as part of this morning activity.

March 6 | Irving's Got Talent, presented by Irving **Parks and Recreation**

7 p.m. | Carpenter Hall | Free

Irving Parks and Recreation presents Irving's premier teen talent show.

March 6-7 | Handel's "Rinaldo," presented by American Baroque Opera Company

7:30 p.m. | Dupree Theater | \$45

The American Baroque Opera Company presents audience favorite, Handel's "Rinaldo," in collaboration with Ballet Dallas. Captivating storytelling is pulled together in a production critics have hailed as "completely unpretentious and effortlessly opulent."

March 7 | Bumper Jacksons

7:30 p.m. | Carpenter Hall | \$21.50-\$41.50 Irving Arts Center presents Bumper Jacksons, a group of musicians who are painting America's story from the streets of New Orleans to Appalachian hollers. Unafraid to scrape together new sounds from forgotten 78s, the Bumper Jacksons elegantly balance paying homage to the traditions while fashioning their own unique, playful style. Bursting at the seams with some of the richest threads of American musical tradition, Bumper Jacksons brings attendees into the center of a party where everyone's invited and the dance floor never sleeps.

March 8 | Sima Ballet Folklórico: Esto Es Mexico

6 p.m. | Carpenter Hall | \$30

Sima Ballet Folklórico presents a program featuring the colors, traditions, song and dance of Mexico.

March 8 | Second Sunday Funday: Playing with Patterns!

1 to 4 p.m. (drop in) | Suite 200 | Free

Every second Sunday, Irving Arts Center hosts Family Funday — a free guided craft program that is fun for the whole family. This month will feature quilt-inspired art-making activities led by members of the Irving Quilt Guild. Free guided tours of the exhibitions will be offered at 2:30 p.m.

March 12 | "Don't Let The Pigeon Drive the Bus! (The Musical)"

9:30 and 11:30 a.m. | Carpenter Hall | \$6.50 Irving Arts Center presents matinee performances of "Don't Let The Pigeon Drive the Bus (The Musical)" based on The New York Times best-selling, Caldecotthonor award-winning pigeon picture books. Produced and toured by the Kennedy Center Theater for Young Audiences on Tour, the musical will get everyone's wings flapping, but is recommended especially for audiences pre-K through third grade.

March 13 | The Tap Pack

7:30 p.m. | Carpenter Hall | \$21.50-\$41.50 The Tap Pack is an elegant and entertaining nod to the Rat Pack era, featuring high energy performances of mind-blowing tap dancing, smooth vocals, a swinging live jazz band and witty on-stage banter. The fivemember male Australian cast wins the audience from the first downbeat, and the pace of their amazing performances never slows. They joke, they compete, they croon and they cajole, while performing cool classics with a fresh twist.

March 20-April 4 | "Inherit the Wind," presented by MainStage

2:30 and 7:30 p.m. | Dupree Theater | \$21-\$28 MainStage presents "Inherit The Wind," a fictional dramatization by Jerome Lawrence and Robert E. Lee. One of the most outstanding dramas, "Inherit the Wind" is based on the notorious 1925 Scopes "Monkey" trial when a Tennessee teacher was jailed for teaching Darwin's Theory of evolution to his pupils. Drawing on an explosive episode in American culture, "Inherit The Wind" remains as fresh as it ever was.

March 21 | Simone Spandino (violin), presented by Las **Colinas Symphony Orchestra**

7:30 p.m. | Carpenter Hall | \$16.50-\$46.50 Las Colinas Symphony Orchestra presents violinist Simone Spandino. The program will feature Elgar's "Serenade," Turina's "La Oración del Torero," Mendelssohn's "Concerto for Violin and String Orchestra" and Bartok's "Diverimento."

March 22 | The Column Awards

worldwide as a cultural influencer.

7:30 p.m. | Carpenter Hall | \$30 This annual gala awards program honors theatrical excellence in North Texas.

March 25 | Makoto Fujimura: 2020 McDermott Lecture 7:30 p.m. | Carpenter Hall | \$10

The 2020 University of Dallas McDermott Lecture features leading contemporary artist Makoto Fujimura, arts advocate, writer and speaker. Fujimura is recognized

March 28 | The Texas Tenors with Irving Symphony

Orchestra

7:30 p.m. | Carpenter Hall | \$38-\$49 Audiences in the U.S. and abroad agree: the Texas Tenors are a musical treasure that will touch the soul. The famed trio comes back to Irving with their high energy show, packed with great music and high class entertainment.

March 29 | Singing Voices, presented by New Philharmonic Orchestra of Irving (NPOI)

3:30 p.m. | Carpenter Hall | \$10-\$20 The voices of NPOI's symphony orchestra join the University of Texas at Arlington's University Singers for a Weliver premiere and Bruckner's "Te Deum." Concertmaster Adrian Demian solos in Bartok's "Violin Concerto No. 1" and Dukas' "Fanfare" from the ballet "La Регі."

April 4-May 9 | Saturday School Session 4: Recycled

2 to 4 p.m. | Suite 200 | \$75

Meeting six Saturdays, students ages 6-10 will transform old household items, discarded materials and other junk into treasures of artistic expression. Inspired by Earth Month, fabulous eco-friendly projects will incorporate collage, sculpture and trash to treasure landscape.

In the Galleries

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

Night/Light: Photographs by Kate **Jenkins**

Through March 29 | Focus Gallery Kate Jenkins teaches photography at North Lake College. In her photography, she often incorporates constructed narratives into her work. In the images presented in this exhibition light plays a central role, illuminating scenes captured in the dark of night. Artist Talk: 2:30 p.m. | March 1



North Lake College Student Photography **Exhibition**

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



Steven Foutch: Prints

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



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

Through April 26 | Carpenter Lobby Gallery Photographer, painter, adventurer and naturalist: these are the words that describe the artist J.J. L'Heureux. She made her first trip to Antarctica in 2000 where she collected digital images of ice and snow for a white-on-white color field series of landscape paintings. During this expedition she became fascinated with the pristine environment, history and animals L'Heureux discovered there. Her life's work has resulted in two books, and her work has been displayed in exhibitions throughout the United States and Europe.



Annual Exhibition of Irving Independent School District (IISD) Student Artwork

March 11-May 6 | Main Gallery

The artwork of IISD students will be on display. Schedule is as follows: March 11-23: Elementary (reception 6 p.m. March 12); March 26-31: Middle School (reception 6 p.m. March 31); April 3-14: High School general (reception 6 p.m. April 9); and April 17-May 6: High school Senior Portfolio (reception 6 p.m. April 28).



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.







Emergency Preparedness Guide

An Emergency Preparedness Guide is available online to assist residents in preparing for potential disasters in North Texas. Download the booklet at CityofIrving.org/Prepare. For more information, call (972) 721-2100.



Outdoor Warning System Reminder

When the city activates the outdoor warning sirens during inclement weather, Know What To Do and be prepared.

- **Do** take cover inside a building on the first floor in an interior room, closet or bathroom that does not have
- **Do not** call 911, police or fire dispatch for information. If there is inclement weather in the area and the sirens are activated, assume there is the possibility of a tornado and take cover immediately.

Siren Testing

The sirens are tested at 1 p.m. on the first Wednesday of every month unless the sky is overcast or there is inclement weather in the area.

Stay Prepared for Emergencies

Create a Family Disaster Plan:

- Meet with family members and discuss the types of disasters that are most likely to occur.
- Explain what to do in each case.
- Designate two places to meet.
- Develop an emergency communication plan.
- Ask an out-of-town relative or friend to be a "family
- Discuss what to do if authorities request evacuation.
- Be familiar with escape routes.
- Plan how to take care of pets.

Disaster Kit

The kit should include enough supplies to last for at least three days. Store supplies in a sturdy, easy-to-carry, water-resistant container. Keep a smaller kit in the car trunk. The disaster supply kit should include:

- 1. A three-day supply of water (one gallon per person, per day) and food that will not spoil.
- 2. One change of clothing and footwear per person.
- **3.** One blanket or sleeping bag per person.
- 4. A first aid kit with prescription medications. 5. Emergency tools including a battery-powered
- radio, flashlight and plenty of extra batteries.
- An extra set of car keys and cash.
- 7. Special items for an infant, elderly or disabled family member.
- 8. An extra pair of glasses.
- 9. Those who take medicine will need enough to last at least a week. Keep a copy of prescriptions and dosage information. If a weeklong supply is not possible, keep as much on hand as possible, and talk to a doctor about what else should be done to prepare.
- 10. Auto emergency kits should contain blankets and warm clothing, booster cables and tools, bottled water, canned fruits and nuts, first aid kit, flashlight and batteries, traction mats or chains, a shovel and emergency prescription medication.

Learn More

For more information, emergency management presentations and disaster preparedness public education materials are available at CityofIrving.org/ Group-Presentations. Additional resources may be found at Ready.gov and KnoWhat2Do.com.

Tornados

Tornados are nature's most violent storm which can occur in many shapes and sizes. They can be up to 1 mile wide and travel for long distances. A tornado watch means that the formation of one is possible. A tornado warning means that one has been seen by storm spotters or detected by radar and residents should seek shelter immediately.

- Designate a shelter area.
- Stay away from windows.
- Do not try to outrun in a vehicle.
- Practice emergency plan.

Natural Hazards

Natural hazards are severe and extreme weather events that occur naturally in all parts of the world. The Irving area is more vulnerable to natural hazards, such as severe storms, flash flooding, tornadoes, earthquakes, extreme heat and winter weather. Natural hazards become natural disasters when people's lives and livelihoods are destroyed. It is important to know about some of the natural disasters that may affect Irving and how to be prepared.



Earthquakes

An earthquake is the shaking of the earth caused by a sudden movement of rock beneath its surface. Earthquakes strike suddenly, violently and without warning. These rumblings occur at any time of the year and at any time of the day or night. Millions of earthquakes occur around the world every year, and the vast majority are minor. Irving's quakes range from 1.1 to 3.6, which are considered minor.

Earthquake Safety Tips

- When in a high-rise building, move against an interior wall or under a desk or table. Protect your head and neck with your arms. Do not use the elevators.
- When outdoors, move to a clear area away from trees, signs, buildings or downed electrical wires and
- When on a sidewalk near buildings, duck into a doorway to protect yourself from falling bricks, glass, plaster and other debris.
- When driving, pull over to the side of the road and stop. Avoid overpasses and power lines. Stay inside your vehicle until the shaking stops.
- away from display shelves containing objects that could fall. Do not rush for the exit.

When in a crowded store or other public place, move

When in a stadium or theater, stay in your seat, get below the level of the back of the seat and cover your head and neck with your arms.

Flooding

- If flooding occurs, get to higher ground. Leave areas subject to flooding.
- Two feet of rushing water can carry away most vehicles, including sport utility vehicles and pickup
- When there is excessive water on the roadway, drive smart — turn around, don't drown.

Lightning

Although lightning kills or injures hundreds of people every year, most deaths from lightning are preventable. On average, six people die each year in Texas from lightning strikes. Always seek shelter indoors during a lightning storm. If outside, keep away from metal objects, find a ditch or shelter and stay away from hilltops and open fields. Most importantly, stay away from open water and tall trees — both are great lightning conductors.

Lightning always accompanies thunderstorms, so keep an eye and ear to the sky. Hearing thunder means a person is close enough to be struck by lightning. A person can continue to be at risk, even if they cannot hear thunder.



Residents Encouraged to Register for iALERT

The city's iALERT notification system provides residents with critical information during emergencies or critical situations. It allows public safety officials to notify the city's population about gas leaks, boil water notices, power outages, crime alerts or other high-priority events.

Residents may specify areas of the city they want to receive information about by adding addresses, such as their home, schools or daycare centers, nursing homes or job locations. The service is completely customizable. Residents can select the areas to be notified about and can sign up to receive up-to-the-minute information, keeping their families safe during an emergency.

The application will contact the communication devices selected by those who sign up, including mobile phones, landlines, smartphones, email, SMS and instant messaging — in the order specified by the user's account.

Included in the system are listed telephone numbers of residents and businesses; however, they are encouraged to use the registration link to add additional ways to be contacted, such as cellphone numbers or email addresses. All information provided will be kept confidential. Visit CityofIrving.org/iAlert for more information.



WARRANT ROUNDUP REMINDER

Through March 15, the Irving City Marshal's Office and the Irving Police Department will participate in the Texas Warrant Roundup. Officers will focus on defendants with outstanding warrants for Class C misdemeanor violations.

Those with outstanding warrants are urged to contact the Irving Municipal Court's Warrant Division at (972) 721-2671, or visit the Irving Criminal Justice Center at 305 N. O'Connor Road from 8 a.m. to 5 p.m. Monday through Friday. ■

VOLUNTEERS NEEDED FOR TEXAS TRASH-OFF

Join good Samaritans across the state in making Texas the cleanest and most beautiful state in the country as part of the "Great American Cleanup," the nation's largest community improvement

Keep Irving Beautiful (KIB) invites all residents, businesses and civic groups to make a clean difference in the community by participating in the 2020 "Don't Mess with Texas Trash-Off" from 9 a.m. to noon April 4 at Trinity View Park, 2298 E. Sixth St. The annual trash-off is Texas' signature event for the "Great American Cleanup."

Part of a national movement, KIB is one of more than 1,200 organizations that will engage with millions of volunteers in improving their communities through litter-abatement events and activities on or around April 4.

Volunteers will receive safety vests, gloves and litter grabbers, as well as bags for trash and recycling. In addition, volunteers will be treated to a free lunch after the event.

For more information, email rhose@cityofirving. org or call (972) 721-2175. For individual or group registration, visit CityofIrving.org/KIB and locate the "Don't Mess with Texas Trash-Off/Great American Cleanup" link. Online registration ends March 27. All ages are welcome. ■



NORTH TEXAS TEEN BOOK **FESTIVAL**

On March 7, thousands of young adult and middle grade literature fans will converge upon the Irving Convention Center at Las Colinas, 500 W. Las Colinas Blvd. for a full day of panels, swag, games, signings and more. Come see the festival's largest assembly of authors to date, including Melissa de la Cruz, John Green, Marie Lu, Marissa Meyer, Ransom Riggs, Nikki and Rachel Renée Russell, Neal Shusterman, Raina Telgemeier, Angie Thomas and Nicola Yoon! Visit NTTBF.com for the entire list and stay up-todate on social media by following @NTTBFest on Twitter and Facebook.

Adult NTTBF Volunteers Needed

Adults ages 18 and older can sign up to volunteer at the upcoming North Texas Teen Book Festival. Available positions include signing line assistants, lobby greeters and book sales helpers. Work three hours, or at the signing line and one additional hour, to receive a free NTTBF volunteer T-shirt. For details visit, signup.com/ go/zSAtjPz. ■



Time-of-Day Water Conservation

To promote good watering habits, minimize water waste and preserve Irving's water supply, the city enforces time-of-day irrigation restrictions. These limits make it a violation of city ordinance to water between 10 a.m. and 6 p.m. from April 1 through Oct. 31.

Although people readily understand water restrictions during drought conditions, it is important to develop good water use habits for the long-term protection of Irving's water supply.

That is the goal of the city's Water Conservation Plan. For example, in warmer weather, irrigation water is more susceptible to evaporation during warm, sunny days. As a result, early morning or late evening watering is more effective. Additionally, the cycle-soak method of running sprinklers for two or three, seven-minute cycles, with onehour rest periods in between, optimizes irrigation.

Other Water Conservation Plan features that can minimize water consumption include:

• Watering no more than twice per week from April through October (in warm weather) and only once per month if needed in winter (in cold weather).



- Repairing private property leaks.
- Attaching positive shutoff nozzles when hoses are used for hand watering or car washing.
- Installing water-conserving landscaping including native and adaptive plants.
- Using water-conserving plumbing fixtures at residences and businesses.
- Purchasing water-conserving appliances.
- Registering at WaterMyYard.org for a weekly message about how much to irrigate.

For more information on the Irving's Water Conservation Plan or tips for conserving, visit CityofIrving.org/ WaterUtilities. ■

Proper Grease and Oil Disposal

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

Proper Disposal:

- Always put oil and grease in collection containers; wipe oil and grease residue from kitchen utensils, equipment, food scrapers and brooms.
- Wipe off plates, pans and utensils before cleaning to keep grease out of wash water.
- Use a drain screen to catch food scraps and dispose in the garbage.
- Flush only toilet paper and human waste down toilet.
- Dispose of paper towels, diapers, all wipes and cleaning cloths, as well as feminine hygiene products
- Recycle used oil through the city's Special Waste Collection program. For more information, call (972) 721-8059.

Avoid Improper Disposal:

- Never pour oil or grease down the drain; this can cause sewer overflow into public areas, including homes and apartments.
- and dental floss cause clogs.



- Do not use hot water to rinse grease from any surface; wipe all oil and grease off with paper towels before washing surfaces.
- Avoid using a sink disposal, as even ground food scraps contribute to residential and city sewer backups.
- There is no such thing as a "flushable" wipe; any item flushed or washed down a drain has to be removed to prepare the water for future human consumption.

For more information, visit CityofIrving.org/698 or call

Spring into the Libraries: Events, Briefs, Cards

Beyond the Stacks

Never miss another exciting family program, author visit, story time, book sale or fun book club, with the library's new events and services guide, "Beyond the Stacks." It provides information on all Irving Public Library events within a two-month period and shines a spotlight on new books and online services. Each edition includes calendars, a map to the library system, hours of operation and upcoming holiday closures. The library is a wonderful and free resource to Irving residents of all ages. Go beyond the stacks and discover all the Irving library system has to offer. Pick up a copy at any Irving library location or at an outreach event. View the February/ March edition online at CityofIrving.org/Library.

Spring Break Events at the Library

Bring the family to Irving library for quality entertainment with an educational focus over Spring Break. Featured programs include:

March 14 | All About Animals

2:30 p.m. | East Library and Learning Center, 440 S. Nursery Road Carnivores, herbivores, omnivores and insectivores will be on display at this live animal event.

March 16 | Magic and Juggling

2:30 p.m. | West Irving Library, 4444 W. Rochelle Road

Performer David Slick amazes young audiences with tricks and tales of the stunts that earned him a spot in the "Guinness Book of World Records."

March 16-19 | Kid Crafternoons

4 p.m. | South Irving Library, 601 Schulze Drive Come build a one-of-a-kind creation using provided craft materials.

March 19 | Library Treasure Hunt

10 a.m. to 6 p.m. | West Irving Library, 4444 W. Rochelle

Search for hidden treasures in the library during this come-and-go event.

Library Briefs

March 9 | All About Animals

2 p.m. | Valley Ranch Library, 401 Cimarron Trail Travel the world and discover its animal inhabitants.

March 12 | Cupcakes, Bubbles and Chalk Party

2 p.m. | Grades K-5 | Valley Ranch Library, 401 Cimarron

Have fun in the sun by creating sidewalk art and blowing

bubbles. Return the chalk for a sweet

March 20 | Very Merry Un-birthday

7 to 9 p.m. | South Irving Library, 601 Schulze Drive Celebrate the fifth birthday — and

1,822 un-birthdays — of the South Irving Library with life-size chess, crafts and an "Alice in Wonderland" tea party.

New Library Card Designs

Library-goers now have more design options when selecting a new or replacement library card this spring. Customers can still choose the classic black background or the purple "We (Still) Believe in Libraries" image.

The new designs feature a colorful superhero design, a nostalgic throwback to Saturday morning cartoons and a stunning cityscape. Visitors will be able to choose their new card design while supplies last. Irving residents can qualify for a free library card when they first signup to become a member of the Irving Public Library. Replacement cards are \$2.





Parks and Recreation Activity Briefs, Programs

Spring Break Camp

March 9-13 | Mustang and Cimarron (CFBISD)

March 16-20 | Georgia Farrow, Lee, Northwest and
Senter (IISD)

7 a.m. to 6 p.m. | Grades K-5 (2019-20 school year) | \$95 per child

City recreation centers will offer a Spring Break Camp. A variety of activities will be offered in a fun and safe environment, including arts and crafts, gym games, field trips and more. Campers are asked to bring a sack lunch each day but are provided with morning and afternoon snacks. Register in person at a neighborhood recreation center or online at CityofIrving.org/IrvingRec. Spaces are limited.

Cimarron Park Recreation Center

201 Red River Trail, (972) 910-0702

• March 6 | Spring Fling

7 to 11 p.m. | Ages 13-17 | Free with an IPAR card Start off spring break right by joining friends for food, games, dancing, DJ and much more. Hang out and have a great time.

• March 28 | Community Flea Market

8 a.m. to 1 p.m. | \$15 per booth; \$20 includes booth, table and two chairs

Clean out the house, and sell gently used items at a flea market. Set up will take place Friday night and Saturday morning. No food or drinks may be sold. Call for more details.

Heritage Aquatic Center

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

• March 8 | AquaStars Swim Program

11:30 a.m. to 1 p.m. | \$1 ages 4-17; \$1.50 ages 18-50 AquaStars provides special needs children and their families with an opportunity to sidestep crowds and experience the excitement of water play. Participants must be accompanied by an adult or guardian. The pool features an accessible ramp, accessible chair lift and water chair.



Heritage Senior Center

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

• March 7 | Crop 'til You Drop Scrapbooking 10 a.m. to 8 p.m. | \$8 one session; \$12 both sessions A day of scrapbooking, fun and friends! Bring scrapbooking materials, a snack to share and join in on the fun! Registration deadline is 5 p.m. March 4.

March 17 | St. Patrick's Shenanigans

10 to 11:15 a.m. | Heritage members and guests | \$3

Enjoy a morning of Irish dancing and music by The

School of Irish Music! There will be refreshments and

a photo booth. Wear green and come celebrate this fun day. Registration deadline is 5 p.m. March 10.

 Through April 13 | Free Tax Service by AARP Volunteers

Volunteers from AARP will be on-site to assist residents with their 2019 tax returns. This free service is available Monday and Thursday mornings by appointment only. Appointments may be scheduled by calling AARP representative Ms. Grace Beckner at (214) 770-5599. Income restrictions apply.

Lee Park Recreation Center

3000 Pamela Drive, (972) 721-2508

March 27 | Movie Night

6 to 9 p.m. | All ages | \$2 per person*
Enjoy an old-fashioned drive-in movie at Lee Park.
Concessions will be available for purchase. Children ages 12 and younger must be accompanied by an adult. Registration required by March 19. *Event cost includes a bag of popcorn, one soft drink and candy.

Lively Pointe Youth Center

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

• March 6 | Irving's Got Talent

7 p.m. | Open to the public | Free

Enjoy an evening of entertainment as Irving's best musicians, dancers and other performers compete in the annual teen talent competition. Judges will select winners in a variety of categories and audience members can text their vote for best performance of the night. Refreshments will be served. Event will be held at Irving Arts Center, 3333 N. MacArthur Blvd.

March 14 | Teen Jam: March Madness Jam
 7 to 11 p.m. | Middle and high school students | Free admission with IPAR card or school ID
 Teens can bring a team and play 3-on-3 basketball.
 Compete with friends to see who can be named Irving's best ballers. Complimentary food and beverages will be served.

Mustang Park Recreation Center

2223 Kinwest Parkway, (972) 556-1334

April 9 | Easter Celebration
 6:30 to 8:30 p.m. | \$5 per child
 Children of all ages are welcome to this annual Easter
 Celebration. Activities include games, bounce houses,
 petting zoo, food trucks, a visit from the Easter

Northwest Park Recreation Center

2800 Cheyenne St., (972) 721-2529

Bunny and much more.

March 6 | Kinder-Gras

10 a.m. to noon | Ages 3-5 | \$5 per child Let the good times roll at this Mardi Gras-themed event. Activities include games, mask craft and food. Register in advance.

March 7 | Pottery Painting

11 a.m. to 3 p.m. | Ages 5 and older | Prices vary Enjoy a day of relaxation while painting various pieces of pottery to take home. Children ages 12 and younger must be accompanied by an adult.

Visit CityofIrving.org/Parks for all the Parks and Recreation upcoming activities.

Future ME Girls Conference Seeks to Motivate, Empower Young Women

Motivate and empower are the central principles behind the Irving Parks and Recreation Department's first Future ME Girls Conference. In observance of National Women's History Month, the one-day event will run from 8 a.m. to 4 p.m. March 28 at Senter Park Recreation Center, 901 Senter Road.

Parks and Recreation staff were inspired by the girls they interact with daily and saw a need for an event focused on female empowerment. Participants will leave the conference with boosted confidence, a stronger self-worth and inspiration to become leaders and positive members of their communities.

The event will feature a variety of activities and discussions including self-defense, personal relationships and even lessons on finance management.

Registration is free and open to middle and high school-age girls from the Dallas-Fort Worth region. Space is limited.

Participants can register at any Irving recreation center or by visiting CityofIrving.org/Activities. ■



2020 CENSUS: SIMPLE QUESTIONS THAT HELP US ALL

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

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

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

- First and last name, sex (male or female), age and date of birth.
- Is that person of Hispanic, Latino or Spanish origin? Four "Yes" options to indicate heritage or "No."
- What is that person's race? There are 15 checkbox options and spaces to designate a more specific heritage (White, Black or African American, American Indian or Alaska Native, Chinese, Vietnamese, Native Hawaiian, Filipino, Korean, Samoan, Asian Indian, Japanese, Chamorro, Other Asian, Other Pacific Islander or Some Other Race).

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

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

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

Visit 2020census.gov for more information. ■

STAY CONNECTED AND READY TO PLAY

The Irving Parks and Recreation Department's Spring Session brochure is full of information residents need to schedule, sign up and register for the upcoming camps, classes, programs and activities offered March through May.

The brochures will be distributed four times a year, in the spring, summer, fall and winter. They will feature schedules and information for all Irving recreation centers and aquatic facilities, except for Heritage Senior Center, which will continue distributing a separate brochure.

The Spring 2020 Session Brochure is available at all recreation centers and online at CityofIrving. org/983/Class-Schedules.

Irving has world-class aquatic and recreation facilities that offer an eclectic blend of activities and programs to please the city's growing and diverse community. Visit CityofIrving.org/Parks for more information. ■





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

Instagram/TheCityofIrving. ■



the Irving Animal Care Campus, 4140 Valley View Lane.
For more information, visit CityofIrving.org/Animal-Services.



Families had a blast at Frost Fest, which featured snow hills, train rides and special visitors from the Dallas Zoo. Visit IrvingEvents.org for upcoming family friendly events.



Stakeholders provided input at public meetings on the redesign of Irving Boulevard to help draw people and businesses to the downtown area. Learn more at CityofIrving.org/IrvingBlvd.



Explore the "Beyond Bollywood: Indian Americans Shape the Nation" exhibit through April 11 at the Irving Archives and Museum, 801 W. Irving Blvd. (Photo: John Merrell)



The City of Irving dedicated the Jack D. Huffman Community Building recently. Huffman, a former city manager, helped lead Irving during a 19-year period of extensive growth.



The Irving Fire Department honored its best and brightest stars recently at an annual awards banquet. See more pictures from the night on the @IrvingFireDepartment Facebook page.





Construction Underway on City's Urban Center Lift Station



Irving's wastewater is collected and transported to Trinity River Authority (TRA) facilities for treatment. Many of TRA's wastewater pipes are located in the floodplain near the Elm Fork of the Trinity River, where stormwater can enter the system

through damaged manholes and pipes.

In 2015, after excessive rainfall, flooding inundated TRA's system, causing wastewater backups into Irving's system. These backups over-pressurized Irving's system, and as a result, pipes and manholes failed and sewage escaped.

The city determined that the best way to protect the system in the area was to build a new wastewater pump station — the Urban Center Lift Station — to prevent backups during future floods. Roughly one-third of the city's wastewater will be collected and transferred to TRA's system through the \$13 million Urban Center Lift Station.

The project, which began in 2018, was originally

anticipated to last 18 months, but significant rainfall halted construction for six months. The first phase of the project involved excavation and construction of the underground portion of the structure. Once that was completed, pipe installation began.

In order to make final pipe connections, wastewater will have to be diverted through temporary bypass facilities. These temporary facilities will require California Crossing Road, east of Riverside Drive, to be closed into the summer. The Urban Center Lift Station is expected to be in operation by fall 2020.

For updates, location maps and details about the pump station, visit CityofIrving.Maps.ARCGIS.com and click "Urban Center Lift Station Project" to view the story map.

For questions, contact the City of Irving Water Utilities Department at (972) 721-2281.

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

Now Hiring, Join the Irving Police Department

It is an exciting time to begin a career with the Irving Police Department (IPD), as the city has experienced explosive growth and the department will continue to hire new officers in the coming years. This growth will allow new police officers to gain valuable seniority that is considered for shift preference, transfers within the department and promotion eligibility.

IPD is looking for the best and brightest individuals who have the aptitude, responsibility and commitment to assist this community and make a positive difference. A career with the IPD offers challenges, excitement, variety, teamwork and job satisfaction, as well as opportunities for special assignments, career development and promotions. A career with the IPD offers security: the City of Irving is financially sound, and the city

government is committed to maintaining police salary and benefits at competitive levels.

This commitment, combined with state civil service protection and other generous benefits, such as

vacation, sick time and many others, make a career with Irving an obvious choice. Starting salary for an Irving Police Officer is \$66,324 annually.

The civil service exam is offered several times a year. IPD will administer the next civil service exam at 8 a.m. March 21 at Nimitz High School, 100 W. Oakdale

Road. Registration can be completed by submitting an online registration form at PoliceTexas.org.

Walk-in applicants will be taken on a first-come, first-served basis test day and will need to arrive no later than 6:45 a.m. Preference will be given to those that sign up before the exam. Registrants should arrive between 7 and 7:30 a.m.; doors close promptly at 8 a.m. The physical fitness test will be conducted immediately

following the civil service test.

Visit PoliceTexas.org or CityofIrving.org/3260 for more information about the hiring process and to register for the upcoming civil service exam. ■

Learn Lifelong Skills as an Irving Lifeguard

Young adults can take the first step toward "adulting" as a lifequard.

The skills expected of lifeguards are the perfect foundation for those considering careers in the medical or emergency response sectors. Lifeguards are First Aid, CPR and Automated External Defibrillator (AED) certified, which can be listed on resumes and college applications.

Along with those benefits, Irving lifeguards spend their summer poolside, while earning money and meeting new

Lifeguard certification classes are offered through the City of Irving. There is a fee to take the class, but scholarships are available on a case-by-case basis to help with the cost. Candidates must meet certain physical requirements to qualify.



Visit CityofIrving.org/Lifeguard for more information on the hiring process and applications. ■





Verizon's massive \$285 million project in Las Colinas could hold thousands of workers

Two new buildings would have more than 2 million square feet, according to information filed with the state



The Verizon campus at 600 Hidden Ridge in Irving was built in 1990. (Tom Fox/The Dallas Morning News)(Tom Fox / Staff Photographer)

By Steve Brown 10:22 AM on Feb 10, 2020

Verizon is plotting a huge expansion at its corporate campus in Las Colinas.

The New York-based telecom corporation already has a major employment center in Irving at its corporate campus on Hidden Ridge Drive. That more than half million-square-foot office center was built in 1990.

Verizon is planning to add more than 2 million square feet of office space in two high-rise buildings at Hidden Ridge, according to information filed with the state of Texas.

Work would start this summer on the \$285 million project that wouldn't open until 2023, according to the filings. The project would include parking for 3,600 cars.

The planned buildings would be part of Verizon's \$1 billion Hidden Ridge development, which includes 150 acres next to the company's existing offices.

The mixed-use project, which is on a DART rail commuter line, includes the recently completed more than 1 million-square-foot headquarters for Pioneer Natural Resources.

Verizon's new build-to-suit high-rise office development is being designed by the Dallas office of architect Gensler. It also worked on the overall Hidden Ridge project.

A spokesperson for Gensler confirmed that the company is working on the project but said that it's too early to provide details.

Verizon representatives didn't respond to requests to provide details of the planned project.

The planned Irving development would allow Verizon to significantly expand its workforce at the Las Colinas campus. The company has workers in leased space in other buildings in Las Colinas.

Verizon recently took more than 100,000 square feet of office space in the former Zale headquarters complex in a quietly completed office lease with building owner Varidesk.

Verizon sold its current office campus on Hidden Ridge in Irving to Chicago-based Mesirow Financial for \$344 million in 2018. Verizon agreed to rent the offices for at least 20 years with the option to stay even longer.

When Verizon sold the buildings, it said it housed about 2,800 workers there.

Verizon has other large office centers in Tulsa; Basking Ridge, N.J.; Irvine, Calif.; Schaumburg, Ill.; Waltham, Mass.; and other locations across the country.



More than 3 million square feet of offices are planned for the 150 acres across from Verizon's existing campus.(Contributed / Gensle



PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

March 2020

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

	MULTIFAMILY									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	ALLECATION	DISTRICT	VERIFICATION	
1	Savannah Apts	300 O'Connor Ridge Ave.	Apts	58,342 SF	\$9,000,000	Permit Pending	2/14/2020	Irving	Mar-20	
2	Amenity Center	E. Valley View Ranch P	Amenity Ctr	2,110 SF	\$633,000	Permit Pending	3/3/2020	C-FB	Mar-20	

	OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	APPLICATION	SCHOOL	VERIFICATION	
					VALUATION		DATE	DISTRICT		
1	Texasland & Bus	410 E. Airport Fwy.	3-story office	18,900 SF	\$3,100,000	Permit Issued	10/1/2019	Irving	Feb-20	
2	Star Park Las Colinas	5901, 5941, 5981 High	Shell Bldgs.	37,341 SF	\$7,600,000	Permit Pending	12/14/2019	Irving	Jan-20	
		Point Dr.								
3	Market Place Shopping Ctr	2150 Market Place Blvd	Shell Bldg.	18,078 SF	\$1,260,000	Permit Pending	1/23/2020	Coppell	Feb-20	
4	Verizon	401-451 Hidden Ridge	Office, Parking Garage	2,258,116 SF	\$272,000,000	Permit Pending	1/31/2020	Irving	Feb-20	
5	The Parking Spot	00 W. John Carpenter Fw	Car Wash	608 SF	\$2,427	Permit Pending	2/27/2020	Irving	Feb-20	

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

	RETAIL								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Shell Bldg.	604 S. Valley Ranch Pkwy.	Retail	5,000 SF	\$500,000	Permit Issued	10/15/2018	Irving	Jan-20
2	CVS	8700 N. Belt Line Road	Retail	15,081 SF	\$1,400,000	Permit Pending	5/1/2019	Irving	Jun-19
3	Shell Bldg.	1625 W. Airport Fwy	Retail	5,100 SF	\$490,000	Permit Pending	9/6/209	Irving	Oct-19
4	Liquor Express	4910 W. Airport Fwy.	Retail	2,278 SF	\$150,000	Permit Pending	10/29/2019	Irving	Nov-19
5	Murphy Express	5140 N. Belt Line Rd.	Gas Station	7,940 SF	\$2,500,000	Permit Issued	10/28/2019	Irving	Feb-20
6	Lee Plaza	5101 N. Belt Line Rd.	Retail/Apts.	22,880 SF	\$3,000,000	Permit Issued	11/6/2019	Irving	Mar-20
7	Goody Goody	3340 W. Royal Lane	Retail	19,602 SF	\$2,195,000	Permit Issued	11/22/2019	Coppell	Feb-20
8	SOS Collision	222 W. Airport Fwy.	Auto Repair	29,598 SF	\$410,000	Permit Pending	8/27/2019	Irving	Jan-20
9	Shell Bldg.	1215 N. Belt Line Road	Retail	3,500 SF -33-	\$290,000	Permit Issued	9/18/2019	Irving	Feb-20

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

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

	INSTITUTIONAL								
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX.	PROJECT STATUS	ALLECATION	SCHOOL	VERIFICATION
					VALUATION		DATE	DISTRICT	
1	Templo Evangelico	511 W. Shady Grove	Church	4,960 SF	\$400,000	Permit Pending	4/5/2018	Irving	May-18

	NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS								
#	DATE	TOTAL UNITS	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE	HOMES	VALUE
	Feb-20 85 \$29,679,292 61 \$24,256,533 24 \$5,422,759 0 \$0								

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

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MARCH 23, 2020

BUREAU MANAGEMENT AND STAFF REPORTS





ICVB Memorandum

Date: April 14, 2020

To: Maura Gast, FCDME, Executive Director

From: Lori Fojtasek, Vice President, Sales & Services

RE: Sales & Services Department Board Report for February and March 2020

Convention Sales & Services Staff Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	170	804
Irving Convention Center Leads	36	148

Leads Generated	March	YTD
Irving CVB – Hotel Leads	131	935
Irving Convention Center Leads	49	197

February

Room Nights Generated	Monthly Goal	February 2020 Actuals	February 2019 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	February Convention Center	Convention Center YTD
Definite Room Nights	16822	23040	20755	201853	78835	100945	5788	22954
Lost Room Nights		59553	50706		257847	156914	21378	103468

March

Feb/March	Organization	Event	Location
Feb 2-7	Religious Conference Management Association	Emerge 2020	Irving, TX
Feb 13-15	Texas Music Educators	Annual Meeting	San Antonio, TX
Feb 19-22	Collinson Publishing	CONNECT Travel Marketplace	Kissimmee, FL
March 16-19	Christian Meetings and Conventions Association – CANCELLED due to COVID19	Annual Conference	Colorado Springs, CO
March 25	Texas Society of Association Executives – CANCELLED due to COVID19	Women's Conference	Austin, TX
March 23-28	Sales Trip- CANCELLED due to COVID19	Austin Quarterly Sales Calls and Luncheon	Austin, TX
March 29-31	National Football League	Travel Director's Meeting	Las Vegas, NV

Room Nights Generated	Monthly Goal	March 2020 Actuals	March 2019 Actuals	FY 2019-20 Annual Goal	FY 2019-20 YTD Actuals	FY 2018-19 YTD Actuals	March Convention Center	Convention Center YTD
Definite Room Nights	16822	21225	29596	201853	96002	130541	2309	26579
Lost Room Nights		47385	66573		304976	223117	13235	116673

Travel & Activity Customer Services Activity

February/March Servicing & Inventory

Groups Serviced					
February	24				
March	7				
YTD	91				

Proclamations/Welcomes/Flags:

- Welcome Back- Zest Fest, January 24, 2020, Councilman Al Zapanta
- Welcome/ Flag Presentation Religious Conference Management Association, February 5, 2020, Mayor Pro Tem Oscar Ward
- Welcome/Special Recognition/Flag-Texas Council of Deliberation, March 7, Mayor Rick Stopfer

Rescheduled:

- Ribbon Cutting/Welcome Back- Opening of DFW Minority Supplier, July 21, 2020, TBD
- Luncheon/Welcome Back- DFW Minority Supplier, July 21, 2020, TBD

Cancelled:

- Welcome/Ribbon Cutting/Proclamation/Flag National Guard Association of Texas, March 27, 2020, Mayor Rick Stopfer
- Proclamation/Flag National Guard Association of Texas, March 28, 2020, Councilman Al Zapanta,

	February	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	1	Mayoral/Council Appearance/Letter/Flags for
		Convention Programs
Name Badge/Lanyard Services	12	4618 Badges/2983 Lanyards
Pens	14	4533 White
Bags	6	1690
Promotional Materials	16	2210 Restaurant Maps/2936 TMF maps/
		180 Surveyors
Staffing Services	5	84 Event Hours

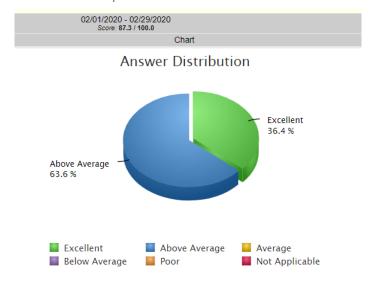
Event Location: Hotels: 13 Irving Convention Center: 7 Other: 4

	March	
Service Type	# of Groups Served	Total Inventory Utilized
Proclamations/Flags/Welcomes	2	Mayoral/Council Appearance/Letter/Flags for
		Convention Programs
Name Badge/Lanyard Services	4	1595 Badges/1662 Lanyards
Pens	4	1600 White
Bags	3	1450
Promotional Materials	5	950 Restaurant Maps/1550 TMF maps/
		180 Surveyors 1Welcome Sign
Staffing Services	3	50 Event Hours

Event Location: Hotels: 5 Irving Convention Center: 2 Other: 0

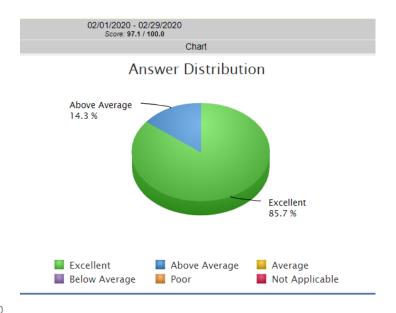
Customer Service Satisfaction Survey Results February 1-29, 2020

How was your overall destination experience?



2/01/2020 -2/29/2020 Score: **87.3%/ 100.0**

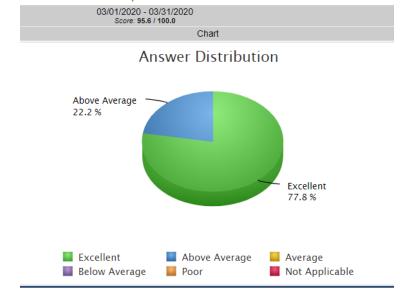
How was your overall Convention and Visitors Bureau experience?



2/01/2020 -2/29/2020 *Score:* 97.3% / 100.0

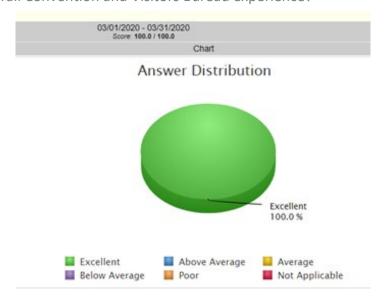
Customer Service Satisfaction Survey Results March 1-31, 2020

How was your overall destination experience?



3/01/2020 -3/31/2020 *Score:* **95.6%/ 100.0**

How was your overall Convention and Visitors Bureau experience?



3/01/2020 -3/31/2020 Score: **100.0%/ 100.0**

Definite Bookings

February - May 2020

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Tampa Bay Rays	Tampa Bay Rays vs Texas Rangers 2020	4/2/2020	4/5/2020	100	207
Pathways Core Training	Pathways Monthly April 2020	4/3/2020	4/18/2020	100	272
McKesson Corporation	National Independent Advisory Board (NIAB) Spring Meeting 2020	4/5/2020	4/8/2020	24	36
Houston Astros Baseball Club	Houston Astros vs Texas Rangers 2020	4/9/2020	4/12/2020	100	210
Teladoc	Teladoc Partner Summit 2020	4/14/2020	4/15/2020	40	39
Scrapbooking Expo	Scrapbooking Expo	4/15/2020	4/18/2020	3000	1075
Tour-Rific of Texas	Deer Park High	4/17/2020	4/18/2020	110	112
McKesson Corporation	#11527 TMJ VIP Customer Visit April 2020	4/19/2020	4/23/2020	16	80
ED311	Spring ED311	4/20/2020	4/22/2020	800	63
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers 2020	4/23/2020	4/26/2020	100	198
Fujitsu America	Fujitsu Americas SKO 2020	4/26/2020	4/30/2020	300	779
McKesson Corporation	#12087-2020 Six Sigma Conference	4/26/2020	4/30/2020	125	385
Oakland Athletics	Oakland A's vs Texas Rangers 2020	4/26/2020	4/29/2020	100	180
Verizon Communications, Inc.	April 2020 Business Markets New Employee Experience	4/27/2020	4/30/2020	40	160
Pathways Core Training Inc.	Pathways Monthly May 2020	5/1/2020	5/16/2020	100	272
American Association of Nurse Practitioners	AANP May 2020 Meeting	5/1/2020	5/1/2020	10	10
CSL Plasma Inc	CSL Plasma Meeting	5/4/2020	5/8/2020	90	360
McKesson Corporation	#11952 CSMP 2020 Team Meeting	5/4/2020	5/7/2020	60	130
Drive Nation Sports	Nike Pro-Skills Boys EYBL Session 4 DFW	5/8/2020	5/9/2020	20	20
Toronto Blue Jays	Toronto Blue Jays vs Texas Rangers 2020	5/10/2020	5/13/2020	100	210
American Staffing Association	American Staffing Association - Connect South 2020	5/13/2020	5/15/2020	130	80
BioTE Medical	May-20	5/14/2020	5/16/2020	150	300

International Association for Orthodontics	2020 IAO Institute Meeting - May 2020	5/14/2020	5/16/2020	15	27
Collaborative Communications Group	Verizon Innovative Learning Schools Leader Summit	5/17/2020	5/19/2020	175	296
Smurfit Kappa	Smurfit Kappa Group	5/18/2020	5/21/2020	85	86
Vizient, Inc.	Vizient, Inc. 2020 Pharmacy Institute	5/20/2020	5/20/2020	25	25
Washington Nationals	Washington Nationals vs Texas Rangers 2020	5/25/2020	5/27/2020	100	183
AmerisourceBergen	RFP #3 - AmerisourceBergen Board of Directors Meetings May 2020	5/26/2020	5/27/2020	30	60
Washington Nationals	Washington Nationals Sponsor Group 2020	5/26/2020	5/27/2020	100	48
Upper Room	Upper Room Irving	5/27/2020	5/31/2020	4000	5900
SENPA	SENPA 2020 Conference	5/28/2020	5/31/2020	160	350
Oakland Athletics	Oakland A's vs Texas Rangers 2020	5/28/2020	5/31/2020	100	180
United In Purpose	United in Purpose	5/30/2020	6/3/2020	350	946
Oklahoma Independent Petroleum Association	OIPA Annual Meeting 2020	6/1/2020	6/6/2020	450	802
McKesson Corporation	12371 PSaS Senior Leadership Meeting	6/1/2020	6/4/2020	75	160
Flowserve Corporation	Pump & Mechanical Seal Reliability-June 1	6/1/2020	6/5/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-June 1	6/1/2020	6/4/2020	14	42
Reliance Steel & Deliance Steel & Delian	Reliance Steel and Aluminum Conference Jun2020	6/1/2020	6/2/2020	200	170
MADD National Headquarters	MADD Board Member Room Block June 2020	6/1/2020	6/4/2020	26	45
North Texas RPG-Con	North Texas RPG-Con 2020	6/3/2020	6/8/2020	500	439
Express Cheer	Cheer Express Summer Camp Guest Rooms Only	6/4/2020	6/7/2020	450	189
Pathways Core Training Inc.	Pathways Monthly June 2020	6/5/2020	6/20/2020	100	272
Mutual of America Life	2020 National Sales	6/5/2020	6/12/2020	320	1005
Insurance Company	Conference				
Bob Rogers Travel	Cincinnati Boys Choir	6/5/2020	6/6/2020	75	50
National Lawn and Garden Show	National Lawn and Garden Show 2020	6/6/2020	6/10/2020	150	385
National Association of Railroad Trial Counsel	College of Railroad Trial Advocacy	6/7/2020	6/12/2020	50	263
American Red Cross	Donor Recruitment Training	6/8/2020	6/11/2020	15	48

BioTE Medical	Jun-20	6/11/2020	6/13/2020	150	300
Cleveland Indians	Cleveland Indians vs Texas Rangers 2020	6/11/2020	6/14/2020	100	222
Marcus Evans	Healthcare CMO/CNO/CIO Fall Summit	6/12/2020	6/16/2020	240	595
Cleveland Indians	Cleveland Indians Sponsor Group Trip 2020	6/12/2020	6/14/2020	27	56
Learning Forward Texas	Learning Forward	6/14/2020	6/18/2020	1000	700
Kansas City Royals	Kansas City Royals vs Texas Rangers 2020	6/14/2020	6/17/2020	100	231
JLM Creative Events	Applique Getaway 2020	6/15/2020	6/22/2020	450	403
Fresenius Medical Care	2020 June 15-19CMT West Training Series	6/15/2020	6/19/2020	70	360
Flowserve Corporation	Pump & Mechanical Seal Principles-June 15	6/15/2020	6/19/2020	12	48
NHS Global Events	Texas Association of Law Enforcement Polygraph Investigators 2020	6/15/2020	6/18/2020	115	260
Steubenville	Steubenville Lone Star 2020 Host Hotel Guest Room Block	6/17/2020	6/20/2020	4600	2800
USA Volleyball	USAV Girl's Junior National Championships 2020	6/21/2020	7/5/2020	30000	1573
VRM	VRM - Financial Services Industry Week	6/22/2020	6/26/2020	500	150
American College of Emergency Physicians	ACEP - Finance Committee & BOD Meeting Room Block June 2020	6/22/2020	6/25/2020	27	70
Flowserve Corporation	Centrifugal Pump Fundamentals-June 22	6/22/2020	6/26/2020	12	48
McKesson Corporation	#11956 APP ONBOARDING	6/22/2020	6/25/2020	30	112
Lucky Leaf Expo	Lucky Leaf Expo 2020	6/25/2020	6/27/2020	2000	320
Atlanta Braves Baseball Club	Atlanta Braves vs Texas Rangers 2020	6/28/2020	7/1/2020	100	231
Chicago White Sox	Chicago White Sox vs Texas Rangers 2020	7/2/2020	7/5/2020	100	201
USA Rice Federation	2020 USA Rice Federation Annual Business Meeting	7/5/2020	7/9/2020	200	455
PAMM Expo, LLC	MB Model and Talent Expo July 2020	7/6/2020	7/11/2020	900	1755
Flowserve Corporation	CRT Engineered Overhung Pump Repair-July 6	7/6/2020	7/9/2020	14	42
State Bar of Texas	Texas Bar CLE - IP Litigation 2020	7/8/2020	7/10/2020	125	125
Texas Center for the Judiciary	Magistrate Training A	7/8/2020	7/9/2020	50	100

BioTE Medical	Jul-20	7/9/2020	7/11/2020	150	300
Pathways Core Training Inc.	Pathways Monthly July 2020	7/10/2020	7/25/2020	100	272
University of Texas Southwestern UT Southwestern	Research Community Forum	7/11/2020	7/16/2020	500	890
Capgemini U.S., LLC	Campus Orientation 2020 Dallas	7/12/2020	7/23/2020	40	300
Fresenius Medical Care	2020 July 13-17-CMT West Training Series	7/13/2020	7/17/2020	70	280
American Red Cross	Donor Recruitment Training	7/13/2020	7/16/2020	15	48
Flowserve Corporation	CRT Between Bearing Pump Repair-July 13	7/13/2020	7/17/2020	14	56
Big 12 Conference	Joint Officials Conference 2020	7/16/2020	7/21/2020	400	517
Kojain	Kojain 2020	7/16/2020	7/19/2020	500	450
Young Presidents' Organization	YPO Management Organization Meeting 2020	7/17/2020	7/23/2020	75	251
TexSom	Court of Master Sommelier MSE Theory Exam 2020	7/18/2020	7/20/2020	100	160
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2020 - Staff Room Block	7/19/2020	7/21/2020	400	14
Houston Astros Baseball Club	Houston Astros vs Texas Rangers 2020	7/19/2020	7/23/2020	100	280
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2020	7/20/2020	7/22/2020	400	42
Fresenius Medical Care	CMT West Training Series	7/20/2020	7/24/2020	90	360
ACE Cash Express, Incorporated	July 2020-Quarterly Meeting-(3) of 4 meetings	7/20/2020	7/23/2020	15	66
International Myeloma Foundation	IMF Support Group Leaders Summit 2020	7/21/2020	7/26/2020	98	295
Cedar Crest Cathedral CME Church	Christian Methodist Episcopal Church	7/21/2020	7/24/2020	400	460
Region 10	Region 10 Conference	7/22/2020	7/23/2020	500	600
Flowserve Corporation	Pump System Analysis-July 27	7/27/2020	7/31/2020	12	48
International Porcelain Artists & Teachers	Porcelain Artists and Teachers 2020 Conference	8/1/2020	8/7/2020	200	550
Literacy Texas	Literacy Texas	8/2/2020	8/5/2020	200	384
Flowserve Corporation	Pump & Mechanical Seal Principles-Aug 3	8/3/2020	8/7/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Aug 3	8/3/2020	8/6/2020	14	42

Louisiana Farm Bureau Insurance	Louisiana Farm Bureau Insurance - President's Weekend 2020	8/6/2020	8/8/2020	100	135
Pathways Core Training Inc.	Pathways Monthly August 2020	8/7/2020	8/22/2020	100	272
North Texas Sewing and Quilt Expo	Original Sewing & Quilt Expo & North Texas Quilt Festival	8/8/2020	8/15/2020	5000	296
Infrastructure Advancement Institute	Infrastructure Advancement Institute - 2020 Annual Conference	8/9/2020	8/11/2020	250	390
Texas Society of CPA's	TXCPA Summit 2020 Conference	8/9/2020	8/11/2020	350	60
American Red Cross	Donor Recruitment Training	8/10/2020	8/13/2020	15	48
Flowserve Corporation	Centrifugal Pump Fundamentals-Aug 10	8/10/2020	8/14/2020	12	48
Philadelphia Phillies	Philadelphia Phillies vs Texas Rangers 2020	8/10/2020	8/13/2020	100	170
CMG Financial	CMG Financial - Sales Mastery	8/11/2020	8/13/2020	75	65
TexSom	2020 TEXSOM Conference - Guest Room Block (Rooming List)	8/11/2020	8/19/2020	500	645
TexSom	2020 TEXSOM Conference - Vendor Room Block (Individual Call-In/Online Reservations)	8/11/2020	8/19/2020	500	747
BioTE Medical	Aug-20	8/13/2020	8/15/2020	150	300
CEDIA	CEDIA Technology & Amp; Business Summit Dallas- Grapevine	8/17/2020	8/18/2020	100	80
Flowserve Corporation	Pump & Mechanical Seal Reliability-Aug 17	8/17/2020	8/21/2020	12	48
International Association for Orthodontics	2020 IAO Institute Meeting - August 2020	8/20/2020	8/22/2020	15	27
Oklahoma Society of Anesthesiologists	2020 Annual Meeting	8/21/2020	8/22/2020	80	80
Equis Financial	Equis Financial Training Conference Aug 2020	8/21/2020	8/22/2020	400	150
Colorado Rockies	Colorado Rockies vs. Texas Rangers 2020	8/23/2020	8/26/2020	100	140
Southwest Benefits Association	SWBA 2020 Conference - Westin ICC Room Block	8/23/2020	8/24/2020	200	160
Fresenius Medical Care	2020-August 24-28CMT West Training Series	8/24/2020	8/28/2020	70	280
Flowserve Corporation	Root Cause - August 24	8/24/2020	8/27/2020	12	36

Whole Heart Ministries	Whole Heart Ministry	8/26/2020	8/30/2020	800	289
Baltimore Orioles	Baltimore Orioles vs Texas Rangers 2020	8/26/2020	8/30/2020	100	280
ECI Software Solutions	ECI ELT Meeting 2020	8/28/2020	9/4/2020	100	322
Marine GSE Reunion	Reunion	8/28/2020	8/30/2020	110	90
Kingdom Global Ministries	KGM World Connect 2020	8/30/2020	9/5/2020	350	335
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Aug 31	8/31/2020	9/3/2020	14	42
MADD National Headquarters	MADD Board Member Room Block September 2020	8/31/2020	9/3/2020	26	47
BNSF Railway Company	BNSF 2020 Coal Conference	9/1/2020	9/5/2020	50	150
Gaelco Darts USA	Gaelco Darts USA Tournament 2020	9/3/2020	9/7/2020	200	305
Pathways Core Training Inc.	Pathways Monthly September 2020	9/4/2020	9/19/2020	100	272
Rangaraya Medical College Alumni of North America	RMCANA Alumni Meeting	9/4/2020	9/6/2020	500	570
Bangladesh Association of North Texas	FOBANA 2020	9/4/2020	9/6/2020	1200	1353
Bangladesh Association of North Texas	FOBANA 2020 - Overflow Rooms - Texican Court	9/4/2020	9/6/2020	1200	150
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers 2020	9/6/2020	9/10/2020	100	264
Transplace, Incorporated	2020 Transplace Carrier Symposium	9/7/2020	9/10/2020	286	313
Professional Fraternity Association	2020 PFA Annual Conference	9/9/2020	9/13/2020	100	255
Dallas Security Traders Association	2020 DSTA Annual Convention	9/9/2020	9/12/2020	100	183
Vizient, Inc.	Vizient, Inc. 2020 Pharmacy Institute	9/9/2020	9/9/2020	25	25
BMW Car Club of America	BMW Car Club of America	9/9/2020	9/14/2020	300	315
Houston Astros Baseball Club	Houston Astros vs Texas Rangers 2020	9/9/2020	9/13/2020	100	320
Women's Business Council- Southwest	2020 Annual Conference	9/9/2020	9/10/2020	375	7
BioTE Medical	Sep-20	9/10/2020	9/12/2020	150	300
Plunder Design	Plunder Palooza	9/10/2020	9/12/2020	600	550
Lion Street	Lion Street Indaba 2020	9/12/2020	9/15/2020	265	570
Property Management Inc	PMI Annual Summit 2021	9/13/2020	9/19/2020	200	582
National Council for State Authorization Reciprocity Agreements	NCSARA State Meeting	9/14/2020	9/17/2020	115	256

Fresenius Medical Care	2020-September 14-18 CMT West Training Series	9/14/2020	9/18/2020	70	280
American Red Cross	Donor Recruitment Training	9/14/2020	9/17/2020	15	48
Flowserve Corporation	Mechanical Seal Fundamentals-Sept 14	9/14/2020	9/18/2020	12	48
Flowserve Corporation	CRT Between Bearing Pump Repair-Sept 14	9/14/2020	9/18/2020	14	56
Texas Physical Therapy Association	TPTA 2020 Annual Conference	9/16/2020	9/19/2020	800	380
Productive Dentist Academy	Productive Dentist Academy September	9/16/2020	9/18/2020	150	225
National Procedures Institute	NPI Conference 2020	9/16/2020	9/20/2020	65	236
FenCon	2020 FenCon	9/17/2020	9/20/2020	400	399
Auto Body Association of Texas	2020 Texas Auto Body Trade Show	9/17/2020	9/19/2020	750	200
Texas Association of Life and Health Insurers	2020 TALHI Round Up	9/20/2020	9/22/2020	90	120
Oakland Athletics	Oakland A's vs Texas Rangers 2020	9/20/2020	9/24/2020	100	260
Michaels Stores, Inc.	Michaels 2020 Partner Summit	9/21/2020	9/24/2020	150	269
BNSF Railway Company	BNSF 2020 Industrial Products Summit	9/21/2020	9/24/2020	115	145
Flowserve Corporation	Pump System Analysis-Sept 21	9/21/2020	9/25/2020	12	48
HWCG Regional Meeting I - September 2020	HWCG Regional Meeting I - September 2020	9/21/2020	9/23/2020	75	70
Texas Podiatric Medical Association	2020 Southwest Foot and Ankle Conference	9/23/2020	9/26/2020	400	315
The Southwestern Invitational	Southwestern Invitational Championship 2020	9/24/2020	9/27/2020	312	298
Seattle Mariners Baseball Club	Seattle Mariners vs Texas Rangers 2020	9/24/2020	9/27/2020	100	198
University of Arkansas Athletics	University of Arkansas vs TX A&M 2020	9/25/2020	9/26/2020	150	123
Collegiate Sports Travel	University of Arkansas Team Travel	9/25/2020	9/26/2020	75	123
Texas Trial Lawyers Association	Trial Advocacy College of Texas (TACT) 2020 at the Irving Convention Center	9/27/2020	9/29/2020	70	60
American Recovery Association	2020 NARS and Annual Meeting	9/27/2020	10/3/2020	300	838
East African Chamber of Commerce	East African Chamber of Commerce - 2020 Meeting	9/29/2020	10/4/2020	200	104
Masters Dermatological Association	MDA 2020	9/30/2020	10/5/2020	50	235

Texas Boyz Entertainment	All Black and Bling Steppers Ball 2020	9/30/2020	10/5/2020	300	337
PLH Group	PLH Group Safety Summit Sept 2020	9/30/2020	10/2/2020	75	134
BioTE Medical	Oct-20	10/1/2020	10/3/2020	150	300
Pathways Core Training Inc.	Pathways Monthly October 2020	10/2/2020	10/17/2020	100	272
Marcus Evans	Real Estate Investors Summit	10/3/2020	10/7/2020	130	335
Fresenius Medical Care	2020-October 5-9CMT West Training Series	10/5/2020	10/9/2020	40	160
Flowserve Corporation	Pump & Mechanical Seal Principles-Oct 5	10/5/2020	10/9/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Oct 5	10/5/2020	10/8/2020	14	42
The Unified Group	Unified Group Financial Forum 2020	10/7/2020	10/9/2020	20	90
Southern Region A-Plus	A-Plus Southern Region 2020	10/7/2020	10/10/2020	200	280
University of Oklahoma - Alumni Association	OU TX Football Game 2020	10/8/2020	10/11/2020	400	675
Irving Arts Center	Damien Sneed We Shall Overcome Show	10/8/2020	10/9/2020	20	14
ServiceNow	5678 ServiceNow NowSummit 2020 DC	10/10/2020	10/13/2020	90	229
Southwest Collectors Association	2020 Annual Regional Conference	10/10/2020	10/14/2020	120	135
Boy Scouts of America	National Executive Board & Committees Meeting 10/2020	10/11/2020	10/13/2020	75	153
Insurance Designers of America	2020 Annual Fall Conference 2020	10/11/2020	10/17/2020	89	214
American Red Cross	Donor Recruitment Training	10/12/2020	10/15/2020	15	48
Kimley-Horn and Associates, Inc.	Kimley-Horn Fundamentals of Consulting Oct 2020	10/14/2020	10/16/2020	150	160
Confluent Health	Confluent Health PTVille2/ Key Leader	10/15/2020	10/17/2020	115	124
Assemblies of God/Marriage	Marriage Encounters	10/16/2020	10/18/2020	80	80
National Ovarian Cancer Coalition	NOCC 2020 Fall Meeting	10/16/2020	10/17/2020	400	700
Sidewalk Advocates for Life	Sidewalk Advocates for Life Oct2020	10/16/2020	10/17/2020	200	200
Globallee, Inc.	DISCOVER Globalle	10/16/2020	10/17/2020	800	400
Gathering of the Eagles International Worship Summit	Gathering of The Eagles International Summit	10/17/2020	10/26/2020	1500	1282

CANCLESTIC	CANC D-II E II 2022	40/47/2022	10/24/2020	100	F00
SANS Institute	SANS Dallas Fall 2020	10/17/2020	10/24/2020	100	589
National Brokerage Agencies, Inc.	National Brokerage Agencies Fall Conference	10/19/2020	10/22/2020	120	255
Vizient, Inc.	Vizient, Inc. 2020 Leadership Development	10/19/2020	10/22/2020	12	35
ACE Cash Express, Incorporated	ACE Cash Express-October 2020-Quarterly Meetings- (4) of (4) Meetings	10/19/2020	10/22/2020	15	66
Flowserve Corporation	Pump & Mechanical Seal Reliability-Oct 19	10/19/2020	10/23/2020	12	48
Monster Vision Productions	12th Annual Dallas Bachata Festival	10/21/2020	10/25/2020	250	405
Federation of Fire Chaplains	Federation of Fire Chaplains Training	10/21/2020	10/29/2020	150	448
Hispanic IT Executive Council	2020 IT Leadership Summit	10/24/2020	10/29/2020	200	625
Fresenius Medical Care	2020-October 26-30CMT West Training Series	10/26/2020	10/30/2020	70	280
Flowserve Corporation	Centrifugal Pump Fundamentals-Oct 26	10/26/2020	10/30/2020	12	48
Career Colleges and Schools of Texas	2020 Annual Conference	10/28/2020	10/30/2020	150	90
Kimley-Horn and Associates, Inc.	Kimley-Horn Fundamentals of Practice Oct 2020	10/28/2020	10/30/2020	100	160
Foresters Financial	Foresters COM Central US Regional Meeting Dallas Oct 2020	10/30/2020	11/1/2020	120	219
Pleasant Holidays	Pleasant Holidays	11/1/2020	11/2/2020	200	172
Fresenius Medical Care	2020-Nov. 2-6CMT West Training Series	11/2/2020	11/6/2020	40	280
Flowserve Corporation	Pump & Mechanical Seal Principles-Nov 2	11/2/2020	11/6/2020	12	48
McKesson Corporation	#11957 APP ONBOARDING	11/2/2020	11/5/2020	30	112
Family Life	Weekend to Remember	11/4/2020	11/9/2020	500	585
Home Staging and Redesign Association	2020 Home Staging Summit	11/4/2020	11/7/2020	400	210
Texas State Genealogical Society	Texas State Genealogical Society 2020 Conference	11/5/2020	11/8/2020	300	400
BioTE Medical	Nov-20	11/5/2020	11/7/2020	150	300
Dallas Dance Festival	Dallas Dance Festival 2020	11/5/2020	11/8/2020	200	455
International Association for Orthodontics	2020 IAO Institute Meeting - November 2020	11/5/2020	11/7/2020	15	27
Pathways Core Training Inc.	Pathways Monthly November 2020	11/6/2020	11/21/2020	100	272
American Legal and Financial Network	2020 ALFN Foreclosure Intersect	11/8/2020	11/10/2020	120	96

Texas Association of Local Housing Finance Agencies	TALHFA 2020 Annual Conference	11/8/2020	11/10/2020	200	295
American Red Cross	Donor Recruitment Training	11/9/2020	11/12/2020	15	48
Flowserve Corporation	Pump & Mechanical Seal Reliability-Nov 9	11/9/2020	11/13/2020	12	48
Flowserve Corporation	CRT Between Bearing Pump Repair-Nov 9	11/9/2020	11/13/2020	14	56
American College of Emergency Physicians	ACEP - EMBRS Room Block November 2020	11/15/2020	11/20/2020	15	90
L3 Harris Technologies	FMG / AFTRCC / FAA Spectrum Workshop	11/16/2020	11/20/2020	100	280
Fresenius Medical Care	CM Tier 3: Leading your business	11/16/2020	11/19/2020	64	256
Flowserve Corporation	Centrifugal Pump Fundamentals-Nov 16	11/16/2020	11/20/2020	12	48
Flowserve Corporation	Root Cause - Nov 16	11/16/2020	11/19/2020	12	36
PAMM Expo, LLC	Model and Talent Expo November 2020	11/17/2020	11/21/2020	400	1140
American Bar Association	2020 November Council Committee Meeting	11/18/2020	11/21/2020	60	102
USA Judo	2020 USA Judo President's Cup	11/18/2020	11/22/2020	500	280
American Country Dance Association	ACDA American Country Dance Association 2020	11/19/2020	11/22/2020	300	230
Flowserve Corporation	Pump System Analysis-Nov 30	11/30/2020	12/4/2020	12	48
BioTE Medical	Dec-20	12/3/2020	12/5/2020	150	300
United Network for Organ Sharing	UNOS December 2020 Board of Directors' Meeting	12/5/2020	12/7/2020	800	263
The Pre-Trib Research Center Calvary University	The Pre-Trib Research Center 2019	12/6/2020	12/9/2020	300	300
American Red Cross	Donor Recruitment Training	12/7/2020	12/10/2020	15	48
Fresenius Medical Care	CM Tier 3: Leading your business	12/7/2020	12/10/2020	64	256
Flowserve Corporation	Centrifugal Pump Fundamentals-Dec 7	12/7/2020	12/11/2020	12	48
Flowserve Corporation	CRT Engineered Overhung Pump Repair-Dec 7	12/7/2020	12/10/2020	14	42
International Association for Orthodontics	2020 IAO Institute Meeting - December 2020	12/10/2020	12/12/2020	15	27
Fresenius Medical Care	2020-Dec. 14-18CMT West Training Series	12/14/2020	12/18/2020	40	280

^{**}Highlighted items above are Target Industries for Irving



Marketing Communications

To: Maura Gast, Executive Director

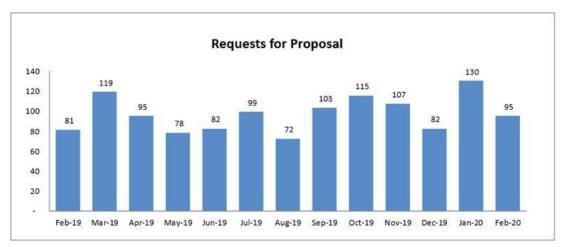
From: Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing

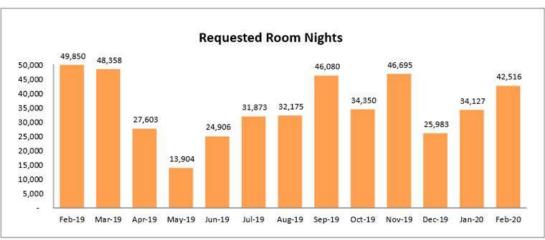
Date: March 13, 2020

Re: February 2020 Board Report

RFPS

February saw a drop from the previous month with **95 RFPs** (average), but an increase with **42,516 associated room nights** (average). Year-over-year February 2020 saw an increase of 14 RFPs and a decrease of 7,334 requested room nights.



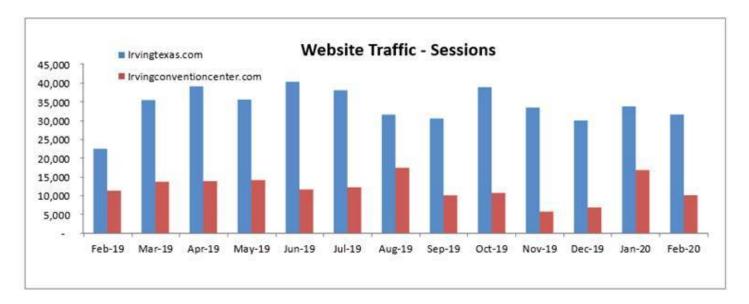


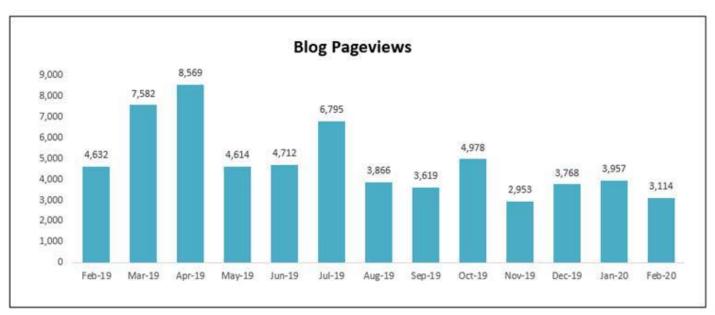
■ Page 1 -51-

Website Traffic

Website traffic decreased with **41,655 total sessions** and **36,524 users** visiting both websites. The Visit Irving website had 31,557 sessions and 28,335 users (average) while the Irving Convention Center had 10,098 sessions and 8,189 users (below average). Year-over-year performance showed an increase in sessions and users to the Visit Irving site while traffic to the Irving Convention Center site remained about the same.

Blog traffic dipped slightly in February with **3,114 pageviews** and 2,701 unique pageviews. The top three blog posts were the "Weekend Roundup of Events in Irving," with 422 pageviews "We Tried the 3-Day Juice Cleanse at Freshii, Here's What Happened," with 398 pageviews and "5 Brunch Spots in Irving You Need to Try," with 275 pageviews.



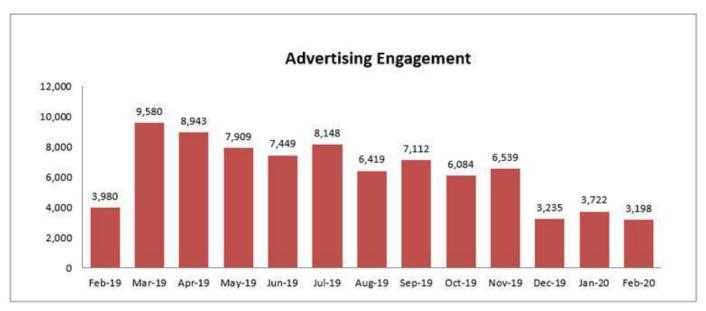


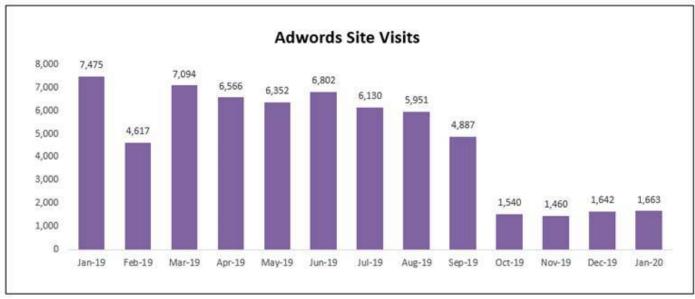
■ Page 2 -52-

Advertising and Paid Search

Advertising engagement also dipped slightly with **3,198 advertising impressions** and **1,054 site visits**, which was a slight drop in year-over-year performance. MPI was the top performer in February with 1,181 impressions and 545 site visits, followed by Meetings Today with 398 impressions and AJR with 334 impressions.

The Google AdWords paid search campaign had **14,750 impressions** and **1,689 site visits** in February, which generated **18 RFP submissions**. This was a decrease in total paid search traffic due to the reduced spend this year, however, resources have been shifted to meetings-focused campaigns, which is reflected in the number of RFP submissions.





■ Page 3 -53-

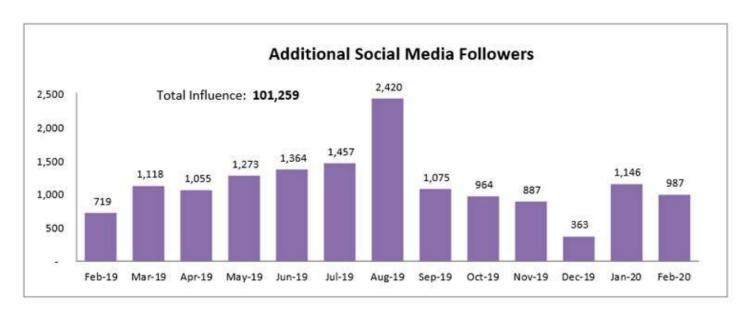
Hotel and Flight Bookings

Information available through the ADARA Magellan travel intelligence platform displays approximately 70% of the hotel bookings, room nights, hotel booking revenue and flights booked by travelers who viewed the bureau's digital advertising or visited either website. The attribution window is 60 days, which means that the most complete information available to date is from December 2019. In December, 94 hotel reservations were booked, which accounts for 271 room nights and \$38,358 in hotel revenue. Travelers also booked 199 flights in December.



Social Media

The number of new social media followers dipped slightly with **987 new followers** and total influence is now at **101,259**. The Visit Irving Facebook Page saw the largest increase with 884 news likes for a total of 69,137 likes.



■ Page 4 -54-

IRVING CVB/ IRVING CC Social	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
Visit Irving Texas Impressions Profile Visits	69,137 <i>37,731</i> 32,296		5,697 24,800 223	6,508 5,009	681
Convention Center Impressions Profile Visits/Users	13,125 <i>1,125,987</i> 688,020	208,156	2,543 10,700 74	2,040 N/A	353
Impacting Irving	1,175				

Hashtags #VisitIrving #IrvingRocks

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

Earned Media Analytics

IRVING CVB IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 st Quarter	2 nd Quarter	3 rd Quarter**	4 th Quarter	TOTALS
MEDIA IMPRESSIONS*	41,620,629	293,859,985			335,480,614
ADVERTISING EQUIVALENCY	\$384,991	\$2,718,204			\$3,103,195
PUBLIC RELATIONS VALUE**	\$1,154,973	\$8,154,612			\$9,309,585

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

Attachments

- Visit Irving Social Facts
- ♣ ICC Social Stats

■ Page 5 -55-

[†]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.

SOCIAL MEDIA FACTS





FOLLOWERS



69,137

+884



5,697

+7



6,508



81,342

+929

FACEBOOK





37.731

Impressions



32.296

Users

TWITTER





24,800 **Impressions**



223

Profile Visits

INSTAGRAM





85,009 Impressions





SOCIAL MEDIA FACTS





FOLLOWERS



13,125

+30



2,543





2.040



17,708

+46

FACEBOOK





1.125.987 Impressions



688,020 Users



208,156 Check-Ins

TWITTER





10,700

Impressions



74

Profile Visits

INSTAGRAM





Impressions







DATE: April 9, 2020

TO: Maura Gast, Executive Director

FROM: Susan Rose, VP Finance & Administration RE: February STR And AirBNB Data Reports

STR

Irving's hotel occupancy rate for February remained higher than Texas and US figures at 72.1%. When comparing current month's occupancy numbers to last year, Irving's occupancy was up 2.6%, while Texas figures increased 0.4% and the US figures were slightly up at 0.2% for the month. Demand for the current period is up 6.6%, while STR data reflects a 4.0% increase for the current period and a 2.6% increase in YTD occupancy compared to 2019.

For average daily rate, Irving was \$116.84, up 2.6% in February compared to last year, leaving Irving's YTD average daily rate at \$116.43, up 2.9% over last year.

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

AirBNB

For the month of February, there were 466 available listings in Irving which is a 51.3% increase in listings over last year's figure of 308. The average daily rate for February is \$180.89, which is up 24.39% over last year, with an occupancy percentage of 71.7%, which is a 33.08% increase compared to last year. For the hotel comparable subset, the average daily rate for February is \$107.01, up 30.37% from last year, with occupancy at 74.1%, up 4.58% from last year.

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

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: February 2020

				Curre	ent Month	- Februar	y 2020 vs l	ebruary	2019				Year to Date - February 2020 vs February 2019											
	Осс	%	ΑC)R	RevF	PAR		Percent	Change fi	rom Febru	ary 2019		Occ	: %	AD	R	RevP	AR		Percei	nt Change	e from YTD	2019	
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	62.2	62.0	130.78	128.95	81.33	80.01	0.2	1.4	1.7	3.8	2.1	2.3	58.5	58.2	128.44	126.68	75.08	73.68	0.5	1.4	1.9	4.0	2.1	2.6
Texas	65.3	65.0	106.28	106.24	69.35	69.04	0.4	0.0	0.5	3.6	3.1	3.5	61.2	61.0	103.77	104.17	63.53	63.53	0.4	-0.4	-0.0	3.1	3.1	3.5
Atlanta, GA	67.3	70.0	113.37	140.18	76.31	98.16	-3.9	-19.1	-22.3	-20.1	2.8	-1.2	64.7	67.7	114.43	132.58	74.04	89.71	-4.4	-13.7	-17.5	-15.2	2.7	-1.8
Arlington, TX	70.9	68.7	93.80	89.84	66.50	61.76	3.1	4.4	7.7	16.7	8.4	11.8	65.8	66.2	90.92	89.62	59.87	59.35	-0.6	1.5	0.9	8.5	7.6	6.9
Charlotte, NC-SC	67.8	69.2	115.61	125.31	78.36	86.73	-2.1	-7.7	-9.7	-4.9	5.2	3.0	62.6	64.3	112.38	117.08	70.36	75.22	-2.6	-4.0	-6.5	-1.7	5.1	2.4
Fort Worth, TX+	69.7	71.9	113.86	113.61	79.33	81.73	-3.1	0.2	-2.9	-0.4	2.6	-0.6	66.9	68.5	113.28	111.76	75.77	76.60	-2.4	1.4	-1.1	1.5	2.6	0.2
Frisco, TX+	69.3	70.4	140.10	157.23	97.14	110.73	-1.5	-10.9	-12.3	0.1	14.1	12.4	66.7	68.6	140.70	154.67	93.79	106.06	-2.8	-9.0	-11.6	2.9	16.3	13.1
Grapevine, TX+	78.5	74.8	185.19	179.54	145.41	134.37	4.9	3.1	8.2	8.2	0.0	4.9	72.9	73.0	181.45	178.91	132.27	130.67	-0.2	1.4	1.2	1.2	0.0	-0.2
Irving, TX+	72.1	70.3	116.84	114.25	84.20	80.28	2.6	2.3	4.9	8.9	3.9	6.5	68.2	68.3	116.43	113.15	79.45	77.23	-0.0	2.9	2.9	6.8	3.9	3.8
Nashville, TN	67.8	68.2	144.05	142.13	97.60	96.89	-0.6	1.4	0.7	7.5	6.7	6.0	63.6	62.4	138.65	135.89	88.15	84.77	1.9	2.0	4.0	10.6	6.3	8.4
Phoenix, AZ	83.0	83.7	177.33	173.46	147.21	145.21	-0.8	2.2	1.4	4.9	3.5	2.6	77.9	78.3	166.04	162.26	129.33	127.13	-0.6	2.3	1.7	5.3	3.5	2.9
San Jose, CA+	69.2	76.4	190.93	208.48	132.04	159.36	-9.5	-8.4	-17.1	-9.3	9.4	-1.0	67.0	73.3	191.51	208.62	128.26	153.00	-8.7	-8.2	-16.2	-9.0	8.6	-0.8

		Actual	Figures	;				Р		of Chang ast Year	je		
	Cı	ırrent Mor	nth	,	Year-To-D	ate		Cu	rrent Mo	nth	Ye	ar-To-Da	ate
	OCC	ADR	RvPAR	occ	ADR	RvPAR	-	occ	ADR	RvPAR	occ	ADR	RvPAR
US	62.2	130.78	81.33	58.5	128.44	75.08	US	0.2	1.4	1.7	0.5	1.4	1.9
Texas	65.3	106.28	69.35	61.2	103.77	63.53	Texas	0.4	0.0	0.5	0.4	-0.4	0.0
Irving	72.1	116.84	84.20	68.2	116.43	79.45	Irving	2.6	2.3	4.9	0.0	2.9	2.9
Best USA	Phoenix	SanJose	Phoenix	Phoenix	SanJose	Grpvine	Best USA	Grpvine	Arlngtn	Grpvine	Nshvlle	Irving	Nshvlle
	83.0	190.93	147.21	77.9	191.51	132.27		4.9	4.4	8.2	1.9	2.9	4.0
l Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	l Best Texas	Grpvine	Arlngtn	Grpvine	Irving	Irving	Irving
	78.5	185.19	145.41	72.9	181.45	132.27		4.9	4.4	8.2	0.0	2.9	2.9
I Worst USA	Atlanta	Arlngtn	Arlngtn	Charlotte	Arlngtn	Arlngtn	I Worst USA	SanJose	Atlanta	Atlanta	SanJose	Atlanta	Atlanta
	67.3	93.80	66.50	62.6	90.92	59.87	-	-9.5	-19.1	-22.3	-8.7	-13.7	-17.5
 Vorst Texas	Frisco	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	 Worst Texas	Ft Worth	Frisco	Frisco	Frisco	Frisco	Frisco
	69.3	93.80	66.50	65.8	90.92	59.87	- <u> </u>	-3.1	-10.9	-12.3	-2.8	-9.0	-11.6

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: February 2020

				Curre	nt Month - Fe	ebruary 202	20 vs Feb	ruary 20)19				Year to Date - February 2020 vs February 2019											
	Occ	: %	AD	R	RevP	AR	Pe	ercent C	hange fro	m Febru	ary 201	9	Occ	%	AD	R	RevP	AR		Percen	Change	from YT	D 2019	
							_			Room	Room	Room							_			Room		Room
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold
Irving, TX+	72.1	70.3	116.84	114.25	84.20	80.28	2.6	2.3	4.9	8.9	3.9	6.5	68.2	68.3	116.43	113.15	79.45	77.23	-0.0	2.9	2.9	6.8	3.9	3.8
Luxury/Full Service Irving+	71.8	69.5	160.94	155.65	115.49	108.23	3.2	3.4	6.7	14.9	7.7	11.1	68.1	68.0	160.33	153.92	109.20	104.61	0.2	4.2	4.4	12.4	7.7	7.9
All Suite/Extended Stay Irving+	74.2	72.9	98.61	98.57	73.17	71.84	1.8	0.0	1.9	5.2	3.3	5.2	70.7	71.0	97.80	97.20	69.13	68.97	-0.4	0.6	0.2	3.6	3.3	2.9
Limited Service Irving+	74.7	72.1	114.33	115.75	85.39	83.50	3.5	-1.2	2.3	-3.5	-5.7	-2.3	71.2	69.1	113.42	115.89	80.72	80.13	2.9	-2.1	0.7	-5.0	-5.7	-2.9
Budget Irving+	67.4	66.4	54.99	58.07	37.07	38.57	1.5	-5.3	-3.9	-4.2	-0.3	1.2	62.5	64.2	54.84	56.97	34.26	36.57	-2.7	-3.7	-6.3	-6.6	-0.3	-3.0
Las Colinas+	70.5	70.2	136.11	129.81	95.93	91.16	0.4	4.9	5.2	12.7	7.1	7.5	66.3	68.4	135.67	128.00	89.95	87.53	-3.0	6.0	2.8	10.1	7.1	3.9
DFW North+	75.4	74.4	114.40	110.22	86.26	82.05	1.3	3.8	5.1	8.7	3.4	4.7	72.9	72.1	113.44	110.18	82.68	79.48	1.0	3.0	4.0	7.5	3.4	4.5
DFW South+	70.6	65.7	91.19	96.24	64.37	63.21	7.5	-5.2	1.8	1.7	-0.1	7.3	65.8	63.8	91.36	94.79	60.09	60.45	3.1	-3.6	-0.6	-0.7	-0.1	3.0
Full Service Las Colinas+	66.5	65.8	193.30	186.26	128.52	122.50	1.1	3.8	4.9	24.2	18.3	19.6	62.5	63.9	192.95	183.11	120.57	117.07	-2.3	5.4	3.0	21.9	18.3	15.7
Limited Service Las Colinas+	73.5	73.1	97.19	97.51	71.41	71.24	0.6	-0.3	0.2	0.2	0.0	0.6	69.2	71.2	96.75	96.55	66.91	68.75	-2.9	0.2	-2.7	-2.7	0.0	-2.9
Full Service DFW North+	76.6	73.1	151.08	147.02	115.72	107.48	4.8	2.8	7.7	7.7	0.0	4.8	74.6	72.0	150.04	146.17	111.98	105.22	3.7	2.6	6.4	6.4	0.0	3.7
Limited Service DFW North+	74.5	75.3	88.71	86.21	66.12	64.95	-1.1	2.9	1.8	2.4	0.6	-0.5	71.7	72.2	87.56	86.06	62.75	62.17	-0.8	1.7	0.9	1.5	0.6	-0.2
Full Service DFW South+																								
Limited Service DFW South+	68.4	63.4	79.92	86.02	54.65	54.55	7.8	-7.1	0.2	0.0	-0.2	7.7	63.8	61.5	80.43	84.03	51.32	51.64	3.8	-4.3	-0.6	-0.8	-0.2	3.7
ICC Comp Set No Boutiques+																								

AirBNB Data	Oce	° %	AD)R	Rev	PAR	Percent Change from Prior Year			Oc	Occ % ADR		R	RevP	AR	P	ercent C	hange fr	om Prior	Year YT	D			
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold
Entire Place	71.7	53.9	180.89	145.41	129.76	78.39	33.08	24.39	65.55	256.5	121.1	247.5	65.5	51.01	175.99	146.75	115.22	74.85	28.36	19.93	53.93	210.6	98.7	200.4
Hotel Comparable	74.1	70.82	107.01	82.08	79.26	58.14	4.58	30.37	36.34	157.6	88.9	97.6	66.9	65.97	103.10	82.79	68.92	54.62	1.34	24.53	26.19	150.3	98.4	101.0

Available Listings	2020	2019	% Chg
Entire Place	255	137	86.1
Private Room	174	137	27.0
Shared Room	37	34	8.8
Total Available Listings	466	308	51.3

		Partio	cipation	
	Prop	erties	Roc	oms
	Census	Sample	Census	Sample
Irving, TX+	87	76	12861	11297
Luxury/Full Service Irving+	16	14	4895	4295
All Suite/Extended Stay Irving+	33	32	3712	3605
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	16	2450	1593
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4065	4065
DFW South+	30	20	3534	2306
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1055	455
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

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Irving, Texas Room Demand - Source: Smith Travel Research

	2010						Calculated	Demand	STR Reporte	d Change
		2019			2020		Change over	prior year	over pric	r year
	Occ %	Month Demand	Year To Date Demand	Occ %	Month Demand	Year To Date Demand	Current Month	Year To Date	Current Month	Year To Date
January	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%	-2.4%
February	70.4	243,421	497,917	72.1	259,505	518,065	6.6%	4.0%	2.6%	0.0%
March	77.0	303,898	801,815							
April	74.2	283,519	1,085,334							
May	73.9	291,548	1,376,882							
June	78.6	300,278	1,677,160							
July	73.0	288,175	1,965,335							
August	69.5	273,955	2,239,290							
September	70.5	268,938	2,508,228							
October	79.0	317,464	2,825,692							
November	66.1	257,066	3,082,758							
December	57.4	230,578	3,313,336							

Irving, Texas & United States Comparison

February 2020

Irving		A.D	.R.			OCCUF	PANCY			RevF	PAR	
living	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	115.88	3.4%	115.88	3.4%	64.9%	-2.4%	64.9%	-2.4%	75.15	0.9%	75.15	0.9%
FEBRUARY	116.84	2.3%	116.43	2.9%	72.1%	2.6%	68.2%	0.0%	84.20	4.9%	79.45	2.9%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling a	verages:	ADR	111.20	2.4%	O	ccupancy	70.8%	-1.2%		RevPAR	78.70	1.1%

Texas		A.D).R.			OCCU	PANCY		RevPAR					
TEXAS	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg		
JANUARY	101.19	-0.8%	101.19	-0.8%	57.6%	0.4%	57.6%	0.4%	58.27	-0.5%	58.27	-0.5%		
FEBRUARY	106.28	0.0%	103.77	-0.4%	65.3%	0.4%	61.2%	0.4%	69.35	0.5%	63.53	0.0%		
MAR														
APRIL														
MAY														
JUNE														
JULY														
AUGUST														
SEPTEMBER														
OCTOBER														
NOVEMBER														
DECEMBER														

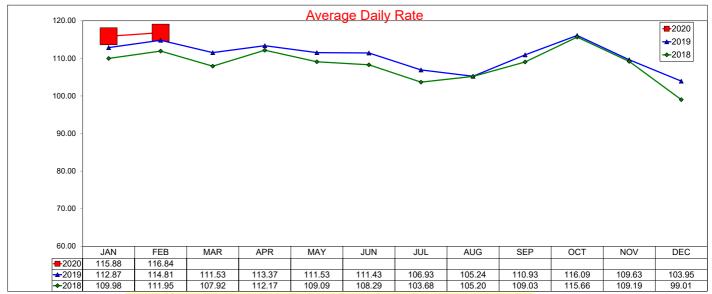
USA		A.D	.R.			OCCU	PANCY		RevPAR					
USA	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg		
JANUARY	126.06	1.4%	126.06	1.4%	55.1%	0.8%	55.1%	0.8%	69.47	2.2%	69.47	2.2%		
FEBRUARY	130.78	1.4%	128.44	1.4%	62.2%	0.2%	58.5%	0.5%	81.33	1.7%	75.08	1.9%		
MAR														
APRIL														
MAY														
JUNE														
JULY														
AUGUST														
SEPTEMBER														
OCTOBER														
NOVEMBER														
DECEMBER														

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

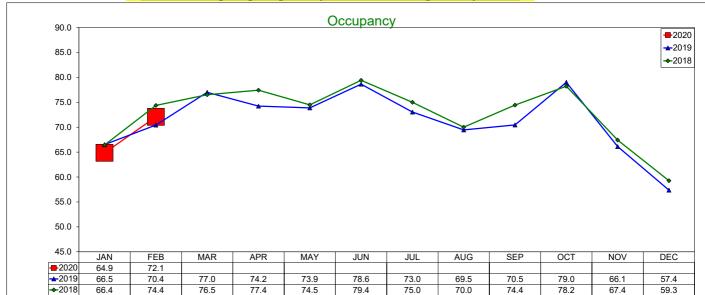
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

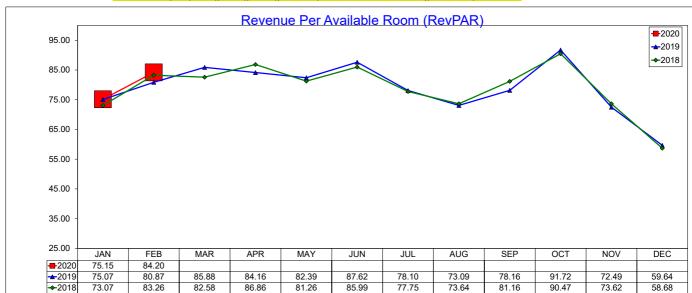
February 2020



12 month ADR Rolling Average through February 2020 is \$111.2 with a change from last year of 2.4%



12 month Occupancy Rolling Average through February 2020 is 70.78% with a change from last year of -1.2%



Monthly & YTD AirBNB Data

February 2020

Entire Place		A.D	.R.			OCCUI	PANCY		RevPAR					
Entire Place	Current	% Chg YTD		% Chg	% Chg Current		YTD	% Chg	Current	% Chg	YTD	% Chg		
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%		
FEBRUARY	180.89	24.4%	175.99	19.9%	71.7%	33.1%	65.5%	28.4%	129.76	65.5%	115.22	53.9%		
MAR														
APRIL														
MAY														
JUNE														
JULY														
AUGUST														
SEPTEMBER														
OCTOBER														
NOVEMBER														
DECEMBER														

Hotel		A.D).R.			OCCUF	PANCY		RevPAR					
Comparable	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg		
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%		
FEBRUARY	107.01	30.4%	103.10	24.5%	74.1%	4.6%	66.9%	1.3%	79.26	36.3%	68.92	26.2%		
MAR														
APRIL														
MAY														
JUNE														
JULY														
AUGUST														
SEPTEMBER														
OCTOBER														
NOVEMBER														
DECEMBER														

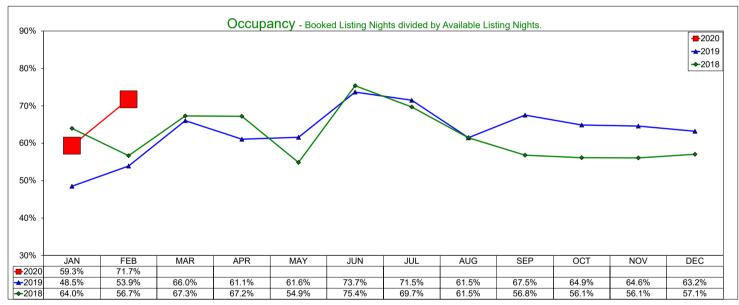
Note: The "Change %" column refers to the change from the prior year's figure.

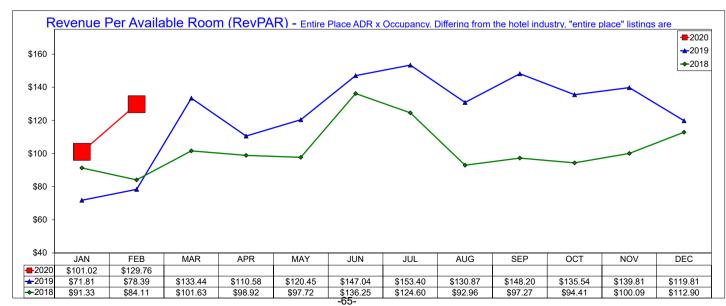
AirBNB - Entire Place

February 2020

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



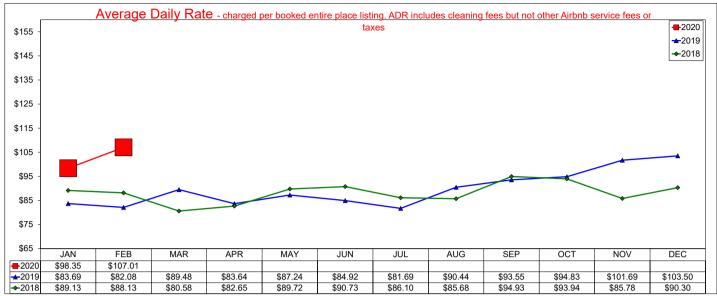


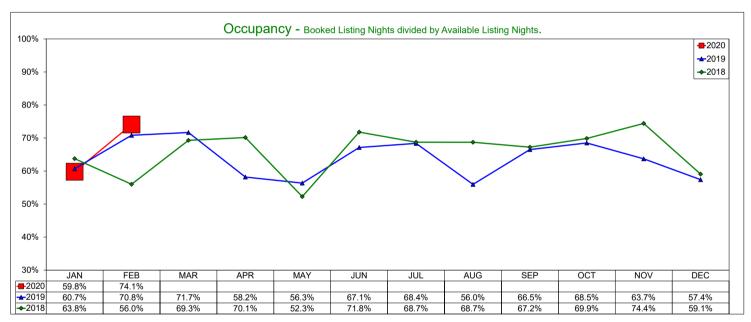


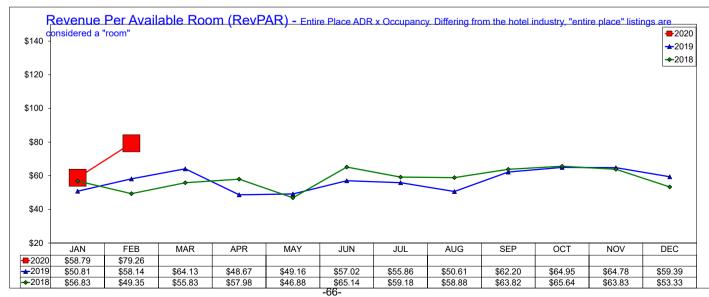
AirBNB - Hotel Comparable Subset

February 2020

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









DATE: March 10, 2020

TO: Maura Gast, Executive Director

FROM: Susan Rose, VP Finance & Administration RE: January STR And AirBNB Data Reports

STR

Irving's hotel occupancy rate for January remained higher than Texas and US figures at 64.9%. When comparing current month's occupancy numbers to last year, Irving's occupancy was down 2.4%, while Texas figures stayed the same and the US figures were slightly up at 0.4% for the month. Demand for the current period is up 1.6%, while STR data reflects a 2.4% decrease for the current period and a 2.4% decrease in YTD occupancy compared to 2019.

For average daily rate, Irving was \$115.88, up 3.4% in January compared to last year, leaving Irving's YTD average daily rate at \$112.10, up 3.4% over last year.

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

AirBNB

For the month of January, there were 467 available listings in Irving which is a 50.2% increase in listings over last year's figure of 311. The average daily rate for January is \$170.21, which is down 14.98% over last year, with an occupancy percentage of 59.3%, which is a 22.34% increase compared to last year. For the hotel comparable subset, the average daily rate for January is \$98.35, up 17.52% from last year, with occupancy at 59.8%, down 1.54% from last year.

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

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

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: January 2020

				Curr	ent Month	- January	/ 2020 vs .	lanuary 2	2019				Year to Date - January 2020 vs January 2019											
	Occ	: %	AD	R	RevF	AR	Percent Change from January 2019				Осс	%	ADR RevPAR			PAR		Percei	nt Change	from YTD	2019			
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail F	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail R	Room Sold
United States	55.1	54.6	126.06	124.34	69.47	67.95	0.8	1.4	2.2	4.4	2.1	3.0	55.1	54.6	126.06	124.34	69.47	67.95	0.8	1.4	2.2	4.4	2.1	3.0
Texas	57.6	57.4	101.19	102.04	58.27	58.53	0.4	-0.8	-0.5	2.6	3.1	3.5	57.6	57.4	101.19	102.04	58.27	58.53	0.4	-0.8	-0.5	2.6	3.1	3.5
Atlanta, GA	62.4	65.5	115.41	125.17	71.97	82.03	-4.8	-7.8	-12.3	-10.0	2.6	-2.4	62.4	65.5	115.41	125.17	71.97	82.03	-4.8	-7.8	-12.3	-10.0	2.6	-2.4
Arlington, TX	61.2	64.0	87.71	89.40	53.69	57.18	-4.3	-1.9	-6.1	0.4	7.0	2.4	61.2	64.0	87.71	89.40	53.69	57.18	-4.3	-1.9	-6.1	0.4	7.0	2.4
Charlotte, NC-SC	58.0	59.8	108.85	108.44	63.12	64.80	-3.0	0.4	-2.6	2.2	4.9	1.8	58.0	59.8	108.85	108.44	63.12	64.80	-3.0	0.4	-2.6	2.2	4.9	1.8
Fort Worth, TX+	64.3	65.5	112.78	109.92	72.57	71.97	-1.7	2.6	0.8	3.5	2.6	0.9	64.3	65.5	112.78	109.92	72.57	71.97	-1.7	2.6	0.8	3.5	2.6	0.9
Frisco, TX+	64.2	66.8	141.29	152.14	90.76	101.68	-3.9	-7.1	-10.7	5.6	18.3	13.7	64.2	66.8	141.29	152.14	90.76	101.68	-3.9	-7.1	-10.7	5.6	18.3	13.7
Grapevine, TX+	67.8	71.4	177.53	178.31	120.41	127.33	-5.0	-0.4	-5.4	-5.4	0.0	-5.0	67.8	71.4	177.53	178.31	120.41	127.33	-5.0	-0.4	-5.4	-5.4	0.0	-5.0
Irving, TX+	64.9	66.4	115.88	112.10	75.15	74.48	-2.4	3.4	0.9	4.8	3.9	1.4	64.9	66.4	115.88	112.10	75.15	74.48	-2.4	3.4	0.9	4.8	3.9	1.4
Nashville, TN	59.8	57.1	133.02	129.17	79.54	73.81	4.6	3.0	7.8	14.1	5.9	10.8	59.8	57.1	133.02	129.17	79.54	73.81	4.6	3.0	7.8	14.1	5.9	10.8
Phoenix, AZ	73.3	73.5	154.44	150.76	113.16	110.78	-0.3	2.4	2.1	5.7	3.5	3.2	73.3	73.5	154.44	150.76	113.16	110.78	-0.3	2.4	2.1	5.7	3.5	3.2
San Jose, CA+	65.0	70.5	192.08	208.75	124.80	147.25	-7.9	-8.0	-15.2	-8.6	7.9	-0.6	65.0	70.5	192.08	208.75	124.80	147.25	-7.9	-8.0	-15.2	-8.6	7.9	-0.6

					Comp	etitive Se	et Comparison								
		Actual	Figures			Percent of Change from Last Year									
	Cu	ırrent Mor	nth	Ye	ear-To-Da	te		Cı	ear-To-Da	o-Date					
	occ	ADR	RvPAR	осс	ADR	RvPAR		OCC	ADR	RvPAR	осс	ADR	RvPAR		
US	55.1	126.06	69.47	55.1	126.06	69.47	US	0.8	1.4	2.2	0.8	1.4	2.2		
Texas	57.6	101.19	58.27	57.6	101.19	58.27	Texas	0.4	-0.8	-0.5	0.4	-0.8	-0.5		
Irving	64.9	115.88	75.15	64.9	115.88	75.15	Irving	-2.4	3.4	0.9	-2.4	3.4	0.9		
Best USA	Phoenix	SanJose	SanJose	Phoenix	SanJose	SanJose	Best USA	Nshvlle	Irving	Nshvlle	Nshvlle	Irving	Nshvlle		
	73.3	192.08	124.80	73.3	192.08	124.80		4.6	3.4	7.8	4.6	3.4	7.8		
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Ft Worth	Irving	Irving	Ft Worth	Irving	Irving		
	67.8	177.53	120.41	67.8	177.53	120.41		-1.7	3.4	0.9	-1.7	3.4	0.9		
Worst USA	Charlotte	Arlngtn	Arlngtn	Charlotte	Arlngtn	Arlngtn	Worst USA	SanJose	SanJose	SanJose	SanJose	SanJose	SanJose		
	58.0	87.71	53.69	58.0	87.71	53.69		-7.9	-8.0	-15.2	-7.9	-8.0	-15.2		
Worst Texas	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Worst Texas	Grpvine	Frisco	Frisco	Grpvine	Frisco	Frisco		
	61.2	87.71	53.69	61.2	87.71	53.69		-5.0	-7.1	-10.7	-5.0	-7.1	-10.7		
		Note: "E	Best" and	"Worst" n	otations	above refer	to destinations wit	thin this co	mpetitive	set only					

A blank row indicates insufficient data.

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Tab 6 - Multi-Segment Custom Sets+

Irving TX CVB

For the month of: January 2020

				Curr	ent Month - J	lanuary 202	20 vs Jan	uary 20	19							Yea	r to Date - Ja	nuary 2020) vs Janı	ary 201)			
	Occ	: %	AD	R	RevP	AR	Р	ercent (Change fr	om Janu	ary 2019	•	Occ	%	AD	R	RevP	AR		Percen	Change	from YT	D 2019	\neg
										Room	Room	Room										Room	Room	Room
	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Осс	ADR	RevPAR	Rev	Avail	Sold
Irving, TX+	64.9	66.4	115.88	112.10	75.15	74.48	-2.4	3.4	0.9	4.8	3.9	1.4	64.9	66.4	115.88	112.10	75.15	74.48	-2.4	3.4	0.9	4.8	3.9	1.4
Luxury/Full Service Irving+	64.8	66.5	159.71	152.28	103.52	101.34	-2.6	4.9	2.2	10.0	7.7	4.9	64.8	66.5	159.71	152.28	103.52	101.34	-2.6	4.9	2.2	10.0	7.7	4.9
All Suite/Extended Stay Irving+	67.5	69.2	97.00	95.90	65.49	66.38	-2.5	1.1	-1.3	1.9	3.3	0.8	67.5	69.2	97.00	95.90	65.49	66.38	-2.5	1.1	-1.3	1.9	3.3	0.8
Limited Service Irving+	68.0	66.4	112.51	116.02	76.50	77.09	2.3	-3.0	-0.8	-6.4	-5.7	-3.5	68.0	66.4	112.51	116.02	76.50	77.09	2.3	-3.0	-0.8	-6.4	-5.7	-3.5
Budget Irving+	58.4	62.2	54.32	55.90	31.73	34.76	-6.1	-2.8	-8.7	-9.0	-0.3	-6.4	58.4	62.2	54.32	55.90	31.73	34.76	-6.1	-2.8	-8.7	-9.0	-0.3	-6.4
Las Colinas+	62.5	66.7	135.22	126.29	84.54	84.25	-6.3	7.1	0.3	7.5	7.1	0.4	62.5	66.7	135.22	126.29	84.54	84.25	-6.3	7.1	0.3	7.5	7.1	0.4
DFW North+	70.6	70.1	112.51	110.13	79.45	77.15	0.8	2.2	3.0	6.5	3.4	4.2	70.6	70.1	112.51	110.13	79.45	77.15	0.8	2.2	3.0	6.5	3.4	4.2
DFW South+	61.7	62.1	91.13	93.40	56.22	57.96	-0.6	-2.4	-3.0	-3.1	-0.1	-0.7	61.7	62.1	91.13	93.40	56.22	57.96	-0.6	-2.4	-3.0	-3.1	-0.1	-0.7
Full Service Las Colinas+	58.9	62.3	192.59	180.11	113.38	112.17	-5.5	6.9	1.1	19.6	18.3	11.9	58.9	62.3	192.59	180.11	113.38	112.17	-5.5	6.9	1.1	19.6	18.3	11.9
Limited Service Las Colinas+	65.3	69.5	96.30	95.64	62.85	66.50	-6.1	0.7	-5.5	-5.5	0.0	-6.1	65.3	69.5	96.30	95.64	62.85	66.50	-6.1	0.7	-5.5	-5.5	0.0	-6.1
Full Service DFW North+	72.9	71.0	149.05	145.37	108.60	103.18	2.7	2.5	5.3	5.3	0.0	2.7	72.9	71.0	149.05	145.37	108.60	103.18	2.7	2.5	5.3	5.3	0.0	2.7
Limited Service DFW North+	69.1	69.4	86.43	85.91	59.70	59.65	-0.5	0.6	0.1	0.7	0.6	0.1	69.1	69.4	86.43	85.91	59.70	59.65	-0.5	0.6	0.1	0.7	0.6	0.1
Full Service DFW South+																								
Limited Service DFW South+	60.1	59.7	80.43	82.12	48.32	49.02	0.7	-2.1	-1.4	-1.6	-0.2	0.5	60.1	59.7	80.43	82.12	48.32	49.02	0.7	-2.1	-1.4	-1.6	-0.2	0.5
ICC Comp Set No Boutiques+																								

AirBNB Data	Occ	c %	AD	R	RevP	PAR		Percent	Change	from Pri	or Year		Oc	с %	AD	R	RevP	AR	Pe	ercent C	hange fro	om Prior	Year YTI	0
										Room	Room	Room										Room	Room	Room
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Rev	Avail	Sold
Entire Place	59.3	48.5	170.21	148.03	101.02	71.81	22.34	14.98	40.68	167.4	80.8	158.9	59.3	48.51	170.21	148.03	101.02	71.81	22.34	14.98	40.68	167.4	80.8	158.9
Hotel Comparable	59.8	60.72	98.35	83.69	58.79	50.81	-1.54	17.52	15.71	141.4	108.6	105.4	59.8	60.72	98.35	83.69	58.79	50.81	-1.54	17.52	15.71	141.4	108.6	105.4

Available Listings	2020	2019	% Chg
Entire Place	251	129	94.6
Private Room	187	148	26.4
Shared Room	29	34	(14.7)
Total Available Listings	467	311	50.2

		Partic	cipation	
	Prope	erties	Roo	ms
	Census	Sample	Census	Sample
Irving, TX+	87	76	12861	11297
Luxury/Full Service Irving+	16	14	4895	4295
All Suite/Extended Stay Irving+	33	32	3712	3605
Limited Service Irving+	13	13	1685	1685
Budget Irving+	24	16	2450	1593
Las Colinas+	31	30	5262	4926
DFW North+	26	26	4065	4065
DFW South+	30	20	3534	2306
Full Service Las Colinas+	8	8	2259	2259
Limited Service Las Colinas+	23	22	3003	2667
Full Service DFW North+	4	4	1581	1581
Limited Service DFW North+	21	21	2365	2365
Full Service DFW South+	4	2	1055	455
Limited Service DFW South+	26	18	2479	1851
ICC Comp Set No Boutiques+				

A blank row indicates insufficient data.

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Irving, Texas Room Demand - Source: Smith Travel Research

January
February
March
April
May
June
July
August
September
October
November
December

I							Calculated	Demand	STR Report	ed Change
		2019			2020		Change ove	r prior year	over pri	or year
ſ		Current			Current					
		Month	Year To Date		Month	Year To Date	Current	Year To	Current	Year To
	Occ %	Demand	Demand	Occ %	Demand	Demand	Month	Date	Month	Date
	66.5	254,496	254,496	64.9	258,560	258,560	1.6%	1.6%	-2.4%	-2.4%
	70.4	243,421	497,917							
	77.0	303,898	801,815							
	74.2	283,519	1,085,334							
	73.9	291,548	1,376,882							
ı	78.6	300,278	1,677,160							
	73.0	288,175	1,965,335							
	69.5	273,955	2,239,290							
	70.5	268,938	2,508,228							
	79.0	317,464	2,825,692							
	66.1	257,066	3,082,758							
	57.4	230,578	3,313,336							

Irving, Texas & United States Comparison

January 2020

Irving		A.D	.R.			OCCUF	PANCY			Revi	PAR	
livilig	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	115.88	3.4%	115.88	3.4%	64.9%	-2.4%	64.9%	-2.4%	75.15	0.9%	75.15	0.9%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling a	no. rolling averages: ADR 111.05				00	ccupancy	71.2%	-1.6%		RevPAR	79.05	0.7%

Texas		A.D).R.			OCCUI	PANCY			Revl	PAR	
Texas	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.19	-0.8%	101.19	-0.8%	57.6%	0.4%	57.6%	0.4%	58.27	-0.5%	58.27	-0.5%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

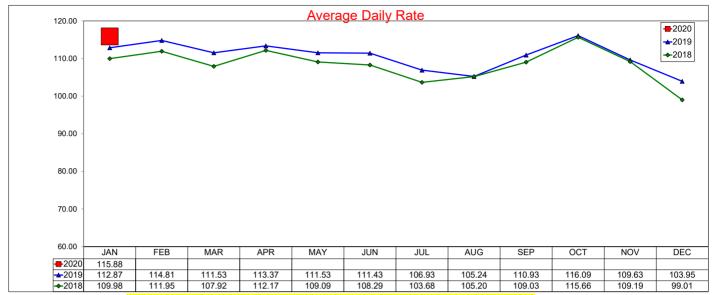
USA		A.D).R.			OCCU	PANCY			Rev	PAR	
USA	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	126.06	1.4%	126.06	1.4%	55.1%	0.8%	55.1%	0.8%	69.47	2.2%	69.47	2.2%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

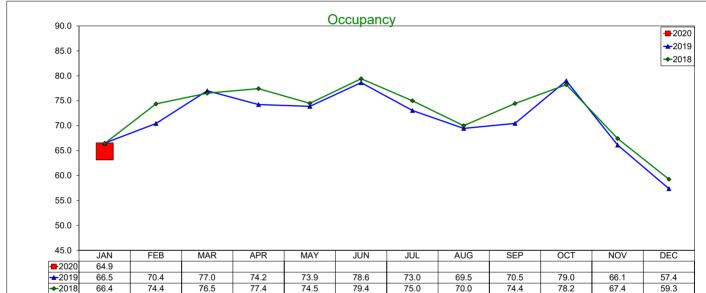
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Three Year Comparison - CITY OF IRVING - ALL PROPERTIES

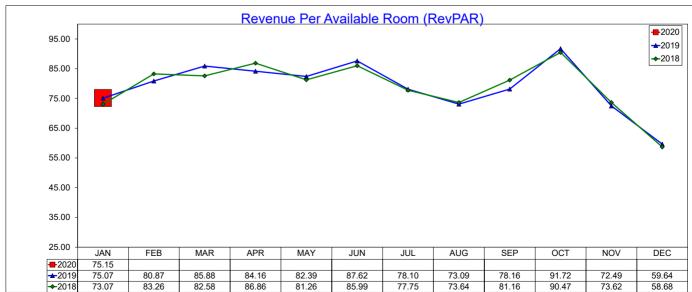
January 2020







12 month Occupancy Rolling Average through January 2020 is 71.18% with a change from last year of -1.6%



Monthly & YTD AirBNB Data

January 2020

Entire Place		A.D).R.			OCCUF	PANCY			Rev	PAR	
Entire Place	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	170.21	15.0%	170.21	15.0%	59.3%	22.3%	59.3%	22.3%	101.02	40.7%	101.02	40.7%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

Hotel		A.D	.R.			OCCUF	PANCY			Revl	PAR	
Comparable	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	98.35	17.5%	98.35	17.5%	59.8%	-1.5%	59.8%	-1.5%	58.79	15.7%	58.79	15.7%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

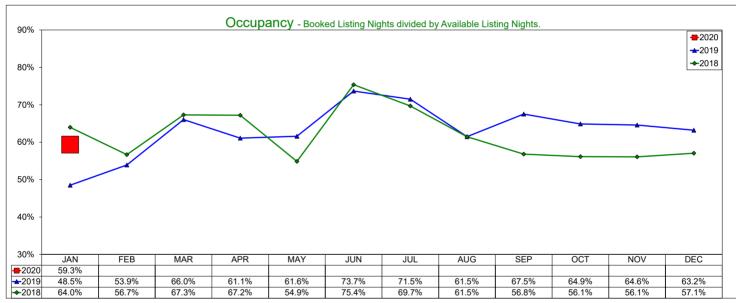
Note: The "Change %" column refers to the change from the prior year's figure.

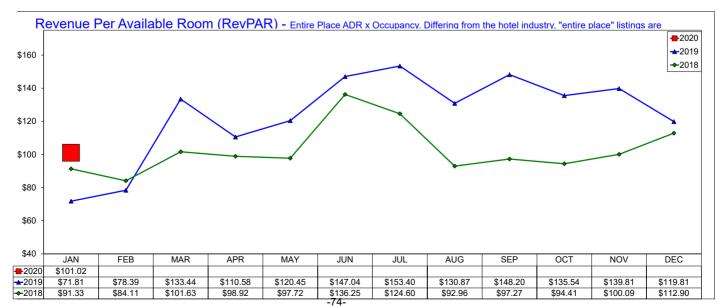
AirBNB - Entire Place

January 2020

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



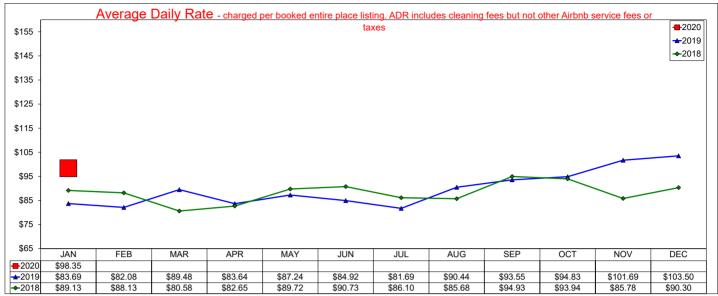


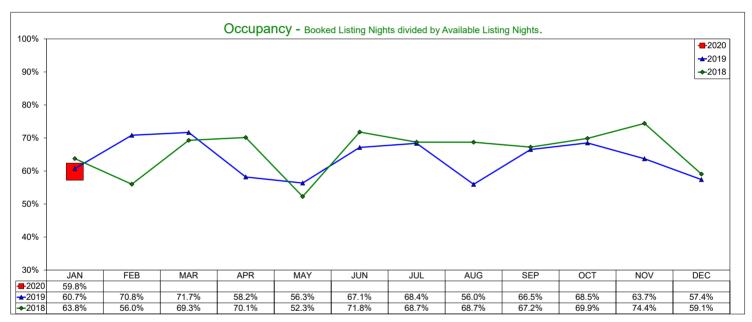


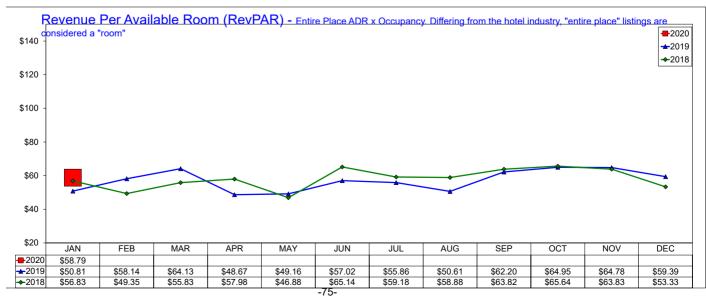
AirBNB - Hotel Comparable Subset

January 2020

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, MARCH 23, 2020

CONVENTION CENTER MANAGEMENT REPORTS





April 17, 2019

TO: Maura Gast, Executive Director ICVB

FROM: Verenis Pedraza, ASM Global Director of Finance

Matt Tungett, ASM Global Director of Sales

SUBJECT: Monthly Financial & Sales Report – February 2020

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	45,626	73,700	67,064	273,447	371,620	198,534
Ancillary Income	622,645	466,343	498,844	2,584,770	1,708,113	1,872,637
Total Event Income	668,271	540,043	565,908	2,858,217	2,079,733	2,071,171
Other Income	72,215	60,000	43,462	315,409	305,000	200,138
Adjusted Gross Income	740,486	600,043	609,370	3,173,626	2,384,733	2,271,309
Indirect Expenses	(561,488)	(559,406)	(519,561)	(2,997,672)	(2,770,737)	(2,759,132)
Net Income (Loss)	178,998	40,637	89,809	175,954	(386,004)	(487,823)

- Total direct event income fell short of budget by \$28,000 due to higher service expenses required for our most significant event for the month RCMA.
- We exceeded budget on almost all categories for total ancillary income. F&B
 Catering was up nearly \$150,000. Catering numbers were boosted by RCMA,
 Southern Baptist Evangelism Conference, Texas Wine and Grape Growers Assn.
 & AATC Maintenance Mania.
- Other operating income exceeded expectations due to commissions from the use of our in-house A/V provider.
- Indirect expenses were on track for the month. Management fees for the month were higher due to the increased catering revenue.
- Overall, the ICC beat the budgeted target by over \$138,000.

ASM Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	875,564	647,999	723,019	3,478,157	2,365,762	2,789,899
Net Income/(Loss)	541,888	395,855	452,880	2,327,299	1,471,994	1,658,056
Net Income/(Loss) %	61.89%	61.09%	62.64%	66.91%	62.22%	59.43%

ICC by the Numbers

EVENTS	
This month	To date
30	119
Current Year	Current Year
26 Prior Year	105 Prior Year

VISITORS	
This month	To date
21,659	86,384
Current Year	Current Year
15,449 Prior Year	88,328 Prior Year
	1 1131 1 941

FUTURE GUESTROOMS BOOKED		
This month	To date	
5,788	22,954	
Current Year	Current Year	
3,027	18,577	
Prior Year	Prior Year	
	l	
SIGNED CONTRACTS		
This month	To date	

SURVEY RESULTS		
Returned	Score	
2	100%	
This Month	Current Month	
23	95.7%	
Year to Date	Year to Date	

SIGNED CONTRACTS		
This month	To date	
16	98	
Current Year	Current Year	
20	110	
Prior Year	Prior Year	

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MARCH 23, 2020

INDUSTRY REPORTS / BOARD PARTNERS







News | Features | Events Published Bi-monthly



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

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

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

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

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

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

IRVING SCHOOLS FOUNDATION

Maximizing Educational Opportunities

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

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

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

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

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







2020 CENSUS

2020 Census: Simple Questions that Help us All

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

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

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

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

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

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

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

Visit 2020census.gov for more information.

IMPORTANT CENSUS DATES

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

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

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





The Enclave

Recognized **Property**

LCA NEWS

2020 Annual Meeting of Members

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

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

member, who is currently the Declarant

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

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



LCA DEPARTMENTS

Security Services

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

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

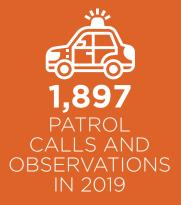
monitoring which uses LCA's private radio network and requires no phone-line or cell device. While LCA does not sell, install or repair alarm systems; the security services department is always available to members as an unbiased resource in the ever-growing security alarm market.

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









RESTAURANT REVIEW

ZEYTIN MEDITERRANEAN GRILL

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

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

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

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

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

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







COMMUNITY EVENTS





Cochon555

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



Call of Duty League: Dallas Empire Home Series

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



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

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

EVENT DATES

Cochon555

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

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

Saturday, February 15th at the Toyota Music Factory

Call of Duty League Dallas Empire Home Series

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



3838 Teleport Blvd. Irving, Texas 75039-4303







RESTAURANT GUIDEDownload at LasColinas.org



WEATHER APPSearch "Weather Link" in Apple App Store or Google Play Store



STORY SUGGESTIONS
Email us at jhubble@LasColinas.org



CONTACT US LasColinas.org liaisons@LasColinas.org 972-541-2345





@LasColinasTex

IRVING CONVENTION AND VISITORS BUREAU BOARD OF DIRECTORS MONDAY, MARCH 23, 2020

ACKNOWLEDGEMENTS AND MISCELLANEOUS ARTICLES



www.manyhelpinghands.org

Matry, Maura, Lori, wing -.--

Our sincere Thank You for an amazing evening and for considering Many Helping Hands as one of the non-profits in Irving to be selected. We are honored and humbled to be chosen by RCMA as a donation recipient. We are truly grateful!
We are looking forward to seeing God's plans unfold in Irving for our ministry.
May God bless you and your families.



For your compassion For your kindness For your generosity

From all of us at Many Helping Hands

Thank you

Sheila Slade

Hara Horson

Snowflakes are one of nature's most fragile things, but just look what they can do when they stick together. One luncheon for the string prospitality and dustry was perfect in every way. The food was

delicious. The venue was
sturning, and the progran
was fascinating. Thank
you for including me
in such a stellar event.

Best wishes,

Tell ann practicing my
Cathedral thinking!