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**IRVING CONVENTION AND VISITORS BUREAU**

**Board of Directors Meeting**

**Monday, May 21, 2018 @ 11:45 a.m.**

**Dallas/Fort Worth Airport Marriott**

**Grand Ballroom Salon E**

**8440 Freeport Parkway**

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(Lunch Served 11:15 a.m.)

**AGENDA**  
**Irving Convention & Visitors Bureau Board of Directors**  
**Monday, May 21, 2018 at 11:45 a.m.**  
**Dallas Fort Worth Airport Marriott**  
**Grand Ballroom Salon E**  
**8440 Freepoint Parkway**  
**Irving, Texas 75063**

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

**Consent Agenda**

1. Approving ICVB Board Minutes for April 30, 2018
2. Accepting ICVB Financial Reports for April 2018
3. Accepting Irving Convention Center Financial Reports for April 2018

**Presentation**

4. DestinationNEXT Survey Results – Paul Ouimet, NEXT Practices

**Reports**

5. Board Chair Report
  - a. Welcome Todd Hawkins and David Cole as official Board members
  - b. Schedule of Upcoming Meetings and Activities
  - c. Next Board Meeting – June 25, 2018
  - d. Next Executive Committee Meeting – June 22, 2018 @ 8:30 a.m.
6. Board Committee Reports
  - a. Board Development – Debbi Haacke
    - Strategic Planning Retreat – June 21-22, 2018
    - Next Meeting – June 5, 2018
  - b. Community Relations – Rick Lindsey
    - Next Meeting – July 17, 2018
  - c. Destination Development – Greg Malcolm
    - Recap of May 15 meeting
    - Next Meeting – August 7, 2018
7. City Reports
  - a. Council Liaison – John Danish
  - b. Mayor & Other Council Members
  - c. City Manager – Chris Hillman
    - Visitor Development Updates
    - Headquarter Hotel
    - Irving Music Factory/Entertainment Venue
    - Other City Updates

## **AGENDA - Continued**

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- 8. Bureau Monthly Management Reports**
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Finance and Administration – Mike Zumbaugh
    - i. Smith Travel Research and Air DNA Monthly Reports
  
- 9. Convention Center Management Report – Tom Meehan**
  
- 10. Industry Partner Reports**
  - a. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
  - b. Toyota Music Factory / Big Beat Dallas Report – Julia Kang
  - c. Hotel Industry Updates
  - d. Restaurant Industry Update
  
- 11. Partner Organization & Stakeholder Reports**
  - a. DART/Transportation and Infrastructure – Mayor Rick Stopfer
  - b. The Las Colinas Association – Hammond Perot
  - c. DCURD – Jacky Knox
  - d. TIF – John Haigler
  - e. Chamber of Commerce – Lori Bunger/Beth Bowman
  - f. Irving Arts and Culture – Todd Hawkins

### **CERTIFICATION**

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

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

\_\_\_\_\_  
Deputy Clerk, City Secretary's Office

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
REGULAR/SPECIAL MEETINGS  
OCTOBER 2017 - SEPTEMBER 2018**

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

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

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

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 21, 2018**

## **AGENDA ITEMS**



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
IRVING CONVENTION CENTER  
APRIL 30, 2018**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Lori Bunger, Karen Cooperstein, Bob Galecke, Debbi Haacke, John Haigler, Chris Hillman, Julia Kang, Jacky Knox, Kim Limon, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, and Holly Turner – Members of the Board; Deputy Mayor Pro Tem John Danish – City Council Liaison. From the City of Irving: Senior City Attorney Karen Brophy, Irving Arts and Culture Executive Director Todd Hawkins, Chief Financial Officer Jeff Litchfield, Mayor Rick Stopfer, and City Attorney Christina Weber. From SMG/Irving Convention Center: General Manager Tom Meehan and Director of Sales Matt Tungett. From CVB Staff: Maura Gast, Carol Boyer, Lori Fojtasek, Marianne Lauda, Diana Pfaff, Monty White, and Mike Zumbaugh; Guests: Salesmanship Club Tournament Director Jon Drago, Robert and Jill Martinez, and Councilman Oscar Ward.

Chair Clem Lear called the meeting to order at 11:47 a.m.

**CONSENT AGENDA**

1. MINUTES – MARCH 26, 2018
2. ICVB FINANCIAL REPORTS: MARCH 2018
3. ICC FINANCIAL REPORTS: MARCH 2018

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

**BOARD REPORTS**

A special presentation was made to Robert and Jill Martinez in recognition of their recent High Spirited Citizen award. They were congratulated by Lear, Mayor Rick Stopfer, the CVB Board and staff.

**BOARD CHAIR REPORT**

Lear reported the CVB team came away with second place at the recent Trivia Contest. The team included Assistant Executive Director/Marketing and Communications Diana Pfaff, Executive Director Maura Gast, David Cole, and Lear. She thanked everyone who participated in the Las Colinas Association Bowl-a-Thon at Pinstack, benefitting Irving Cares. It was reported the CVB won a trophy for most strikes and a trophy for most gutter balls at the event. She commended the Las Colinas Association on a fun night and successful event. Lear reviewed the upcoming meetings and activities schedule and asked everyone to make note of dates. There are several upcoming important meetings in the next few months that all should attend and participate. The next Executive Committee meeting will be held on Friday, May 18 and the Board meeting will be held on Monday, May 21.

**BOARD DEVELOPMENT COMMITTEE**

Committee Chair Debbi Haacke gave an update on the DestinationNEXT survey and reported since the survey launched, 462 participants have responded. There are 263 completed surveys, which has exceeded the goal of 200. There are several partially completed surveys and they will receive an email with a reminder to complete it by the end date of May 1. She reported the first day of the Strategic Planning Retreat will be held from 2:00 p.m. – 5:00 p.m. on Thursday, June 21 at the Alamo Drafthouse in the Toyota Music Factory, and conclude with a reception. The Executive Committee will hold a brief meeting on Friday, June 22 at

8:30 a.m., with the retreat immediately following at 9:00 a.m. (location TBD). The next Board Development Committee meeting will be held on Tuesday, June 5 at the Convention Center. Lear reminded everyone that all committee meetings are open to all Board members.

#### COMMUNITY RELATIONS COMMITTEE

Lindsey gave a review of the April 3 Committee meeting. Discussions were held on the challenge to communicate to the community for participation in the survey. With the assistance of the Board and the Committee, over 50 different groups were identified to contact and motivate to complete the survey and spread the word. He thanked all that contributed to the process. The Committee also discussed the High Spirited Citizen award program. There are candidates for recognition to complete the year, and the Committee is open to further nominations going forward. He thanked Robert and Jill Martinez for all they do for the City, and noted that they exemplify what the program is looking for in candidates. He encouraged Board members to attend the City Council meeting on May 3 in support of the National Travel and Tourism Week proclamation.

#### DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm gave an update on the Spring Trail Park proposal and noted the City Council approved a Memorandum of Understanding and will present the final report from the developer on August 1. The next Committee meeting will be held on May 15 at 11:30 a.m. at the Convention Center, and will be reviewing the Hotel Development Ordinance, hotel development trends, and short-term rentals. The Ordinance has been in place for over 10 years and it is time to revisit and decide if adjustments need to be recommended. He said this will be a very important meeting and encouraged hotel participation in the discussions.

#### CITY REPORTS

Mayor Pro Tem John Danish gave a report on the marketplace for entertainment as a destination, and commented that Irving has the makings for being successful and rise above the shadows of Dallas and Fort Worth to become a destination for entertainment. He also called everyone's attention to the DART map in the meeting packet showing the existing and pending lines. The map notes the Texas Central Railway, a 200-mile-per-hour train connecting Houston and Dallas, has identified the Cedars Station (south side of Lamar) on the DART Blue Line as the preferred site for the Dallas high-speed rail platform.

Councilman Oscar Ward gave a report of discussions from a recent American Planning Association meeting in New Orleans regarding short-term rentals. The first step is to have legislation for Hotel Occupancy Tax on short-term rentals. He encouraged connecting with State Representatives, Senators, and the Urban Affairs Committee to push in getting this item on the floor at the state level and move forward to capture short-term rental tax dollars.

Mayor Rick Stopfer thanked everyone for their commitment to the City. He commented he sees the faces of the Board members at different local events and he appreciates the support and commitment. He discussed a recent trip to Washington D.C. with City Manager Chris Hillman and their visits with our Congressional representatives regarding infrastructure dollars and matching funds that may be available. Discussions were also held regarding cell phone towers and the right-of-way for towers. He thanked Board Member Bob Galecke on his work with the Flood Control District Board to create a district at the Texas Stadium site and found money available at the federal level. The challenge is to find the \$40 million to match and move forward with that initiative. There are so many things happening in the City, and it is a great time to be here.

Stopfer reported the DART Cotton Belt update will be presented at City Council on May 3, and DART is looking for the last mile connection and adjustments to the bus route. He reported construction on the Signature Bridge has started, but the challenge is in working only a few hours a day due to the rail line running. The light rail station on the Verizon campus property is approved and moving forward. There are DART and DFW Airport meetings this week to discuss air traffic and runway construction.

Hillman reported the City is entering budget season, and the kick-off will be in two weeks with the budget and strategic plan review. The focus will be on areas impacting budget revenues. Sales tax is down 6-7% at \$1.5 million. A few businesses moved out of Irving and the sales tax revenue went with them, which made an impact. The City is keeping a close eye on the legislative session discussions on property taxes. Assessments are going up and discussions are addressing targeted increases in exemptions for seniors. Governor Abbott is suggesting limiting property tax increases to no more than 2.5%. Hillman reminded everyone that 98% of property taxes pay for public safety (Fire and Police Departments). The state receives \$560 million a year in sales tax from Irving, and of that, \$70 million comes to the City, \$70 million goes to DART, and \$420 million goes to the State. The City will continue to work with the State on how tax dollars are being returned to Irving. They also wants to have true, honest discussions on how education is being funded. The state budget anticipates a 14% increase in taxes to be able to fund public education, with the biggest impact on property taxes. Inflation is increasing and 147,000 people moved to North Texas last year. It is important for local businesses to be engaged with discussions. He encouraged everyone to talk to legislators about maintaining local control. Irving is growing extensively and we must be able to keep up with road infrastructure projects and improvements or we will continue to fall further and further behind. He reported important conversations will be held at the Strategic Plan on the Parks and Recreation master plan, and he encouraged everyone to attend and participate.

Lear noted the Board Development Committee will hold discussions at the fall meeting on legislative issues and will have the City's legislative representative give an update. Danish suggested having the Committee discuss significant impact items and ask the Irving-Las Colinas Chamber to sponsor a forum and ask candidates their position on items before they are elected.

#### STAFF

A form was distributed for Board members to complete for new business cards and name badges. Gast referenced the form and asked that the form be completed at the meeting and returned to either herself or CVB Office Manager Carol Boyer. Gast updated the previous report on the DestinationNEXT survey results, and noted there have been 539 participants to date. She thanked everyone for their support and community involvement.

Assistant Executive Director/Sales and Services Lori Fojtasek reported March was a very busy month for the sales team. The sales team is fielding a massive amount of leads that are technically coming from the Arlington Convention Center. Arlington has announced the Convention Center is renovating and eliminating the meeting rooms to create a 100,000-square foot "eSports" arena. eSports are a form of competition using video games, and tournaments are very popular. State Associations and corporate meetings need breakout rooms and meals and therefore those groups that have been booked in Arlington are now being displaced, which opens up some opportunities for Irving. Fojtasek stated Irving also has booked some eSports events and is pursuing further opportunities in this emerging market segment.

She reported the sales team is ahead of pace at the six-month point and trending to make goal. She also reported Drive Nation has two tournaments in April and expected to see 250-350 sleeping rooms associated with each of those events. Other events will be held in May, June and July, and Fojtasek will report on the impact of those events at an upcoming meeting.



Assistant Executive Director/Marketing and Communications Diana Pfaff reported March was a strong month with 86 RFPs and 53,166 associated room nights, which is well above average. Of those room nights, 13,090 were associated with one RFP. Website and blog numbers are rising dramatically. The "Top Things to Do" in March and "Easter Fun" blogs were very popular. April's numbers are more significant, and the "Bluebonnet" blog is always a favorite. Our advertising is performing exceptionally well, generating 7,083 impressions and 1,241 site visits, which is the highest response to date and more than double the highest response previously. Pfaff referenced two magazine articles that are included in the meeting packet, which highlight Irving's entertainment. She commented that she had recently stayed in Austin, Texas at the sister property to the Texican Court that is being built, the Lone Star Court. The theme is motor courts of yesteryear décor with relaxing outdoor courtyards and firepits. It is a timeless, unique blend combining retro with Texas and inviting people to gather together. Pfaff is hoping the Texican Court will bring good weekend and leisure business to the area. She offered tours of the model hotel rooms for the property and the Convention Center Westin Hotel if anyone has interest. A copy of *Fast Company* magazine was distributed and features a cover wrap for Irving. This is the fifth cover wrap issue, targeted at meeting planners. This wrap focuses on the Toyota Music Factory. Pfaff acknowledged and congratulated Marketing Director Monty White on his recent accomplishments. White has been the HSMAI (Hospitality Sales and Marketing Association International) Chair this past year, and carried a full load schedule at University of Dallas in the graduate program, finishing the semester with straight A's.

Assistant Executive Director/Administration and Finance Mike Zumbaugh reported on the STR and AirBNB Data Reports. Irving's hotel occupancy rate for March remained higher than the U.S. and Texas figures at 76.5%, and YTD remained higher as well at 72.4%. Irving's occupancy was up 1.8% compared to last year. Irving's average daily rate was \$107.92, up 0.5% in March compared to last year. Zumbaugh reported on AirBNB statistics, stating Irving has 217 active rentals, up from 210 that was reported last month. Current YTD average daily rate for these rentals is \$130.19, which is up 15.79% over last year, with an occupancy percentage of 63.9%, up 9.31% over last year. In comparing the hotel subset, the current YTD average daily rate is \$86.58, up 19.92% over last year, with occupancy at 62.2%, down 0.07% from last year. He stated the hotel comparable subset are those properties that are one bedroom or studio apartments. In response to a question from Danish, Zumbaugh replied the numbers are compiled from a company called AirDNA.

#### CONVENTION CENTER

General Manager Tom Meehan reported the Convention Center is very solid financially at \$512,432 ahead of budget. The ICC and CVB sales teams are very strong and dates for booking events are getting harder to find. Sales is starting to see meeting requests for 2-4 years out on the calendar. He reported the recent sales trip to Austin was successful and met with 50 state associations. Executive Chef Eduardo Alvarez went along on the trip, and people knew about him and the quality of food and service at the Convention Center. Alvarez gave a presentation to the group and the event was very successful. Associations are starting to see things are happening in Irving and want to come and be a part of it. He reported on projects in and around the building, including exterior lighting and changing lights to LED to bring the building back to the way it was originally designed.

ICC Director of Sales Matt Tungett reported clients are seeing some "sticker shock" in the leads from the Arlington Convention Center. As the leads pan out across the metroplex it should help balance out pricing initiatives across the board. There were 21 events in the building in March, which is 15 events ahead of 2017. There were 2,045 guestrooms booked in conjunction with Convention Center events. To date 158 contracts have been signed, and 24 of them were in March, which is 16 ahead of 2017. He reported on upcoming public shows. Kameha Con, which is dedicated to the Japanese animated series Dragon Ball Z,

has booked the entire facility and is expecting close to 15,000 people. USA Women's Wrestling event is booked in May. Sales is starting to book the Toyota Music Factory as a dine-around destination for a 550-person group, and Comic-Con is in touch with the Alamo Drafthouse for events as well.

#### INDUSTRY PARTNERS HOTEL INDUSTRY UPDATES

Malcolm reported the Courtyard in South Irving, Hwy 183 and Valley View Lane, is undergoing renovations, as well as the Embassy Suites. The Home2 Suites should open shortly. There is an Irving-Las Colinas Chamber event at the Hilton Garden Inn DFW Airport South on May 22, and renovations are complete.

Hampton Inn Irving/Las Colinas General Manager Kim Limon reported Irving is busy and April has been a good month. She is finishing up the budget process. May looks soft, but can pick up as dates get closer.

Omni Mandalay General Manager Holly Turner reported April has been strong, and the summer looks soft to date. She is hoping for a strong Cowboys schedule for the fall.

#### LAS COLINAS ASSOCIATION

Board member Hammond Perot thanked everyone who participated in the Bowl-a-thon and reported there were approximately 200 people in attendance. It was a very fun event and a huge success. The Las Colinas Association annual retreat is scheduled and discussions will be held on security, maintenance, deed restriction compliance, etc. The Association is ramping up efforts to be more active in community affairs and branding. He stated he is happy to receive input.

#### DCURD

Board member Jacky Knox reported river elevations were high, due to releases from upstream lakes, which dictated pumping at all three Districts. Each area was well within control parameters. There are several events scheduled on Lake Carolyn: AMBUCs fishing tournament, Dragon Boat Festival, PlayTri Triathlon, Canal Fest, and the gondolas, paddleboards and water trikes season is underway. Several projects are happening in the Las Colinas area. The Gables APT station is set to open at the end of May. An erosion repair project is underway in Hackberry Creek, and an engineering project for an emergency generator for the Lake Carolyn system. He reported DCURD is working with the City, Las Colinas Association and the owner of Williams Square office towers in consideration of a new design for the plaza. The new design will enhance the public gathering spaces. The office tower owner plans to further activate the first floor of the office buildings. The Valley Ranch area is utilizing Texas native plants for erosion control and to attract Monarch butterflies. Canal wall repairs and improvements are scheduled for this summer. The recertification of the Dr Pepper and Fed Ex East Cell area is 99% complete. The process can take up to 12 months. The undeveloped West Cell levee certification process and interior drainage projects are a part of the site development for the former Texas Stadium site.

#### TIF

Board member John Haigler reported the TIF meeting on April 16 did not have a quorum present. He reported they are working with the City for the TIF extension. The recommendation is to extend the TIF for 20 years. He expects to make final proposal for the extension in the next 60 days.

#### SALESMANSHIP CLUB

Tournament Director Jon Drago reported the AT&T Byron Nelson Championship tournament is two weeks away. The 2017 tournament had a record attendance, a great champion and the best revenue. He reported in 2012 Hewlett Packard decided not to renew the contract for the tournament and AT&T was moving their corporate headquarters to Dallas and interested in the title sponsorship, but wanted to advance the district of Dallas that needed attention. He thanked Gast for her advice and support over the years. He stated the new course is in a race to the finish line. The television compound was just completed and moving in today. Interest level sales are up 20%, but social media has not been good. He reported from a planning standpoint, the Four Seasons Resort is sorely missed, as well as Irving's care of the media. It is taking longer than anticipated to figure out who the right person is at the new course and how to get answers quickly. The most common questions are for parking, how to handle shade with no trees on the course, and if Byron Nelson's statue is moving. He reported 13 parking lots have been contracted and the main general parking site is at the State Fair of Texas lot 15 and there is shuttle service. Misting stations are being installed; some artificial shade and some air-conditioned areas are options for missing trees. The statue of Byron Nelson will stay at the Four Seasons Resort. He commented nothing tells the story better for the history of champions and Byron Nelson than the statue where it is currently. The Salesmanship Club is still a landowner in Irving and partnering with Park Place to operate the Luxury Car Show at the Four Seasons. Lear wished Drago the best of luck at this year's tournament.

#### UNIVERSITY OF DALLAS

Board member Bob Galecke reported on graduation at UD. There will be four ceremonies in the next two weeks, using the hospitality of Irving's hotels and restaurants. UD alumni Tom Nealon, President at Southwest Airlines, and Princess Miriem Bensalah-Chaqrour, a leading business woman in Morocco, will address the Class of 2018.

#### IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber Board Chair Lori Bunger reported 2018 is off to a good start with six project wins and more than 1,300 jobs, representing \$20 million in capital investment since October 1. The Irving Economic Development Partnership has worked an active project pipeline of 40 – 50 projects, including 25 domestic recruitment projects. Irving's unemployment rate for March held consistent at 3.6%, which is favorably compared to Texas at 4.0%, and the U.S. rate of 4.1%. The Chamber traveled to Washington D.C. for the D.C. Fly-In event last week to share federal priorities with the congressional delegation. Discussions were held on trade, infrastructure and the tax policy. Several members of Congress asked for follow-up information on how the recent tax reforms are benefitting some member investors. She reminded everyone Friday, May 4 is Shop Main Street America in Irving. Saturday, May 5 is election day and she encouraged everyone to exercise their civic duty. The Chamber, in partnership with the Oak Cliff Chamber, will host Dallas County Judge Clay Jenkins for the 2018 State of Dallas County on Thursday, May 17 at the Westin Dallas. The conversation will be moderated by WFAA sports anchor Dale Hansen.

#### IRVING ARTS

Arts and Culture Director Todd Hawkins reported there are a lot of irons in the fire and the Arts projects are moving forward. He reported the Arts Center is 60% ahead of revenue even with the loss of the Lyric Stage. The department will continue to work on a replacement with the same quality of work as the Lyric Stage. The new museum passed 95% of architectural design and a hard hat tour will be held in December. The soft opening is scheduled for April 2019. The Department of Arts and Culture is currently conducting a Bear Creek assessment, to assess the weather damage sustained over the past few years. Once the

IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
APRIL 30, 2018  
PAGE 7

assessment is completed, repairs will begin, along with strategic planning to institute a consistent operational model. Museum Director Jennifer Landry and Hawkins have been working with the Gilbert Grove Prince Hall Masonic Lodge. The lodge organized in 1947 in the two-story building now located on the Jackie Townsell Bear Creek Heritage Center property. The 20 current members of the Gilbert Grove Prince Hall Lodge have been very active with the museum and have gone above and beyond to bring the Bear Creek community together, for public input regarding permanent exhibition for the new Irving Archives and Museum. The Mustang museum is going through some changes as well.

With no further questions or discussion, Lear adjourned the meeting at 1:30 p.m.

Respectfully submitted,



Maura Allen Gast, FCDME  
Executive Director



**ICVB  
FINANCIAL STATEMENTS**

For Period Ending: April 30, 2018

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

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**ASSETS**

Cash	36,470
Petty Cash	250
Investments	1,578,000
Accounts Receivable	<u>3,980</u>
Total Assets	<u><u>1,618,700</u></u>

**LIABILITIES AND FUND BALANCE**

***LIABILITIES***

Accounts Payable	21,916
Due to City of Irving General Fund	<u>75</u>
	<u>21,991</u>

***FUND BALANCE***

Reserved for Encumbrances	1,166,289
Unreserved	<u>430,420</u>
Total Fund Balance	<u>1,596,709</u>
Total Liabilities and Fund Balance	<u><u>1,618,700</u></u>

Notes:

Reserved for Encumbrances:

Business Development Incentive Program - 331,902  
Destination Analysts - 70,000  
Maloney Strategic Communications - 109,104  
Media Advertising - 393,067  
Simpleview - 111,626  
SMG/Technology Support - 36,040  
Tucker & Associates - 24,590  
Miscellaneous - 89,960

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

	----- Budget -----		----- Actual -----			Unencumbered Available Budget	Percent Collected/ Expended	Prior Year to Date Actual
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances			
<b><u>REVENUES AND TRANSFERS IN:</u></b>								
<b>REVENUES:</b>								
Hotel/Motel Taxes:								
Current Year	8,485,907	8,485,907	0	1,928,421	0	6,557,486	22.72%	1,888,795
Penalties and Interest	0	0	0	4,051	0	(4,051)	0.00%	5,883
Prior Years	0	0	0	0	0	0	0.00%	58,624
Interest	17,000	17,000	3,228	13,335	0	3,665	78.44%	9,433
State of Texas Events Trust Fund	50,000	50,000	0	9,622	0	40,378	19.24%	0
Miscellaneous	5,000	5,000	0	15,443	0	(10,443)	308.86%	6,632
Total Revenues	<u>8,557,907</u>	<u>8,557,907</u>	<u>3,228</u>	<u>1,970,872</u>	<u>0</u>	<u>6,587,035</u>	<u>23.03%</u>	<u>1,969,367</u>
<b>TOTAL REVENUES AND TRANSFERS IN</b>	<u>8,557,907</u>	<u>8,557,907</u>	<u>3,228</u>	<u>1,970,872</u>	<u>0</u>	<u>6,587,035</u>	<u>23.03%</u>	<u>1,969,367</u>
<b><u>EXPENDITURES AND TRANSFERS OUT:</u></b>								
<b>EXPENDITURES:</b>								
Salaries	2,106,626	2,112,626	152,441	1,086,381	0	1,026,245	51.42%	1,023,457
Benefits	561,825	561,825	43,241	306,975	0	254,850	54.64%	287,067
Supplies	61,900	63,105	3,947	17,365	5,625	40,115	36.43%	32,582
Equipment Maintenance	6,900	6,900	352	2,209	0	4,691	32.01%	1,676
Miscellaneous	180,095	180,270	36,753	119,728	0	60,542	66.42%	113,549
Equipment Rentals	7,900	7,725	825	1,650	1,650	4,425	42.72%	825
Special Services	1,675,881	1,816,881	60,058	891,944	402,374	522,563	71.24%	699,031
Facility Management Services	1,395,000	1,395,000	0	698,000	0	697,000	50.04%	686,250
Advertising Projects	140,000	137,000	3,377	9,568	10,671	116,761	14.77%	44,404
Sponsorships / Partnerships	174,000	186,000	6,000	59,966	21,000	105,034	43.53%	171,973
Media Advertising	680,000	698,292	29,159	222,935	393,067	82,290	88.22%	357,907
Travel	680,265	680,060	57,552	247,332	0	432,728	36.37%	182,994
Promotions / Special Events	1,171,000	1,603,476	63,503	403,829	331,902	867,745	45.88%	414,274
Memberships	82,615	82,615	11,364	54,433	0	28,182	65.89%	47,323
Total Expenditures	<u>8,924,007</u>	<u>9,531,775</u>	<u>468,572</u>	<u>4,122,315</u>	<u>1,166,289</u>	<u>4,243,171</u>	<u>55.48%</u>	<u>4,063,312</u>
<b>TRANSFERS OUT:</b>								
Transfer to ICVB Reserve Fund	200,000	200,000	0	0	0	200,000	0.00%	200,000
Transfer to ICC Reserve/CIP Fund	900,000	1,215,249	0	0	0	1,215,249	0.00%	0
Total Transfers Out	<u>1,100,000</u>	<u>1,415,249</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1,415,249</u>	<u>0.00%</u>	<u>200,000</u>
<b>TOTAL EXPENDITURES AND TRANSFERS OUT</b>	<u>10,024,007</u>	<u>10,947,024</u>	<u>468,572</u>	<u>4,122,315</u>	<u>1,166,289</u>	<u>5,658,420</u>	<u>48.31%</u>	<u>4,263,312</u>

Percent of year completed = 58.3%

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

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**SUMMARY:**

Beginning Fund Balance at October 1, 2017	3,748,152
Revenues and Transfers In	1,970,872
Expenditures and Transfers Out	<u>(4,122,315)</u>
Ending Fund Balance at April 30, 2018	1,596,709
Encumbrances	<u>(1,166,289)</u>
Unreserved Fund Balance at April 30, 2018	<u><u>430,420</u></u>

**NOTES:**

Adjusted Budget:

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

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

Revenues & Transfers In:

Hotel Tax: The first quarter hotel taxes have been received

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

Expenditures & Transfers Out:

Special Services: Advertising Agency - 410; Outside Services - 59,199; Miscellaneous - 449

Facility Management Services: Two subsidy payments have been processed

Promotions / Special Events: Business Development Incentive Program - 47,520; Local Programs - 15,767; Miscellaneous - 216



# Irving Convention and Visitors Bureau

## Check Register Report - April 2018



Generated: 5/14/2018 2:51:15 PM

Batch: 7283

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059139	04/05/18	AMPED ASSOCIATION MANAGEMENT	\$	595.00
80059140	04/05/18	BH DFW PROPERTY LP	\$	2,210.00
80059141	04/05/18	BT HOTEL LAS COLINAS LLC	\$	243.00
80059142	04/05/18	DHD FILMS	\$	550.00
80059143	04/05/18	FASTSIGNS - IRVING / LAS COLINAS	\$	113.53
80059144	04/05/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	6,425.00
80059145	04/05/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	195.00
80059146	04/05/18	IRVING - LAS COLINAS ROTARY CLUB	\$	130.00
80059147	04/05/18	OMNI MANDALAY HOTEL	\$	3,976.00
80059148	04/05/18	ROSELLE PLIEGO	\$	412.35
80059149	04/05/18	SHERATON DFW AIRPORT HOTEL	\$	2,352.00
80059150	04/05/18	THE HOTEL ASSOCIATION	\$	500.00
			12 payments Batch Total: \$	17,701.88

Batch: 7290

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059151	04/12/18	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	\$	390.00
80059152	04/12/18	AMERICAN EXPRESS	\$	72,910.59
80059153	04/12/18	ATMX LLC	\$	1,641.00
80059154	04/12/18	BT HOTEL LAS COLINAS LLC	\$	1,590.00
80059155	04/12/18	CONNECT	\$	6,000.00
80059156	04/12/18	COURTYARD BY MARRIOTT DALLAS LAS COLINAS	\$	55.00
80059157	04/12/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	880.00
80059158	04/12/18	FEDERAL EXPRESS CORPORATION	\$	176.94
80059159	04/12/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	2,000.00
80059160	04/12/18	GARRETT SPEAKERS INTERNATIONAL, INC	\$	3,500.00
80059161	04/12/18	MALONEY STRATEGIC COMMUNICATIONS	\$	410.00
80059162	04/12/18	DEBORA C. MANUSAMA	\$	225.00
80059163	04/12/18	MCKESSON CORPORATION	\$	180.00
80059164	04/12/18	MEETINGS TODAY	\$	4,000.00
80059165	04/12/18	OMNI MANDALAY HOTEL	\$	1,290.00
80059166	04/12/18	PATHWAYS CORE TRAINING	\$	1,820.00
80059167	04/12/18	PCMA SERVICES	\$	5,000.00
80059168	04/12/18	PERFORMANCE-SOLUTIONS-GROUP, INC.	\$	4,600.00

continued on next page

## Batch: 7290

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059169	04/12/18	PITNEY BOWES GLOBAL FINANCIAL SVCS, LLC	\$	825.12
80059170	04/12/18	RISE ADAPTIVE SPORTS	\$	145.00
80059171	04/12/18	SHERATON DFW AIRPORT HOTEL	\$	2,340.00
80059172	04/12/18	SPORTS CLUB AT FOUR SEASONS	\$	780.00
80059173	04/12/18	STAPLES	\$	139.98
80059174	04/12/18	TEXAS COUNCIL ON FAMILY VIOLENCE	\$	420.00
80059175	04/12/18	TEXAS DEPARTMENT OF TRANSPORTATION	\$	2,679.29
80059176	04/12/18	TEXAS WINE AND GRAPE GROWERS ASSOCIATION	\$	2,470.00
80059177	04/12/18	TIGER OAK MEDIA, INC	\$	4,000.00
80059178	04/12/18	TUCKER & ASSOCIATES, LLC	\$	4,078.35
			28 payments Batch Total: \$	124,546.27

## Batch: 7295

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059179	04/19/18	AMERICAN NUMISMATIC ASSOCIATION	\$	2,365.00
80059180	04/19/18	BT HOTEL LAS COLINAS LLC	\$	279.00
80059181	04/19/18	CHURCH OF GOD INT'L	\$	2,022.00
80059182	04/19/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	1,055.00
80059183	04/19/18	DESTINATIONS INTERNATIONAL	\$	22,150.00
80059184	04/19/18	KATHERINE DIPIETRO	\$	98.79
80059185	04/19/18	DOUBLETREE DALLAS DFW AIRPORT	\$	980.00
80059186	04/19/18	FIRST IN TEXAS	\$	3,280.00
80059187	04/19/18	LORI M. FOJTASEK	\$	165.37
80059188	04/19/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	3,225.00
80059189	04/19/18	CHERYL HOPKINS	\$	108.49
80059190	04/19/18	INNOVATIVE PACKAGING GROUP INC.	\$	1,461.45
80059191	04/19/18	IRVING CONVENTION CENTER	\$	76,905.64
80059192	04/19/18	MARIANNE LAUDA	\$	65.00
80059193	04/19/18	BRENDA LOPEZ	\$	25.45
80059194	04/19/18	LORI MANSELL	\$	315.00
80059195	04/19/18	KAYLA MANSOUR	\$	292.19
80059196	04/19/18	MCKESSON CORPORATION	\$	1,775.00
80059197	04/19/18	PETTY CASH	\$	186.17
80059198	04/19/18	DIANA PFAFF	\$	65.00
80059199	04/19/18	RESIDENCE INN BY MARRIOTT DALLAS/LAS COLINAS	\$	160.00
80059200	04/19/18	KELLY ROCHE	\$	51.10
80059201	04/19/18	BARBARA SCHINGLE	\$	148.44

## Batch: 7295

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059202	04/19/18	LORI SIRMEN	\$	143.06
80059203	04/19/18	SOUTHERN BAPTISTS OF TEXAS CONVENTION	\$	1,440.00
80059204	04/19/18	CAROL STODDARD	\$	83.53
80059205	04/19/18	VERIZON WIRELESS	\$	391.04
80059206	04/19/18	MICHAEL ZUMBAUGH	\$	74.89
			28 payments Batch Total: \$	119,311.61

## Batch: 7302

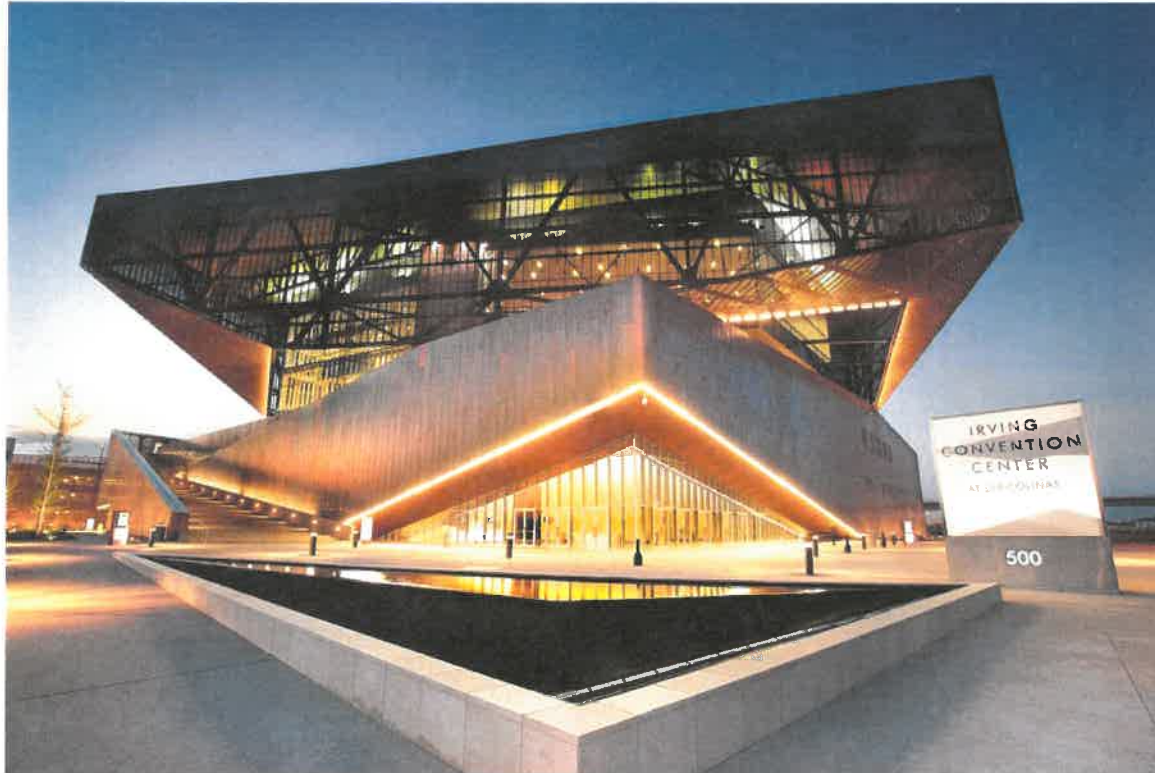
<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059207	04/26/18	AERIAL PHOTOGRAPHY	\$	97.00
80059208	04/26/18	ARES TRAVEL INC.	\$	1,250.00
80059209	04/26/18	BARBERSTOCK SYSTEMS INC.	\$	2,397.00
80059210	04/26/18	BH DFW PROPERTY LP	\$	2,462.00
80059211	04/26/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	2,453.00
80059212	04/26/18	DEXYP	\$	1,088.64
80059213	04/26/18	DOUBLETREE DALLAS DFW AIRPORT	\$	200.00
80059214	04/26/18	FEDERAL EXPRESS CORPORATION	\$	28.94
80059215	04/26/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	2,708.00
80059216	04/26/18	GUARANTEED EXPRESS, INC.	\$	243.03
80059217	04/26/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	170.00
80059218	04/26/18	IRVING CONVENTION CENTER	\$	5,819.32
80059219	04/26/18	RESERVE ACCOUNT	\$	3,000.00
80059220	04/26/18	SHERATON DFW AIRPORT HOTEL	\$	4,447.00
80059221	04/26/18	SIMPLEVIEW	\$	20,833.66
80059222	04/26/18	STAPLES	\$	133.52
			16 payments Batch Total: \$	47,331.11
			84 payments Sub Total: \$	308,890.87

## SUMMARY

84 payments TOTAL: \$ 308,890.87



IRVING CONVENTION CENTER  
AT LAS COLINAS



**Date Distributed: May 14, 2018**

# **Monthly Financial Summary**

**For Period Ending April 30, 2018**

IRVING CONVENTION CENTER AT LAS COLINAS / SMG

OCTOBER 1, 2017 TO SEPTEMBER 30, 2018

Board Lead Income Statement - Monthly FY 2018

	October	November	December	January	February	March	April	May	June	July	August	September	Total
<b>Event Income</b>													
<b>Direct Event Income</b>													
Rental Income	117,100	35,954	39,927	105,725	86,890	155,975	179,515	130,000	6,000	75,000	70,000	98,000	1,100,086
Service Income	43,471	23,129	46,456	10,029	60,981	104,848	59,522	38,066	29,066	35,066	39,066	58,522	548,220
Service Expenses	(66,060)	(48,030)	(49,564)	(58,278)	(99,378)	(139,154)	(91,673)	(58,300)	(47,475)	(49,300)	(52,885)	(69,980)	(830,076)
<b>Total Direct Event Income</b>	<b>94,511</b>	<b>11,053</b>	<b>36,819</b>	<b>57,476</b>	<b>48,493</b>	<b>121,669</b>	<b>147,364</b>	<b>109,766</b>	<b>(12,409)</b>	<b>60,766</b>	<b>56,181</b>	<b>86,542</b>	<b>818,229</b>
<b>Ancillary Income</b>													
F & B Concessions	29,160	6,220	5,350	12,588	7,039	35,895	39,995	5,200	4,250	6,000	7,500	5,500	164,697
F & B Catering	326,765	289,373	461,572	275,097	361,456	218,039	246,994	396,375	223,500	119,250	132,000	270,450	3,320,870
Parking: Self Parking	32,197	4,910	(5,280)	24,287	22,250	44,897	20,343	21,600	18,800	5,200	6,800	6,000	202,004
Electrical Services	9,865	12,261	5,800	23,227	21,715	22,195	7,650	6,055	5,500	700	6,350	13,800	135,117
Audio Visual	(90)	(1,331)	(117)	(0)	33	(2,103)	(702)	-	-	-	-	-	(4,310)
Internet Services	580	3,350	-	1,050	405	5,310	1,670	1,500	1,250	900	780	950	17,745
<b>Total Ancillary Income</b>	<b>398,477</b>	<b>314,783</b>	<b>467,325</b>	<b>336,249</b>	<b>412,898</b>	<b>324,233</b>	<b>315,950</b>	<b>430,730</b>	<b>253,300</b>	<b>132,050</b>	<b>153,430</b>	<b>296,700</b>	<b>3,836,124</b>
<b>Total Event Income</b>	<b>492,988</b>	<b>325,836</b>	<b>504,144</b>	<b>393,725</b>	<b>461,391</b>	<b>445,902</b>	<b>463,314</b>	<b>540,496</b>	<b>240,891</b>	<b>192,816</b>	<b>209,611</b>	<b>383,242</b>	<b>4,654,356</b>
<b>Other Operating Income</b>	<b>130,093</b>	<b>64,477</b>	<b>25,394</b>	<b>52,536</b>	<b>45,837</b>	<b>82,058</b>	<b>61,110</b>	<b>45,200</b>	<b>37,056</b>	<b>41,000</b>	<b>39,200</b>	<b>33,063</b>	<b>657,023</b>
<b>ICVB Operating Subsidy</b>				<b>348,000</b>		<b>350,000</b>			<b>348,750</b>			<b>348,250</b>	<b>1,395,000</b>
<b>Adjusted Gross Income</b>	<b>623,081</b>	<b>390,313</b>	<b>529,538</b>	<b>794,260</b>	<b>507,228</b>	<b>877,960</b>	<b>524,424</b>	<b>585,696</b>	<b>626,697</b>	<b>233,816</b>	<b>248,811</b>	<b>764,555</b>	<b>6,706,378</b>
<b>Operating Expenses</b>													
Employee Salaries and Wages	202,542	161,560	251,329	202,263	189,429	191,145	192,642	207,410	207,403	207,410	207,410	207,410	2,427,953
Benefits	55,111	(12,565)	65,173	62,849	54,030	62,802	57,104	59,997	62,535	64,044	64,044	64,044	659,169
Less: Event Labor Allocations	(33,730)	(27,044)	(24,368)	(32,171)	(34,182)	(34,851)	(37,574)	(34,776)	(34,776)	(34,776)	(34,776)	(34,776)	(397,801)
<b>Net Employee Wages and Benefits</b>	<b>223,923</b>	<b>121,951</b>	<b>292,134</b>	<b>232,940</b>	<b>209,277</b>	<b>219,096</b>	<b>212,172</b>	<b>232,631</b>	<b>235,162</b>	<b>236,678</b>	<b>236,678</b>	<b>236,678</b>	<b>2,689,321</b>
Contracted Services	95,696	69,337	59,442	58,844	66,482	58,325	67,727	44,239	43,539	43,539	43,539	43,539	694,249
General and Administrative	85,386	62,214	31,815	55,129	59,562	76,670	47,285	47,149	39,660	39,660	39,660	39,660	623,850
Operations	46,466	38,029	49,515	49,985	36,347	67,056	53,900	42,125	40,125	40,125	40,125	40,125	543,923
Repair & Maintenance	64,590	64,407	42,606	34,412	54,214	54,719	51,920	44,856	44,856	44,856	44,856	44,856	591,148
Supplies	34,869	15,124	8,277	23,982	10,218	34,195	20,185	15,449	15,449	15,449	15,449	15,449	224,095
Insurance	5,266	5,538	6,635	4,726	5,538	5,388	6,481	8,333	8,333	8,333	8,333	8,333	81,237
Utilities	44,174	56,170	34,558	43,923	57,817	45,763	27,707	46,666	46,666	46,666	46,666	46,666	543,443
SMG Management Fee	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	12,899	154,788
SMG F&B Incentive Fee	33,224	12,769	38,991	29,601	34,013	32,229	28,131	15,000	15,000	15,000	15,000	1,042	270,000
<b>Total Operating Expenses</b>	<b>646,493</b>	<b>458,438</b>	<b>576,872</b>	<b>546,442</b>	<b>546,367</b>	<b>606,340</b>	<b>528,406</b>	<b>509,346</b>	<b>501,689</b>	<b>503,205</b>	<b>503,205</b>	<b>489,247</b>	<b>6,416,053</b>
<b>Net Income (Loss) From Operations</b>	<b>(23,412)</b>	<b>(68,125)</b>	<b>(47,334)</b>	<b>247,818</b>	<b>(39,139)</b>	<b>271,620</b>	<b>(3,982)</b>	<b>76,350</b>	<b>125,008</b>	<b>(269,389)</b>	<b>(254,394)</b>	<b>275,308</b>	<b>290,325</b>
<b>Other Income (Expenses)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Net Income After Other Income (Expenses)</b>	<b>(23,412)</b>	<b>(68,125)</b>	<b>(47,334)</b>	<b>247,818</b>	<b>(39,139)</b>	<b>271,620</b>	<b>(3,982)</b>	<b>76,350</b>	<b>125,008</b>	<b>(269,389)</b>	<b>(254,394)</b>	<b>275,308</b>	<b>290,325</b>
	<b>Budget Forecast Comparison by Month</b>												
<b>2018</b>	47,856	494,666	472,986	<b>314,913</b>	336,267	350,441	290,325	-	-	-	-	-	-
<b>2017</b>	(990,976)	(850,624)	(812,492)	(808,222)	(760,116)	(621,850)	(538,064)	(102,394)	(16,789)	273	79,067	315,251	-

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

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	41,325	24,665	16,660	21,903
Events	32	36	(4)	29
Event Days	48	51	(3)	41
Direct Event Income	147,364	106,834	40,530	108,058
Ancillary Income	315,950	312,298	3,652	278,756
Total Event Income	463,314	419,132	44,182	386,814
Other Operating Income	61,110	37,056	24,054	36,406
Adjusted Gross Income	524,424	456,188	68,236	423,220
Indirect Expenses	(528,406)	(512,732)	(15,674)	(453,183)
Net Income (Loss) From Operations	(3,982)	(56,544)	52,562	(29,963)

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

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	149,570	154,677	(5,107)	125,254
Events	164	195	(31)	146
Event Days	243	259	(16)	213
Direct Event Income	517,383	537,273	(19,890)	402,130
Ancillary Income	2,569,786	1,859,934	709,852	2,188,218
Total Event Income	3,087,169	2,397,207	689,962	2,590,348
Other Operating Income	461,504	321,570	139,934	219,266
Adjusted Gross Income	3,548,673	2,718,777	829,896	2,809,614
Indirect Expenses	(3,909,354)	(3,589,129)	(320,225)	(3,416,051)
Net Income (Loss) From Operations	(360,681)	(870,352)	509,671	(606,437)

IRVING CONVENTION CENTER/SMG

Balance Sheet

April 30, 2018

**ASSETS**

**Current Assets**

Cash	\$	1,238,851
Accounts Receivable		837,951
Prepaid Assets		0
Inventory		55,671

Total Current Assets 2,132,473

**Total Assets** **\$ 2,132,473**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	523,725
Accrued Expenses		197,407
Deferred Income		0
Advance Ticket Sales/Deposits		1,075,029
Other Current Liabilities		0

Total Current Liabilities 1,796,161

**Long-Term Liabilities**

Long Term Liabilites 0

Total Long-Term Liabilities 0

Total Liabilities 1,796,161

**Equity**

Net Funds Received		9,721,919
Retained Earnings		(9,024,926)
Net Income (Loss)		(360,681)

Total Equity 336,312

**Total Liabilities & Equity** **\$ 2,132,473**



IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Seven Months Ending April 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
<b>EVENT INCOME</b>							
Direct Event Income							
Rental Income	179,515	129,000	50,515	721,086	661,000	60,086	570,321
Service Revenue	59,522	30,288	29,234	348,434	281,854	66,580	295,745
Service Expenses	(91,673)	(52,454)	(39,219)	(552,137)	(405,581)	(146,556)	(463,936)
<b>Total Direct Event Inco</b>	<b>147,364</b>	<b>106,834</b>	<b>40,530</b>	<b>517,383</b>	<b>537,273</b>	<b>(19,890)</b>	<b>402,130</b>
Ancillary Income							
F & B Concessions	39,995	20,000	19,995	136,250	152,993	(16,743)	93,678
F & B Catering	246,994	259,999	(13,005)	2,179,164	1,487,939	691,225	1,886,002
Parking	20,343	18,799	1,544	143,604	126,326	17,278	121,873
Electrical Services	7,650	10,000	(2,350)	102,713	82,450	20,263	83,030
Audio Visual	(702)	0	(702)	(4,310)	1	(4,311)	(825)
Internet Services	1,670	3,500	(1,830)	12,365	10,225	2,140	4,460
<b>Total Ancillary Income</b>	<b>315,950</b>	<b>312,298</b>	<b>3,652</b>	<b>2,569,786</b>	<b>1,859,934</b>	<b>709,852</b>	<b>2,188,218</b>
<b>Total Event Income</b>	<b>463,314</b>	<b>419,132</b>	<b>44,182</b>	<b>3,087,169</b>	<b>2,397,207</b>	<b>689,962</b>	<b>2,590,348</b>
<b>OTHER OPERATING INCOME</b>							
Advertising	5,000	0	5,000	17,000	0	17,000	0
Other Income	56,110	37,056	19,054	444,504	321,570	122,934	219,266
<b>Total Other Operating In</b>	<b>61,110</b>	<b>37,056</b>	<b>24,054</b>	<b>461,504</b>	<b>321,570</b>	<b>139,934</b>	<b>219,266</b>
<b>Adjusted Gross Income</b>	<b>524,424</b>	<b>456,188</b>	<b>68,236</b>	<b>3,548,673</b>	<b>2,718,777</b>	<b>829,896</b>	<b>2,809,614</b>
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	192,642	213,307	20,665	1,390,912	1,493,147	102,235	1,381,840
Payroll Taxes & Benefit	57,104	64,806	7,702	344,498	453,647	109,149	381,304
Labor Allocations to Ev	(37,574)	(51,902)	(14,328)	(223,921)	(363,316)	(139,395)	(286,227)
<b>Net Salaries and Benefit</b>	<b>212,172</b>	<b>226,211</b>	<b>14,039</b>	<b>1,511,489</b>	<b>1,583,478</b>	<b>71,989</b>	<b>1,476,917</b>
Contracted Services	67,727	41,697	(26,030)	475,850	291,879	(183,971)	302,539
General and Administrat	47,284	50,487	3,203	418,062	353,409	(64,653)	363,978
Operating	53,900	41,604	(12,296)	341,300	291,228	(50,072)	354,669
Repairs & Maintenance	51,920	41,327	(10,593)	366,867	289,289	(77,578)	262,662
Operational Supplies	20,185	20,712	527	146,853	144,984	(1,869)	45,582
Insurance	6,481	8,333	1,852	39,572	58,331	18,759	68,372

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Seven Months Ending April 30, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Utilities	27,707	46,966	19,259	310,110	328,766	18,656	290,742
SMG Management Fees	41,030	35,395	(5,635)	299,251	247,765	(51,486)	250,590
Total Indirect Expenses	528,406	512,732	(15,674)	3,909,354	3,589,129	(320,225)	3,416,051
Net Income (Loss)	(3,982)	(56,544)	52,562	(360,681)	(870,352)	509,671	(606,437)

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
	Dallas FBI DCIRT Squad	ICVB Community Relations Committee Meeting GDMF Board Meeting	7x24 Exchange Lone Star Chapter 2018 Spring Conference	2018 DFW Fiber Fest ICVB Board Member Orientation Meeting	Accenture	
		K12 Testing U.S. Chamber of Commerce Ivanti		Outdoors Tomorrow Foundation Fundraiser		
8	9	10	11	12	13	14
2018 DFW Fiber Fest	2018 Dallas National College Fair K12 Testing	GDMF Board Meeting		Topping Out Ceremony	Greater Dallas Military Foundation Military Ball & Symposium	2018 MedVet DFW Continuing Education Conference
				Hope House International Gala	Texas Health Physicians	
15	16	17	18	19	20	21
Greater Dallas Military Foundation Military Ball & Symposium		Dallas BOMA Luncheon		Workforce Solutions Greater Dallas Job Fair		
2018 MedVet DFW Continuing Education Conference	Grocer's Supply Food Show	Johnson Controls, Inc.		Young Adult Book Festival		
22	23	24	25	26	27	28
DFW Church Worship Service	Breakfast with the Stars	Irving's Destination Forum Luncheon	QuikTrip Meeting	Stage One Production 2018 Regional Competition HCA It Works		India Property Show
29	30	1	2	3	4	5

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 21, 2018**

## **BOARD REPORTS**



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

**2018**

<b>May 21, 2018</b>	<b>Board Meeting</b> Dallas/Fort Worth Airport Marriott	<b>11:45 a.m.</b>
June 5, 2018	Board Development Committee Irving Convention Center	9:00 a.m.
June 21-22, 2018	Board Strategic Planning Retreat Alamo Draft House / TBD	TBD
<b>June 25, 2018</b>	<b>Board Meeting</b> Hilton Garden Inn DFW Airport South	<b>11:45 a.m.</b>
July 17, 2018	Community Relations Committee Irving Convention Center	11:30 a.m.
July 20, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
<b>July 23, 2018</b>	<b>Board Meeting</b> Irving Convention Center	<b>11:45 a.m.</b>
August 7, 2018	Destination Development Committee Irving Convention Center	11:30 a.m.
August 17, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
<b>August 20, 2018</b>	<b>Board Meeting</b> Irving Convention Center	<b>11:45 a.m.</b>
September 14, 2018	Board Development Committee Irving Convention Center	9:00 a.m.
September 21, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
<b>September 24, 2018</b>	<b>Board Meeting</b> Irving Convention Center	<b>11:45 a.m.</b>

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

October 2, 2018	Community Relations Committee Irving Convention Center	11:30 a.m.
October 19, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
<b>October 22, 2018</b>	<b>Board Meeting</b> Irving Convention Center	<b>11:45 a.m.</b>
November 6, 2018	Destination Development Committee Irving Convention Center	11:30 a.m.
November 16, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
<b>November 19, 2018</b>	<b>Board Meeting</b> Irving Convention Center	<b>11:45 a.m.</b>
December 7, 2018	Board Development Committee Irving Convention Center	9:00 a.m.
December 14, 2018	Executive Committee Meeting Irving Convention Center	9:00 a.m.
December 17, 2018	Board Meeting Irving Convention Center	11:45 a.m.

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

# IRVING CITY Spectrum digital

f t v i cityofirving.org

May 9, 2018 | [CityofIrving.org](http://CityofIrving.org)



12 to 6 p.m.  
SATURDAY  
**MAY 19**

CIMARRON PARK RECREATION  
CENTER, 201 Red River Trail

**FREE** Admission

### Quick Links

- [Construction Updates](#)
- [ICTN on Demand](#)
- [Mayor and City Council](#)
- [Meetings](#)
- [Online Payments](#)

### Connect With Us

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)

### Experience the Sights, Sounds and Flavors at Taste of Irving, May 19

Taste of Irving will return for the fifth consecutive year. The culinary and music celebration will run from noon to 6 p.m. May 19 at Cimarron Park Recreation Center, 201 Red River Trail.

This year's event will give visitors an opportunity to sample a variety of music genres on multiple small stages. In addition to culinary stage demonstrations, the entertainment schedule features jazz, blues and Latin music.

Food samples will be sold for \$5 or less. Admission and parking are free, and a shuttle service will pick up and drop off attendees at Ranchview High School, 8401 E. Valley Ranch Parkway.

[Click here](#) for more information.

### Residents Invited to District 1 Town Hall Meeting

Join the City of Irving for a District 1 Town Hall Meeting to learn about ongoing and future city projects and initiatives. The meeting will be held from 6:30 to 8 p.m. May 24 at the Heritage Senior Center, 200 S. Jefferson St.

For more information, [click here](#) or call (972) 721-7600.

### Take the "Washing Machine Challenge" Ahead of Selena Tribute Show



Get ready to "Baila Esta Cumbia," Irving! The Irving Concert Series is closing out the season with a tribute to Selena, the queen of Tejano music. All-star tribute band Bidi Bidi Banda will perform at 7 p.m. May 18 at the Whistlestop Plaza, 123 W. Irving Blvd.

Selena is remembered for her music, her voice, her style and of course "The Washing Machine." Before the band takes the stage, the City of Irving wants fans young and old to show off their moves

### Special Events

#### May 11 | [Irving Concert Series 4 Kids](#)

9 to 11 a.m. | Irving Soccer Complex, 3585 World Cup Way

on social media and get their "Bidi Bidi Bom Bom" going for the "Washing Machine Challenge."

Send a video clip showing off Selena's signature moves to Facebook or Twitter. Be sure to tag the City of Irving and use the hashtag #IrvingWashingMachineChallenge. The winner will receive reserved VIP seating for two for the show and two dinner vouchers. Deadline to enter is May 16.

[Click here](#) for more information.

### Disability Parking Regulations Reminder

The Irving Police Department is reminding drivers to be mindful of marked disability parking spaces. Violations can result in fines of up to \$522. It is illegal to park vehicles in a disability parking space:



- Without displaying the appropriate plate or placard, even if a driver or passenger of the vehicle has a disability.
- While displaying an expired plate or placard, even if a driver or passenger of the vehicle has a disability.
- When neither the driver nor any passenger has a disability, even if the vehicle displays the appropriate plate or placard

For more information [click here](#) or call Municipal Courts Services at (972) 721-2451.

### Irving's Hunter Ferrell Landfill Prepares for Next Phase

Hunter Ferrell Landfill, the City of Irving's solid waste disposal facility, is getting ready to expand into the second of its three sections, with planners keeping longevity and the environment in mind.

The landfill opened in April 1981 just north of the West Fork of the Trinity River and west of Loop 12. It accepts refuse and recycling materials for approximately 240,000 residents and local businesses.

The landfill is divided into west, middle and east sections. The west section is currently being used and is nearing maximum capacity. In April, construction began on roughly 19 additional acres to expand waste disposal capabilities and ensure continuous disposal capacity.

[Click here](#) for more information.

### Keep Kids Active and Challenged All Summer Long

City of Irving is offering a full slate of summer programs to keep kids active and engaged all season long.

#### Swimming Pools

[Irving Aquatics](#) has [two outdoor aquatic centers](#) that offer, water playgrounds, slides, splash pools, concession stands and more.

[Three outdoor seasonal pools](#) also are available. [Swim classes](#) are available at all pools.



#### Irving Arts Center

A full slate of [summer art adventure camps](#) for ages 4-16 are offered weekly by the [Irving Arts Center](#) from June 4 through Aug. 10. Camps include visual arts, music, creative writing and theatrical production. Registration is now open.

#### The Irving Police Athletic League

The [Irving Police Athletic League \(IPAL\)](#) offers boxing, wrestling, tennis, physical fitness classes, summer soccer and basketball camps. Also during the summer, IPAL offers outdoor sports such as fishing, archery, canoeing and rock climbing. Programs are free and available to boys and girls ages 8 to 18.

#### May 11 | [Irving Concert Series](#)

7 to 8:45 p.m. | Whistlestop Plaza, 123 W. Irving Blvd.

#### May 18 | [Irving Concert Series 4 Kids](#)

9 to 11 a.m. | Irving Soccer Complex, 3585 World Cup Way

#### May 18 | [Irving Concert Series](#)

7 to 8:45 p.m. | Whistlestop Plaza, 123 W. Irving Blvd.

### Upcoming Events

#### May 9 | [Crafty Cabs & More: Ready Player One](#)

4:15 to 5:15 p.m. | South Irving Library, 6010 Schulze Drive

#### May 10 | [Expanded Food and Nutrition Education Series: Plate it Safe](#)

1:30 to 3 p.m. | East Branch Library, 440 S. Nursery Road

#### May 11 | [Cookout and Campfire](#)

7 to 10 p.m. | Mustang Park Recreation Center, 2223 Kinwest Parkway

#### May 11 | [Household Document Shredding, Electronics Recycling](#)

11 a.m. to 2 p.m. | Briery Municipal Compound, 128 N. Briery

#### May 12 | [Saturday Farmers Market, Four Seasons Markets](#)

9 a.m. to 2 p.m. | Irving Arts Center, 3333 N. MacArthur Blvd.

#### May 12 | [Got Game?](#)

2:30 to 3:30 p.m. | East Branch Library, 440 S. Nursery Road

#### May 12 | [Spring Crafts for Kids](#)

2:30 to 4 p.m. | West Irving Library, 4444 W. Rochelle Road





## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

May 2018

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

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

OFFICE									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	EZ Bail Bonds	320 Virginia	Bail Bonds Office	4,810 SF	\$200,000	Permit Issued	10/10/2016	Irving	Apr-18
2	Office Bldg.	935 E. Pioneer	Office	4,644 SF	\$120,000	Permit Pending	6/13/2017	Irving	Jul-17
3	Verizon	750 Hidden Ridge Dr.	Parking Garage	143,788 SF	\$8,800,000	Permit Issued	11/1/2017	Irving	Apr-18
4	Summit's Edge	701 W. John Carpenter Fwy	3-story office	7,280 SF	\$1,066,824	Permit Pending	12/29/2017	Irving	Feb-18
5	Shell Bldg.	1701 W. Royal Lane	Office Bldg.	10,471 SF	\$2,500,000	Permit Pending	3/15/2018	Irving	Apr-18
6	Parking Garage	6051 Connection Dr.	4-story garage	176,060 SF	\$5,000,000	Permit Approved	3/21/2018	Irving	May-18
7	SMB Staffing Addition	1245 Hastings	Office Bldg.	2,099 SF	\$150,000	Permit Pending	4/23/2018	Irving	May-18

WAREHOUSE/INDUSTRIAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Johnny's Automotive	1091 N. Britain Road	Auto Repair	4,500 SF	\$171,000	Permit Pending	9/21/2016	Irving	Jan-17
2	J & J Repair	702 S. Irving Heights	Auto Repair	3,535 SF	\$134,330	Permit Approved	1/31/2017	Irving	Mar-17
3	Shell Bldg	5350 Frye Rd.	Warehouse	172,120 SF	\$5,500,800	Permit Issued	12/26/2017	Irving	Mar-18
4	Shell Bldg	5251 Frye Rd.	Warehouse	112,500 SF	\$5,500,000	Permit Issued	12/26/2017	Irving	Apr-18
5	Shell Bldg	5250 Frye Rd.	Warehouse	118,500 SF	\$6,750,000	Permit Issued	12/26/2017	Irving	Apr-18
6	Reece Supply	3820 Valley View	Office/Warehouse	126,949 SF	\$4,000,000	Permit Issued	12/18/2017	Irving	Apr-18
7	Warehouse	701 N. Main St.	Warehouse	6,000 SF	\$200,000	Permit Pending	3/27/2018	Irving	Apr-18
8	Storage Addition	3401 W. Pioneer Dr.	Storage	4,800 Sf	\$135,000	Permit Pending	4/17/2018	Irving	May-18
9	Belt Line General Auto	237 S. Belt Line Road	Auto Repair	2,751 Sf	\$119,000	Permit Pending	4/23/2018	Irving	May-18

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	7575 N. Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Apr-18
2	Lucky Texan #10	4455 W. Northgate	Convenience store/gas/laundromat	13,000 SF	\$1,000,000	Permit Pending	2/1/2018	Irving	Apr-18
3	Shell Bldg	6561 Riverside	Retail	13,650 SF	\$875,000	Permit Pending	8/30/2017	Irving	Jan-18
4	Shell Bldg	6581 Riverside	Retail	5,886 SF	\$375,000	Permit Pending	1/22/2018	Irving	Feb-18

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

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	El Pollo Regio	1300 E. Airport Fwy	Restaurant	1,171 SF	\$750,000	Permit Issued	1/9/2017	Irving	Apr-18
2	Chick-Fil-A	7850 N. MacArthur Blvd	Restaurant	4,995 SF	\$925,000	Permit Pending	10/13/2017	Irving	Dec-17
3	Walk On's Bistreaux Bar	3165 Regent Blvd.	Restaurant	8,602 SF	\$2,000,000	Permit Issued	1/17/2018	Irving	Apr-18
4	McDonald's	4202 W. Airport Fwy	Restaurant	6,946 SF	\$750,000	Permit Pending	3/26/2018	Irving	Apr-18
5	Lupe Tortilla Mexican Rest.	3131 Regent Blvd.	Restaurant	6,894 SF	\$1,200,000	Permit Approved	3/8/2018	Irving	May-18
6	Shake Shack	6781 N. MacArthur Blvd	Restaurant	4,454 SF	\$1,100,000	Permit Pending	4/25/2018	Irving	May-18

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Medical City Las Colinas Addn	6800 N. MacArthur Blvd	Hospital	7,292 SF	\$6,000,000	Permit Issued	1/10/2018	Irving	Apr-18
2	Med Express Irving	3413 N. Belt Line	Medical Clinic	4,680 SF	\$1,300,000	Permit Issued	1/18/2018	Irving	Apr-18
3	Baylor Scott & White Hosp. Addn	1901 N. MacArthur Blvd	Hospital	148,830 SF	\$56,000,000	Permit Issued	2/15/2018	Irving	Apr-18
4	Coppell ISD	1205 Santa Fe	School	111,970 SF	\$30,000,000	Permit Pending	2/16/2018	Coppell	Apr-18
5	Med. Shell bldg.	1175 Kinwest Pkwy	Medical Office	6,285 SF	\$600,000	Permit Pending	3/21/2018	Coppell	Apr-18
6	i bloom Montessori	7650 Bent Branch Dr.	Daycare	16,600 SF	\$1,500,000	Permit Pending	3/20/2018	Coppell	Apr-18
7	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 ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE		
	Apr-18	32	\$14,124,003	1	\$600,000	31	\$13,524,003		

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, MAY 21, 2018**

# **STAFF REPORTS**



## ICVB Memorandum

Date: May 14, 2018  
 To: Maura Gast, FCDME, Executive Director  
 From: Lori Fojtasek, Assistant Executive Director/Sales & Services  
 RE: Sales & Services Department Board Report for April 2018

### Convention Sales & Services Staff Activities

Leads Generated	April	YTD
Irving CVB – Hotel Leads	129	1045
Irving Convention Center Leads	35	582

#### April

Room Nights Generated	Monthly Goal	April 2018 Actuals	April 2017 Actuals	FY2017-18 Annual Goal	FY2017-18 YTD Actuals	FY 2016-17 YTD Actuals	April Convention Center	Convention Center YTD Actuals
Definite Room Nights	19139	18543	12466	229657	133577	116070	1027	5866
Lost Room Nights		34473	20785		155379	123119	3002	50388

### Travel & Activity

April	Organization	Event	Location
16-20	Irving CVB	Austin Sales Calls/Quarterly Luncheon	Austin, TX
23-27	National Association of Sports Commissions	Symposium	Minneapolis, MN

## Customer Services Activity April 2017

Groups Served	
April	30 groups served
YTD	134 groups served

### Proclamations/Welcomes/Flags:

- Proclamation, Mayor Letter – East African Chamber of Commerce, October 6, 2017
- Mayor Welcome Letter – Texas Council for Social Studies, October 17, 2017
- Mayor Welcoming/Open Meeting – Southwest Commission on Religious Studies, April 10, 2018

### Pending

- Mayor Greeting and Proclamation - Texas State Association of Parliamentarians, May 5, 2018
- Ribbon Cutting – Opening Ceremony – DFW Minority Council, May 8, 2018
- Mayor Greeting and Proclamation – Texas Youth Conference, June 13, 2018
- Mayor Welcoming /Open meeting – Texas Industrial Vocational Association, July 16, 2018

### April Servicing & Inventory:

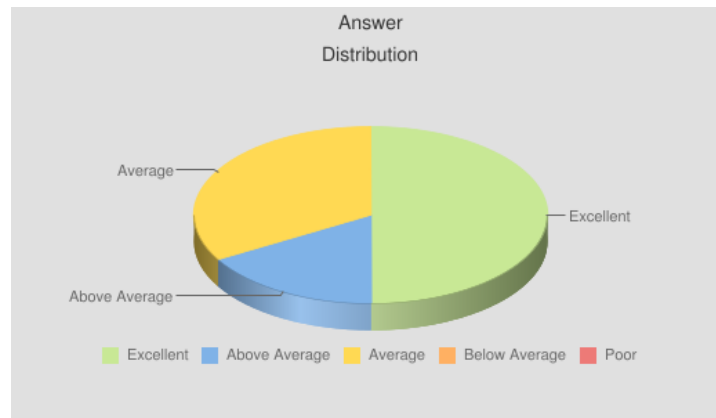
Service Type	# of Groups Served in April	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	10	5200 Badges/3700 Lanyards
Pens	21	3500
Bags	3	450
Promotional Materials	8	2700+
Staffing Services	14	339 Event Hours

**Event Location:**      Hotels: 17      Irving Convention Center: 11      Other: 2

# Customer Service Satisfaction Survey Results

April 1-30, 2018

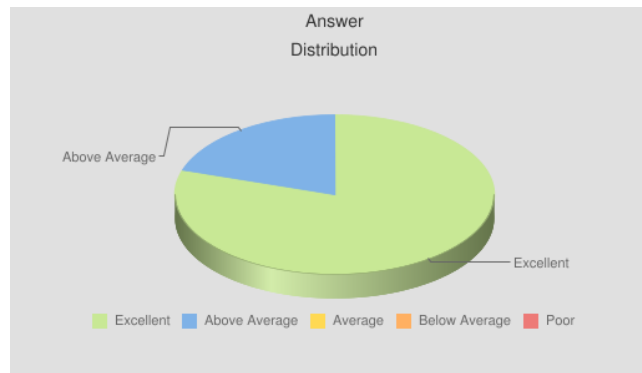
1. How was your overall destination experience?



4/01/2018 – 4/30/2018

Score: **83.3 / 100.0**

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



4/01/2018 – 4/30/2018

Score: **96.0 / 100.0**

## Definite Bookings

May - August 2018

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Diamond Tours	Diamond Tour Groups	5/1/2018	7/31/2018	50	270
Pathways Core Training Inc.	Pathways Monthly May 2018	5/2/2018	5/19/2018	110	275
Boston Red Sox	Boston Red Sox 2018	5/2/2018	5/5/2018	100	320
Kameha Con	Kameha Con	5/3/2018	5/7/2018	10000	1150
Society of Allied Weight Engineers	Society of Allied Weight Engineers Annual	5/4/2018	5/9/2018	150	459
Texas State Association of Parliamentarians	Texas State Association of Parliamentarians	5/4/2018	5/5/2018	20	30
Texas State Association of Parliamentarians	Texas State Association of Parliamentarians	5/4/2018	5/5/2018	20	30
Drive Nation Sports	NYBL Middle School League Session 3	5/4/2018	5/6/2018	1200	460
Kaleidoscope Productions	Kaleidoscope Productions	5/5/2018	5/21/2018	100	1096
Classic Elegance Coaches	Cinco de Mayo	5/5/2018	5/6/2018	40	20
Dallas/Fort Worth Minority Supplier Development Council	Access Expo 2018	5/6/2018	5/8/2018	400	39
Matheson Advisors	Matheson Advisors - May 2018 Program	5/6/2018	5/8/2018	125	207
Brunswick Bowling Products	Brunswick Showcase May 2018	5/6/2018	5/9/2018	50	110
American Red Cross	American Red Cross - Donor Recruitment	5/6/2018	5/10/2018	27	75
McKesson Corporation	New CRE Leadership Team	5/6/2018	5/9/2018	17	34
CoreLogic, Inc.	Science and Analytics	5/7/2018	5/10/2018	115	345

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Abbott Laboratories	Abbott Vascular Coronary Training	5/7/2018	5/9/2018	150	300
Caliber Home Loans	National Retail Integration	5/7/2018	5/10/2018	20	90
National Multifamily Housing Council	National Multifamily Housing Council	5/8/2018	5/11/2018	250	460
Greystar Management Services, LP	National Leadership Development Cohort 3	5/8/2018	5/10/2018	35	35
Velosio	Velosio Client Meeting Dallas 2018	5/8/2018	5/8/2018	30	30
Abbott Laboratories	Abbott Vascular Coronary Training # 2	5/9/2018	5/11/2018	150	300
City of Irving Summit for Code Enforcement Attorneys	2018 Annual Code Summit Conference	5/9/2018	5/11/2018	160	27
Caliber Home Loans	Nat'l Retail Integration-May 14-17, 2018	5/14/2018	5/17/2018	20	90
Meeting Protocol Worldwide	2171 Odonate US Investigators	5/14/2018	5/18/2018	202	395
Cloudera	Field Leadership QBR	5/14/2018	5/16/2018	60	180
Suneva Medical	Suneva Summit for Success	5/17/2018	5/19/2018	150	147
BioTE Medical	May-18	5/17/2018	5/19/2018	200	310
Dallas Wheelchair Tennis Club (501c3)	Texas Open Wheelchair Tennis Championship	5/17/2018	5/20/2018	50	30
Cru - Global Missions Services	Red River Summer Mission 2018	5/18/2018	5/22/2018	250	209
Texas School for the Blind and Visually Impaired	TSBVI Family Engagement Series	5/18/2018	5/20/2018	30	30
McKesson Corporation	McKesson Quarterly Board Meeting May	5/18/2018	5/23/2018	50	122
International Andalusian & Lusitano Horse Association	International Andalusian & Lusitano Horse Association Meeting	5/18/2018	5/20/2018	20	22
Varsity Spirit Corporation	2018 Varsity Spirit VCA TXGV	5/19/2018	5/24/2018	60	115



Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Building Professional Institute	May 2018 BPI Meeting	5/19/2018	5/24/2018	700	122
Fresenius Medical Care	May 2018-Clinical Manager's Training West	5/21/2018	5/25/2018	60	240
Caliber Home Loans	Nat'l Retail Integration-May 21-24, 2018	5/21/2018	5/24/2018	20	90
Americold Logistics	Leadership Academy May 21, 2018	5/21/2018	5/24/2018	35	105
Varsity Spirit Corporation	Varsity Spirit VCA - Overflow Room Block	5/21/2018	5/23/2018	20	54
Pei Wei Asian Diner	Pei Wei 2018 GM Conference	5/22/2018	5/24/2018	250	550
DW Distribution	Spring Show 2018	5/22/2018	5/23/2018	162	182
Emergency Department Practice Management Association	EDPMA May 2018 Meeting	5/22/2018	5/24/2018	80	75
Kansas City Royals	Kansas City Royals 2018	5/23/2018	5/26/2018	100	340
Dallas Area Classic Chevy Club	Dallas Classic Chevy Club	5/24/2018	5/28/2018	100	555
Telangana American Telugu	Telangana American Telugu	5/29/2018	6/6/2018	3000	880
Telangana American Telugu	Telangana American Telugu Overflow	5/29/2018	6/6/2018	3000	201
North Texas RPG-Con	North Texas RPG-Con	5/30/2018	6/4/2018	700	450
Pathways Core Training Inc.	Pathways Monthly June 2018	5/30/2018	6/16/2018	110	275
Southwest Insulation Contractors Association	60th Annual Conference Southwest Insulation Contractors	6/2/2018	6/5/2018	75	165
Oakland Athletics	Oakland Athletics 2018	6/3/2018	6/5/2018	100	195
National Mental Health Community Symposium	National Mental Health Community Symposium - Dallas	6/4/2018	6/6/2018	250	150
Oklahoma Independent	OIPA Annual Meeting 2018	6/5/2018	6/11/2018	350	1259

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Petroleum Association					
Greystar Management Services, LP	National Leadership Development Cohort 2	6/6/2018	6/8/2018	35	40
Houston Astros Baseball Club	Houston Astros 2018	6/6/2018	6/9/2018	100	280
Imedex	Great Debates and Updates in Inflammatory Bowel Disease	6/8/2018	6/10/2018	100	27
World Wide Marriage Encounter	World Wide Marriage	6/8/2018	6/10/2018	50	50
Texas Association for Supervision & Curriculum Development	Tx ASCD Ignite 2018	6/9/2018	6/13/2018	625	290
Canon	Canon Demonstration Meeting	6/10/2018	6/12/2018	80	90
American Red Cross	American Red Cross - Donor Recruitment	6/10/2018	6/14/2018	27	75
United In Purpose	United in Purpose	6/11/2018	6/16/2018	100	216
Americold Logistics	Leadership Academy June 11, 2018	6/11/2018	6/14/2018	35	105
Texas Non-Profit Theatres	2018 TNT Youth Conference	6/12/2018	6/16/2018	500	405
Texas Non-Profit Theatres	2018 TNT Youth Conference - Overflow Hotel	6/12/2018	6/16/2018	500	110
Lutheran Church Missouri Synod	LCMS Texas District Convention	6/13/2018	6/16/2018	500	655
BioTE Medical	Jun-18	6/14/2018	6/16/2018	200	310
Colorado Rockies	Colorado Rockies 2018	6/14/2018	6/16/2018	100	210
McKesson Corporation	2018 - MSH	6/16/2018	6/20/2018	190	158
Learning Forward Texas	Learning Forward Texas	6/17/2018	6/21/2018	500	700
Lehigh Hanson	2018 June Conference	6/17/2018	6/21/2018	40	160
Fresenius Medical Care	Clinical Manager's Training West	6/18/2018	6/22/2018	60	240
Steubenville	Steubenville	6/19/2018	6/26/2018	5000	3215

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Starfleet International Region 3	Starfleet International Region 3	6/20/2018	6/25/2018	100	80
Texas State Alcoholics Anonymous Association	Texas State AA Convention	6/21/2018	6/23/2018	1100	465
San Diego Padres	San Diego Padres 2018	6/24/2018	6/26/2018	100	201
National Association of University-Model Schools	NAUMS	6/25/2018	6/28/2018	350	273
McKesson Corporation	Lab Force 2018 #7469	6/25/2018	6/29/2018	200	324
Americold Logistics	Leadership Academy	6/25/2018	6/28/2018	35	105
International Workers' Compensation Foundation	Texas Workers' Compensation Educational Conference Dallas 2018	6/26/2018	6/29/2018	150	349
Alpha Epsilon Phi Sorority	Alpha Epsilon Phi Sorority	6/28/2018	6/30/2018	225	166
Chicago White Sox	Chicago White Sox 2018	6/28/2018	6/30/2018	100	195
Drive Nation Sports	Drive Nation Summer Slam	6/29/2018	7/1/2018	500	240
Houston Astros Baseball Club	Houston Astros 2018	7/1/2018	7/3/2018	100	210
Pathways Core Training Inc.	Pathways Monthly July 2018	7/4/2018	7/21/2018	110	275
Big 12 Conference	CFO West Joint Officials Conference 2018	7/5/2018	7/8/2018	400	450
Drive Nation Sports	Premier Basketball Tournament	7/5/2018	7/8/2018	800	240
USA Rice Federation	Annual Business Meeting	7/7/2018	7/10/2018	150	425
United States Bowling Congress	Junior Gold Championships (Dallas Bidding) 2018	7/9/2018	8/1/2018	16500	3148
Greystar Management Services, LP	National Leadership Development Cohort 3	7/9/2018	7/11/2018	35	35
Campus Safety	Campus Safety Texas	7/11/2018	7/15/2018	400	245

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Lutheran Church Missouri Synod	Glory Bound Conference	7/12/2018	7/14/2018	1200	1050
Varsity Spirit Corporation	2018 Varsity Spirit VU TX	7/12/2018	7/16/2018	200	170
Simulation Football League	Simulation Football League Convention	7/12/2018	7/15/2018	80	80
Texas Industrial Vocational Association	Texas Industrial Vocational Association	7/14/2018	7/20/2018	450	1771
Marcus Evans	Marcus Evans Petrochemical & Refining	7/14/2018	7/18/2018	110	349
The Holdsworth Center	The Holdsworth Center	7/16/2018	7/24/2018	350	1087
Americold Logistics	Leadership Academy July 16, 2018	7/16/2018	7/19/2018	35	105
Cleveland Indians	Cleveland Indians 2018	7/19/2018	7/21/2018	100	222
McKesson Corporation	McKesson Quarterly Board Meeting July 2017-	7/20/2018	7/25/2018	50	122
Oakland Athletics	Oakland Athletics 2018	7/22/2018	7/25/2018	100	260
Neiman Marcus	Designer Handbag-Neiman Marcus Block	7/22/2018	7/27/2018	102	441
ACE Cash Express, Incorporated	Quarterly Meetings-July 2018	7/23/2018	7/27/2018	12	48
AARP	AARP - July 2018 Meeting	7/23/2018	7/26/2018	40	90
Crossville Inc	Crossville Studios Sales Meeting	7/23/2018	7/24/2018	25	50
Miniature Football Association	Electric Football World Championship and Convention 2018	7/25/2018	7/30/2018	500	200
Apostolic Affiliation Inc.	Apostolic Affiliation National Convention	7/26/2018	7/30/2018	500	214
McKesson Corporation	Change Healthcare Board Dinner and Meeting	7/29/2018	7/31/2018	30	46
Neiman Marcus	Men's Conclave - Neiman Marcus Block 2018	7/29/2018	8/4/2018	200	863
Americold Logistics	Leadership Academy July 30, 2018	7/30/2018	8/2/2018	35	105

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Merial Boehringer Ingelheim	BIAH Summer Regional Sales Meeting	7/30/2018	8/3/2018	225	900
Texas Clown Association	2018 Annual Conference	7/31/2018	8/4/2018	150	225
Pathways Core Training Inc.	Pathways Monthly August 2018	8/1/2018	8/4/2018	110	175
Baltimore Orioles	Baltimore Orioles 2018	8/1/2018	8/4/2018	100	280
Texas Probation Association	Summer 2018 Conference	8/4/2018	8/7/2018	300	720
Seattle Mariners Baseball Club	Seattle Mariners 2018	8/5/2018	8/7/2018	100	195
United Network for Organ Sharing	2018 UNOS Learning Congress	8/6/2018	8/8/2018	150	300
Greystar Management Services, LP	National Leadership Development Cohort 5	8/6/2018	8/8/2018	35	35
McKesson Corporation	EC Negotiations Training	8/6/2018	8/10/2018	32	114
TexSom	2018 TEXSOM Conference - Guest Room Block (Rooming List)	8/7/2018	8/14/2018	500	698
TexSom	2018 TEXSOM Conference - Vendor Room Block (On-Line Reservations)	8/7/2018	8/14/2018	500	637
TexSom	2018 TEXSOM Conference - Overflow Room Block - Omni Mandalay	8/9/2018	8/15/2018	500	112
US All Star Federation - USASF	USASF Planning Week 2018	8/10/2018	8/20/2018	160	405
Texas School for the Blind and Visually Impaired	Family Engagement Series	8/10/2018	8/12/2018	30	30
Arizona Diamondbacks	Arizona Diamond Back 2018	8/12/2018	8/14/2018	100	219
AARP	AARP - August 2018 Meeting	8/13/2018	8/16/2018	55	120
Americold Logistics	Leadership Academy August 13, 2018	8/13/2018	8/16/2018	35	105

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Grand Chapter of Texas Order of the Eastern Star	Grand Chapter of Texas Order of the Eastern Star	8/14/2018	8/18/2018	1000	1110
Medtronic	North American CoreValve Evolut Proctor	8/15/2018	8/18/2018	120	150
Greystar Management Services, LP	National Leadership Development Cohort 2	8/20/2018	8/22/2018	35	40
Los Angeles Dodgers	Los Angeles Dodgers 2018	8/27/2018	8/28/2018	100	166
Americold Logistics	Leadership Academy August 27, 2018	8/27/2018	8/30/2018	35	105
Dallas Chess Club	Dallas Chess Club	8/30/2018	9/3/2018	75	275

\*\*Items highlighted above are Target Industries for Irving

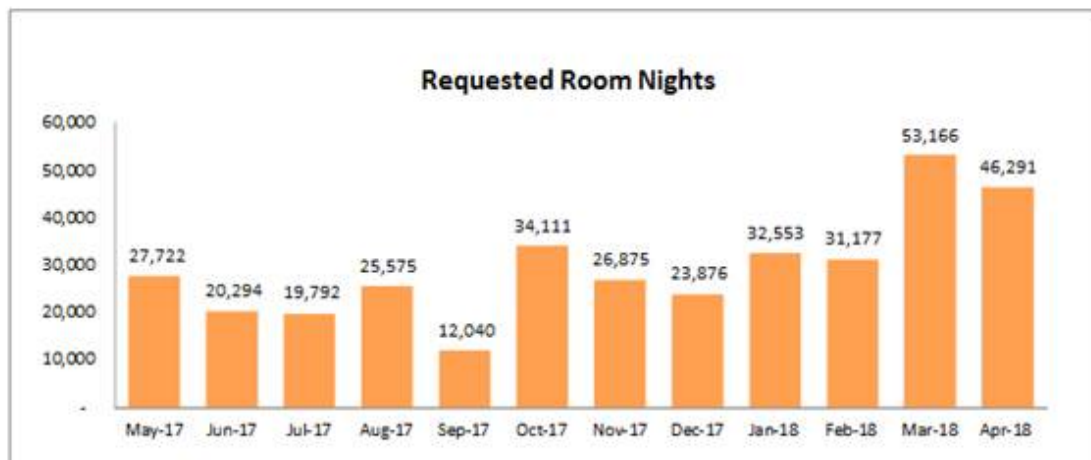
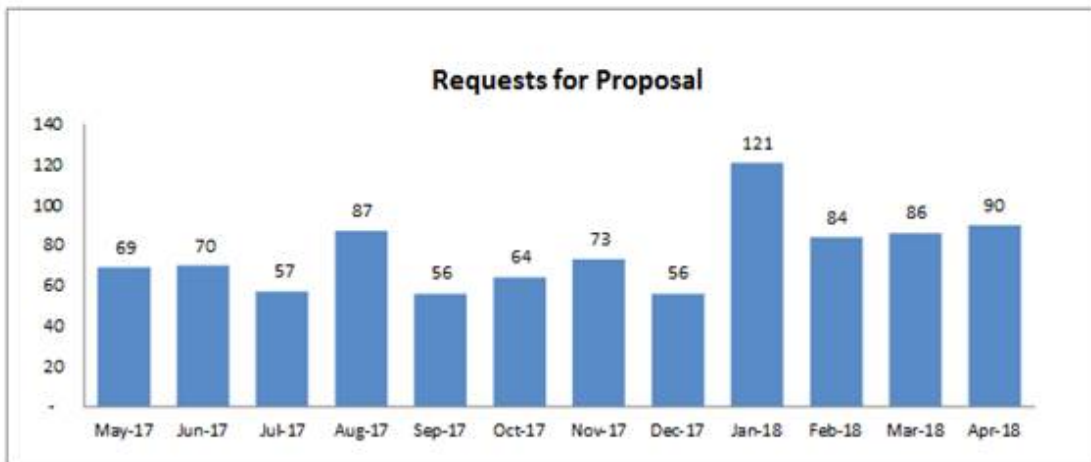
# Marketing Communications

**To:** Maura Gast, Executive Director  
**From:** Diana Pfaff, VP Marketing Communications | Monty White, Director of Marketing  
**Date:** May 14, 2018  
**Re:** April 2018 Board Report

## Marketing and Advertising Analytics

### RFPS

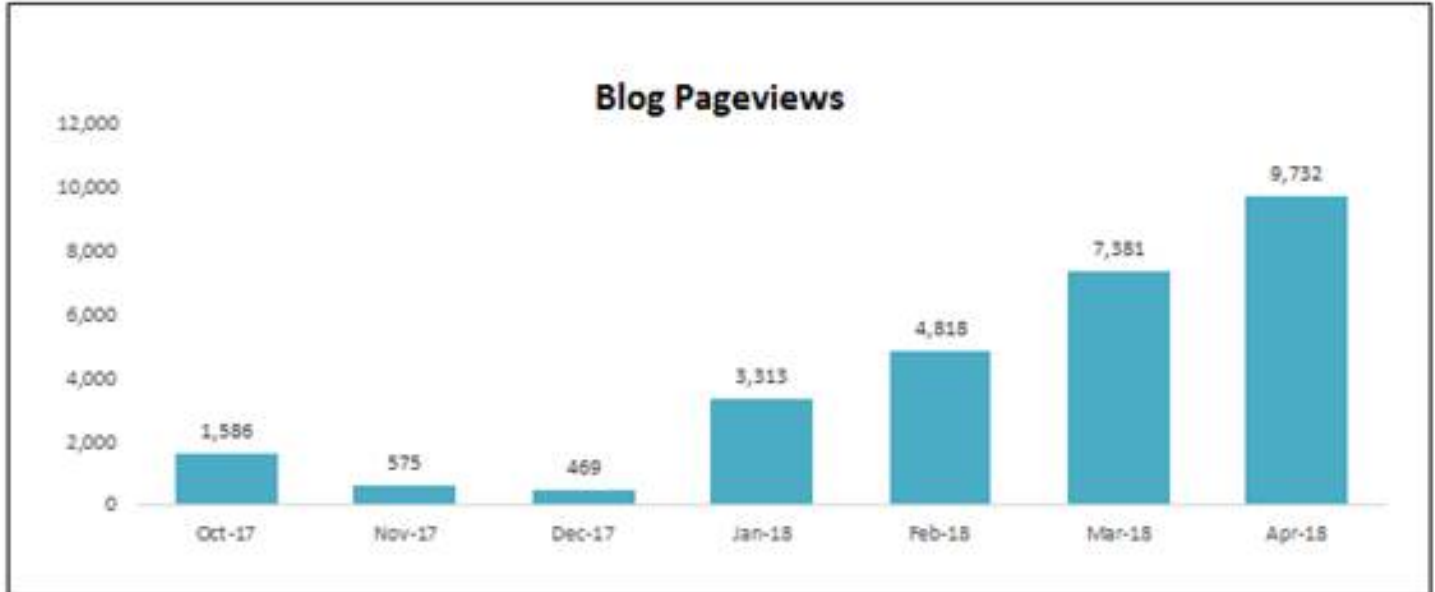
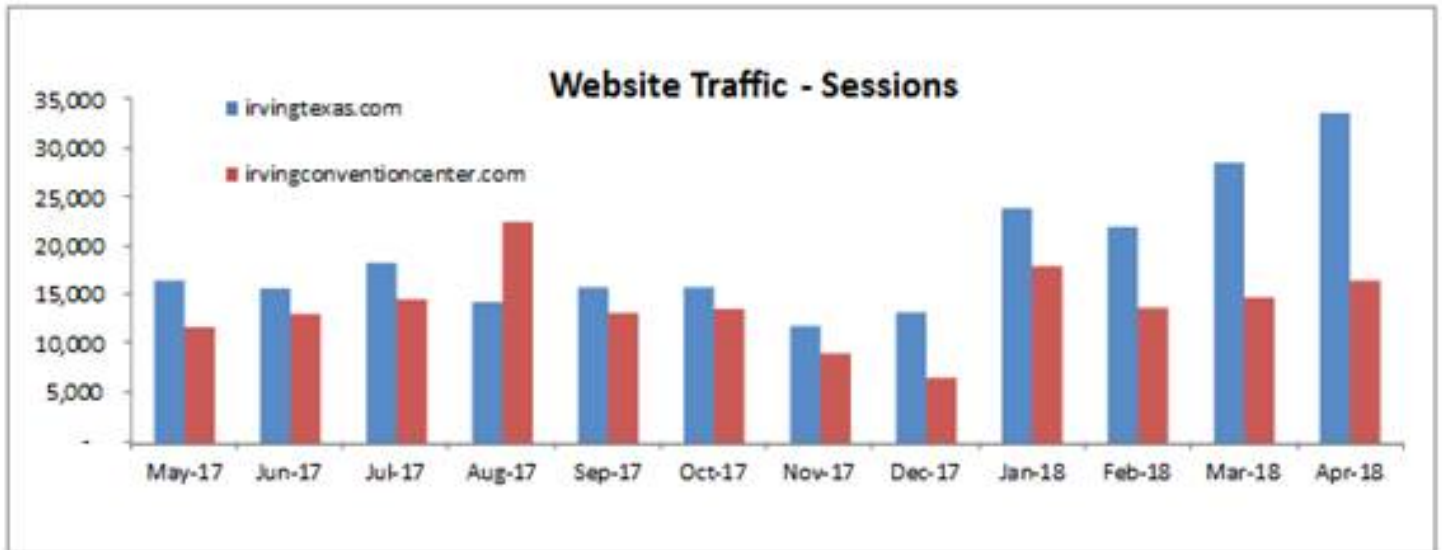
April was another strong month for RFPs with a total of **90** (above average) and **46,291 associated room nights** (well above average), which is the second highest number of RFPs and associated room nights this year.



## Website Traffic

Website traffic continued to increase in April with **50,409** total sessions and **41,255** total users visiting both sites. The Visit Irving site again had the highest website traffic to date with **33,745** sessions (well above average). The Irving Convention Center website also had above average traffic with **16,664** sessions.

The number of visitors to the blog continues to grow each month, with **9,732 pageviews** in April, which is again the highest number of pageviews to date. The top blog posts were "Irving Texas Bluebonnets Guide" with **3,665 views**, "Three Things You Need To Know About Toyota Music Factory" with **842 views**, and "Spring Festivals in Irving" with **675 views**.





## Advertising and Paid Search

Visit Irving's advertising continues to perform exceptionally well and generated **7,343 advertising Impressions** and **2,644 site visits**, which, for the second month in a row, is the highest response to date and more than double the highest response previously.

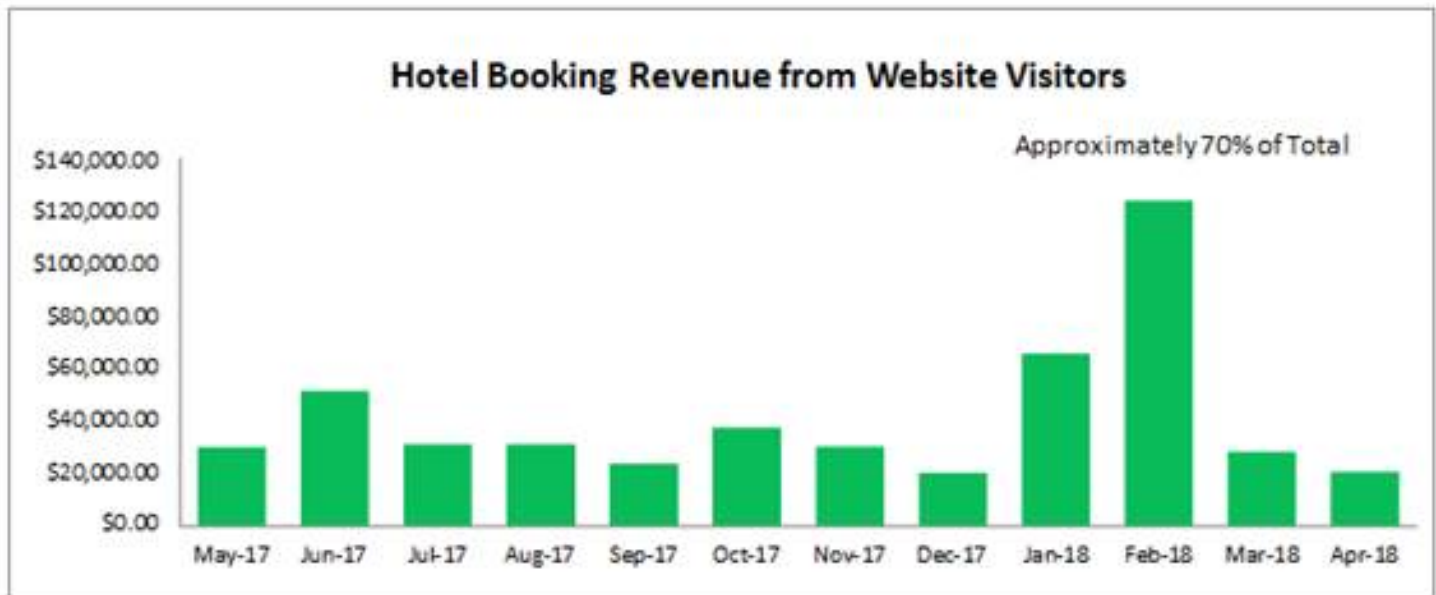
The Connect retargeting campaign was the top performer with **3,013 impressions** and **1,663 site visits** followed by MPI with **1,069 impressions** and **231 site visits** and Tegna Media with **524 impressions** and **496 site visits**.

Visit Irving's Google AdWords campaigns dropped again this month, but continues to perform well with **5,723 site visits** (above average). Visit Irving's video campaign through Cvent recently ended with **10,224 completed views**.

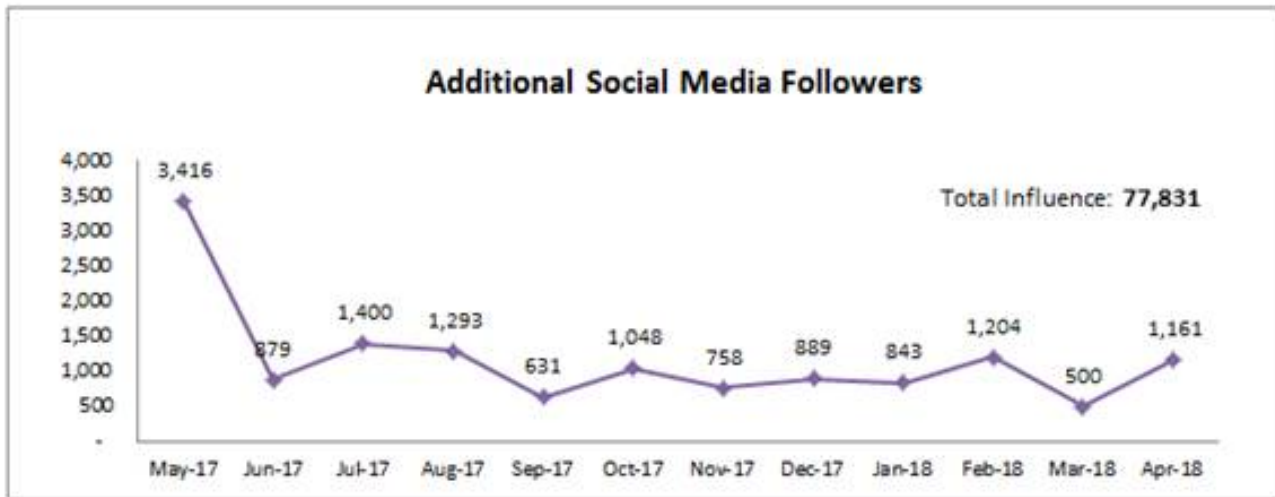


## Hotel and Flight Bookings

Information available through the ADARA Magellan travel intelligence platform indicates that hotel bookings by people exposed to the bureau's advertising and digital marketing was lower in April. Estimates show that, approximately **168 flights** along with **159 room nights** have been booked, which accounts for **\$20,548 in hotel revenue** during the month. The platform has a 90-day attribution window and final numbers for April won't be available until late summer.



## Social Media Analytics



IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
<b>Visit Irving Texas</b>	<b>49,317</b>		<b>5,461</b>	<b>4,854</b>	<b>560</b>
<i>Impressions</i>	274,443		34,200	45,216	
<i>Profile Visits</i>	205,447		1,021		
<b>Convention Center</b>	<b>12,123</b>	<b>166,051</b>	<b>2,374</b>	<b>1,870</b>	<b>264</b>
<i>Impressions</i>	957,085		22,400	935	
<i>Profile Visits</i>	443,298		414		
<b>Impacting Irving</b>	<b>1,007</b>				

**Hashtag – #VisitIrving**

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

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

Social media in April was up with **1,161 new followers** (above average) increasing the total influence to **77,831**, with the Visit Irving Facebook page receiving the largest increase with **923 new likes**.

## Social Post of the Month



## Earned Media Analytics

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IRVING CVB   IRVING CONVENTION CENTER COMBINED MEDIA VALUES	1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter**	4 <sup>th</sup> Quarter	TOTALS
MEDIA IMPRESSIONS*	417,732,153	111,009,256	22,915,305		551,656,714
ADVERTISING EQUIVALENCY <sup>+</sup>	\$904,213	\$1,020,837	\$211,968		\$2,137,018
PUBLIC RELATIONS VALUE <sup>++</sup>	\$2,712,639	\$3,062,511	\$635,904		\$6,411,054


\*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.


<sup>+</sup>Advertising equivalency is the dollar value of the editorial coverage if the same amount of space or airtime was purchased through traditional advertising.

<sup>++</sup>From a measurement perspective, public relations value is traditionally estimated at three times (3.03x) the ad rate since it comes in the form of editorial coverage.

## Attachments

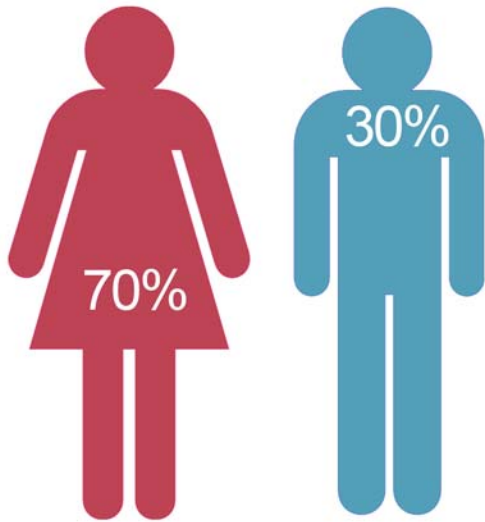
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 April 2018 Social Insights: Visit Irving & Irving Convention Center at Las Colinas

 "Progress Made on New Hotel in Irving," WBAP/KLIF, April 12, 2018

# IRVING TEXAS

Social Media Facts - April 2018



Geographical Breakdown

- DALLAS
- IRVING
- FORT WORTH
- ARLINGTON
- GRAND PRAIRIE
- GARLAND
- PLANO
- MESQUITE
- CARROLLTON
- LEWISVILLE

## FOLLOWERS

	49,317	↑ 923
	5,461	↑ 21
	4,854	↑ 133

## FACEBOOK

	274,443	IMPRESSIONS
	205,477	USERS

## TWITTER

	34,200	IMPRESSIONS
	1,021	PROFILE VISITS

## INSTAGRAM

	45,216	IMPRESSIONS
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**Impressions** - The total number of times any user (fan or non fan) could have potentially seen any content associated with your Page or by visits to the Page directly.

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

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

# WHERE LOCATION MEETS INNOVATION



## Social Media Insights – April 2018



FACEBOOK >



**Followers 12,123**



70



957,085

IMPRESSIONS



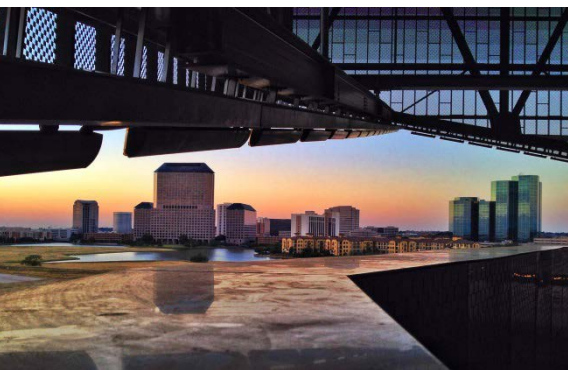
443,298

USERS



166,051

CHECK-INS



TWITTER >



**Followers 2,374**



21



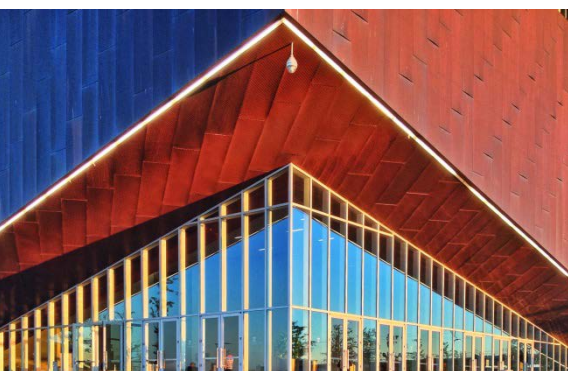
22,400

IMPRESSIONS



414

PROFILE VISITS



INSTAGRAM >



**Followers 1,871**



1



935

IMPRESSIONS

# Progress Made on New Hotel in Irving's Entertainment District

Posted on April 12, 2018



IRVING (WBAP/KLIF) – Progress is being made on Irving's long awaited convention center headquarter hotel. A topping out ceremony was held Thursday and city officials say the hotel will open by the end of the year.

The \$110 million Westin property sits in the middle of the city's new entertainment district. With 350 guest rooms and 16,000 square feet of meeting space, the hotel is designed to complement the Convention Center as well as the adjacent Toyota Music Factory with its Live Nation amphitheater, and collection of dining and entertainment venues including the recently opened



Big Beat Dallas.

“Really at this point every time you drive out here you're going to see a new level of completion because it's just moving that quickly,” said Irving Convention and Visitors Bureau, Executive Director, Maura Gast.

City leaders said Thursday that the hotel is the final piece in Irving's vision for a walkable visitor district.

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**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 21, 2018**

# **CONVENTION CENTER**







**IRVING  
CONVENTION CENTER**  
AT LAS COLINAS  
AN  MANAGED FACILITY

May 11, 2018

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

Convention Center	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Direct Event Income	<b>147,364</b>	<b>106,834</b>	<b>108,058</b>	<b>517,383</b>	<b>537,273</b>	<b>402,130</b>
Ancillary Income	<b>315,950</b>	<b>312,298</b>	<b>278,756</b>	<b>2,569,786</b>	<b>1,859,934</b>	<b>2,188,218</b>
Total Event Income	<b>463,314</b>	<b>419,132</b>	<b>386,814</b>	<b>3,087,169</b>	<b>2,397,207</b>	<b>2,590,348</b>
Other Income	<b>61,110</b>	<b>37,056</b>	<b>36,406</b>	<b>461,504</b>	<b>321,570</b>	<b>219,266</b>
Adjusted Gross Income	<b>524,424</b>	<b>456,188</b>	<b>423,220</b>	<b>3,548,673</b>	<b>2,718,777</b>	<b>2,809,614</b>
Indirect Expenses	<b>(528,406)</b>	<b>(512,432)</b>	<b>(453,183)</b>	<b>(3,909,354)</b>	<b>(3,587,029)</b>	<b>(3,416,051)</b>
Net Income (Loss)	<b>(3,982)</b>	<b>(56,244)</b>	<b>(29,963)</b>	<b>(360,681)</b>	<b>(868,252)</b>	<b>(606,437)</b>

- April's rental and service revenues surpassed budget by over \$50,000 and \$29,000, respectively.
- Event expenses this month were higher than expected. We had several events that were labor-intensive, such as the Young Adult Book Festival and DFW Fiber Fest, as well as several other smaller events.
- Concessions came in strong this month thanks to the previously mentioned events; baked potatoes continue to be a big hit at Fiber Fest.
- There were several projects going on this month to help keep our building looking great. Landscaping around the building required attention and we completed a refresh of the Café on the second floor.
- Overall, the ICC beat budget for the month of April by over \$50,000.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>403,484</b>	<b>427,546</b>	<b>408,510</b>	<b>3,392,346</b>	<b>2,460,544</b>	<b>3,129,107</b>
Net Income/(Loss)	<b>246,994</b>	<b>259,999</b>	<b>232,992</b>	<b>2,179,164</b>	<b>1,487,939</b>	<b>1,886,002</b>
Net Income/(Loss) %	<b>61.22%</b>	<b>60.81%</b>	<b>57.03%</b>	<b>64.24%</b>	<b>60.47%</b>	<b>60.27%</b>

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
<b>35</b>	<b>199</b>	<b>41,325</b>	<b>149,570</b>
Current Year	Current Year	Current Year	Current Year
<b>31</b>	<b>177</b>	<b>21,903</b>	<b>125,254</b>
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
<b>1,027</b>	<b>5,866</b>	<b>6</b>	<b>90%</b>
Current Year	Current Year	This Month	Current Month
<b>145</b>	<b>4,366</b>	<b>52</b>	<b>93.1%</b>
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
<b>25</b>	<b>183</b>	<b>8,622</b>	<b>3,680</b>
Current Year	Current Year	Pounds Composted	Pounds of Cardboard Recycled
<b>19</b>	<b>161</b>	<b>6,350</b>	<b>39,842</b>
Prior Year	Prior Year	Pounds Recycled (Excluding Cardboard)	Gallons of Reclaimed Water Used

## **Survey Kudos**

"Staff and Facility were great. Clara was very great to work with." – American Numismatic Association

"Anything I needed Meredith was on point. Even when I est. not enough chairs she got staff and herself and made my request happen within minutes. She made us feel very welcomed. I just want to thank everyone at the Convention Center in making our event wonderful." – US Bank

"Whatever you are paying April, it isn't enough. Don't lose her. She's awesome." – Greater Dallas Military Foundation

## **City of Irving Target Industries Bookings**




- Johnson Controls – April 2018
- AWSome Days – May 2018
- Dell Technology Forum – September 2018
- Interface – September 2018

## **May and June at a Glance**

- |                    |                                       |
|--------------------|---------------------------------------|
| • April 30 – May 2 | Innotech Dallas                       |
| • May 3-6          | Kameha Con                            |
| • May 7-8          | DFW Minority Supplier Showcase        |
| • May 10-13        | USAW Women's National Championship    |
| • May 16-17        | Financial Planning Association of DFW |
| • May 20-24        | Building Professional Institute       |
| • May 30 – June 2  | Telangana American Telugu Assn.       |
| • June 3-8         | Hilti                                 |
| • June 10-13       | TX ASCD Ignite 2018                   |
| • June 14-15       | Assn. of Fundraising Professionals    |
| • June 19-20       | Learning Forward Texas                |
| • June 20-24       | Steubenville 2018                     |
| • June 25-27       | Pri-Med                               |

cc: Tom Meehan, General Manager, SMG

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	 28	29	30	31	1	2
Tolu Bakare Wedding		Independent Electrical Contractors Graduation	Telangana American Telugu Assn			
				EAN Holdings Branch Managers Meeting		
3	4	5	6	7	8	9
Hilti						
10	11	12	13	 14	15	16
Tx ASCD Ignite 18				ICVB CPR Training	Christmas in July Expo	
			Association of Fundraising Professionals 2018 DFW Philanthropy In Action Event			
 17	18	19	20	21	22	23
DFW Church Worship Service	Everything Dallas		Steubenville 2018			
	COPD Educators Institute					
		Learning Forward Texas 2018				
24	25	26	27	28	29	30
Steubenville 2018	Pri-Med Access 2018			Jehovah Witness Group		

Green - Definite

Red - Tentative

Blue - Prospect

\* - Public Show

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

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

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 Let's Play Gaming Expo *	30 American Airlines	31	1 AAHOA North Texas Regional Meeting	2 Jehovah Witness Group	3	4
5 Jehovah Witness Group	6 Transcend Creative Group Audi Training	7 ICVB Destination Development Committee Meeting	8	9	10 American Bully Registry	11 Univision Entrepreneurship Conference
12 DFW Church Worship Service	13	14 Eastern Star Grand Chapter Annual Conference	15	16	17	18
19 Eastern Star Grand Chapter Annual Conference	20 Grocer's Supply Food Show	21	22 AATC- AAGD Business Exchange	23	24 Dallas Comic Show *	25
	20 ICVB Board of Directors Meeting			23 City of Irving Regional Transportation Meeting		25 Kasukhela - Torres-Zuniga Wedding
26 Dallas Comic Show	27 North Texas Commission - LNT Reception	28 The Sage Show	29	30	31 North Texas SYC Cadets *	1

IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MAY 21, 2018

# INDUSTRY REPORTS / BOARD PARTNERS





## ENTERTAINMENT

# This massive Irving entertainment complex has more to offer than just live music

BY COURTNEY DABNEY  
*Special to the Star-Telegram*

May 11, 2018 01:07 PM  
Updated 6 hours 35 minutes ago

When it was developed in the mid-1970's, Las Colinas was one of the first master-planned communities in the country complete with elevated people-movers and the attractive Mandalay Canal running through it.

This model 'city of the future' gave us an enticing glance of the space-age living we had been promised. It drew plenty of tourists as well as corporate tenants and was then hit hard by subsequent recessions. With the opening of Toyota Music Factory, things are looking good for a resurgence.

Located on the north side of highway 114 and just west of the Las Colinas Urban Center, the hippest, new music and entertainment venue should draw crowds back to the community.

The central hub, known as The Pavilion, is the primary concert stage. "The gigantic state-of-the-art venue includes both indoor space and expansive outdoor lawns. It converts from a 2,500-capacity intimate theater to a 4,000-seat indoor theater and then at the touch of a button opens up to an 8,000-person boutique open-air amphitheater," according to a press release.

Bookings and promotion are by Live Nation and will host big name acts throughout the year. Some concerts within the next month include: Steely Dan with the Doobie Brothers on May 25, Kirk Franklin on May 26, Poison with special guest Cheap Trick on June 2 and Fort Worth's own Leon Bridges on June 9. More details about upcoming concerts can be found at: [www.ThePavilionTMF.com](http://www.ThePavilionTMF.com).



## Big Beat Dallas

The founder of Fort Worth's Billy Bob's Texas, Billy Bob Barnett, wanted to get in on the action as well. He brought one unique component of the overall Toyota Music Factory complex to life, called Big Beat Dallas. It hosts a live music stage and the open-air Texas Lottery Plaza which debuted at the development in March.

"Big Beat Dallas is the biggest tenant within the Music Factory and we are located at the heart of the action," says Nelli Tokleh, Director of Public Relations for Shiroma Southwest.

Encompassing more than a full acre and designed to look like an upscale town square, "Texas Lottery Plaza is an open-air central gathering space with abundant greenery and a full-production performance stage for all types of live entertainment and community events," the press release says. Guests within Big Beat Dallas are free to wander the area with their drinks, giving it a New Orleans vibe (as long as they stay within the barricades).



The Billy Bob in 'Billy Bob's Texas' is back with Big Beat Dallas

There is one nightclub in Big Beat Dallas, Martini Ranch, with a nightly DJ mixing on a state of the art sound system and an outdoor patio area.

Four restaurants are located here, too, and all have a musically inspired component, says Tokleh. Bar Manzanilla has Latin-inspired scratch cuisine and cocktails with a DJ every night. "It has a tapas style menu, and is named after the birthplace of tequila," she says.

Highway 61 South serves up blues and traditional Texas barbecue. Texas Jam House and its Southern-style cooking will be open 24 hours a day. And, Texas C-Bar is an upscale steakhouse complete with an extensive Scotch whiskey library and nightly jazz music.



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## Other dining and drinking possibilities now open

Alamo Drafthouse Cinema serves cold beer, hot movies and a menu covering everything from snacks to full meals. Bar Louie is the neighborhood bar for handcrafted cocktails with a selection of local and regional beers and more than 20 taps.

The first Texas location of Top Round Roast Beef crafts their sandwiches with freshly cut whole meats. Everything from the meat, veggies, french fries and sauces are prepared in store. Likewise, Yard House is famous for preparing more than 100 items made from scratch daily. Yard House touts itself as a “modern public house where food and beer lovers unite.”

Multicultural cuisines are also in the mix at Toyota Music Factory. Boi Na Braza Brazilian Steakhouse is a premium steakhouse where traditional gaúchos serve guests a daunting 15 different cuts of beef, chicken, pork and lamb. Gloria’s Latin Cuisine features native Salvadorian cuisines along with regional Mexican and Tex-Mex favorites. Grimaldi’s Coal Brick Oven Pizza serves hand-tossed, coal-fired, brick oven pizzas, calzones, classic salads and desserts in their casual pizzeria.

Thirsty Lion Gastropub & Grill serves up an eclectic variety of cuisines with an emphasis on local ingredients, bold flavors and scratch recipes while Kabuki Japanese Restaurant focuses on traditional Japanese fare.

For those looking for some healthy options, Freshii serves fresh food designed for every type of dietary preference, with a completely customizable menu from salads and wraps to juices and smoothies. Pop Factory by Maxfrut is a line of whole fruit frozen bars. And, TCBY, a pioneer in soft serve frozen yogurt, premium smoothies and frozen coffee drinks is also on hand.

Two retail shops round out the mix: Market Place with Texas jams and jellies, local-artisan jewelry and accessories and Nosh & Bottle Market offers up craft beer and wine, epicurean products and gourmet prepared foods.

## Still to come

Burgerim is known for their gourmet, freshly ground, mini-burgers customized to suit anyone’s taste. Kitchen 101 Grill & Wine is a fast, casual concept that offers grilled, made-to-order meals for dining in or to grab and go. Violet Room calls itself ‘an immersive dining experience’ with a large stage as its focal point.



Singer-songwriter Ryan Adams ripped a fan who wouldn't stop taking flash pictures during his show Wednesday night at Toyota Music Factory.

—sstevenson@star-telegram.com

**From:** Aaron Claycomb  
**To:** [Maura Gast](#)  
**Subject:** UDALLAS RELEASE: Board of Trustees Names John G. Plotts as Interim President  
**Date:** Monday, May 14, 2018 12:45:41 PM

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## News from University of Dallas

For more information contact: Cliff Smith, Executive Director Marketing & Communications, 972-721-5194, [casmith@udallas.edu](mailto:casmith@udallas.edu)

### UDALLAS RELEASE: Board of Trustees Names John G. Plotts as Interim President

IRVING, TX (05/14/2018) The University of Dallas Board of Trustees has announced the appointment of Executive Vice President John G. Plotts, Ed.D., as interim president of the university. Plotts joined the university in December of 2008, initially serving in the roles of associate provost and dean of undergraduate admissions. In 2011, Plotts was promoted to executive vice president for enrollment and student affairs. In that role, he has significantly grown undergraduate enrollment; this past fall saw both the largest incoming freshman class to date and the incoming class with the highest average SAT score in university history. In the midst of this growth, he has also overseen and attended to the needs of current students.

"After much careful deliberation, we have determined that Dr. Plotts is the best possible choice for interim president," said Chairman of the Board of Trustees Tom Zellers, M.D. "We believe he has been a strong advocate for the students and their traditional Catholic education as well as a good steward of university assets. He has a leadership style of thoughtful inclusion and transparency, is a remarkably capable administrator and, as he was already serving as executive vice president, will provide continuity and stability in the university's senior leadership in this time of transition."

University of Dallas Chancellor and Bishop of Dallas Edward J. Burns expressed his support for the appointment, stating, "I am grateful for John Plotts' commitment and dedication to the University of Dallas and its Catholic identity. Dr. Plotts has shown himself to be a good steward of the university's mission and vision. I look forward to working with Dr. Plotts during this time; he has my full collaboration and blessings. During this period of presidential transition, I as chancellor and the rest of the board are committed to the university's Catholic identity, taking the opportunity to strengthen the foundational pillars of the university to ensure it continues to provide excellent education for many years."

Prior to coming to the University of Dallas, Plotts held the position of vice president for enrollment and accreditation at Parker University, where he restructured and reengineered the college's planning and evaluation process, implemented a new strategic retention program, and raised more than \$1 million through strategic business partnerships, in addition to a host of other accomplishments. He was also the dean of enrollment management at Parker University for more than two years. Some of his many accomplishments in that role include creating an enrollment management model, establishing targeted recruiting efforts, and enrolling a class with the highest GPA in the school's history.

Before Parker University, Plotts was director at the Howard Center for Christian Studies and held the following positions at Dallas Baptist University: vice president for executive and student affairs, vice president for enrollment and administrative affairs, dean of the college of

adult education, and director of admissions. Plotts received his Doctor of Education from the University of North Texas, his master's degree from Dallas Theological Seminary, and his bachelor's degree from Clarks Summit University of Pennsylvania.

"I am honored to assume this new role and will continue to advance the university's mission, values, reputation and success during the search for the next president," said Plotts.

Zellers anticipates that the process of identifying the next president may take six months to a year to complete. His first step was to appoint an *ad hoc* committee to evaluate and identify search consultant firms to advise the board. Comprising this committee are Vice President and Chief Financial Officer Brian Murray, Trustee Bill Keffler, Trustee Terry O'Halloran, Trustee Julie Weber, Braniff Graduate School of the Liberal Arts Dean Joshua Parens, and Assistant Professor of Theology Diana Raiche.

The next steps will be to identify the members of the search committee and to develop the presidential profile. The trustees will be communicating more details regarding the process in the weeks to come, said Zellers.

### **About the University**

The University of Dallas, located in a metropolitan area of nearly 7 million people, is a leading Catholic university widely recognized for academic excellence by well-known publications, organizations and accrediting bodies. It offers distinctive undergraduate and graduate programs in the liberal arts, business and ministry that are characterized by academic rigor, an exceptional faculty and a commitment to shaping principled leaders in the Catholic intellectual tradition. For more information, visit [www.udallas.edu](http://www.udallas.edu).

View Online: <http://udallas.meritpages.com/news/udallas-release--board-of-trustees-names-john-g--plotts-as-interim-president/3760>

## Make Way for Summer Fun this June at Irving Art Center

### **Jai Shri Krishna, the D/FW Hindu Temple Society**

The D/FW Hindu Temple Society presents a group of 40 artists from India with live dance, music and singing.

**June 1 @ 7:30 PM | Carpenter Hall | \$25-\$100**

### **Saturday Farmers Market, Four Seasons Markets**

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

**Each Saturday: June 2, 9, 16, 23 and 30 from 9 AM to 2 PM | South Parking Lot | FREE**

### **California Dreamin' Multi-Arts Adventure Camp**

Pop up books. Street graffiti. Sea Shell Shadow Boxes. Music and yoga. This summer art adventure camp offers a magical mix that will have you California Dreamin' in no time!

**June 4 to June 8 from 8 AM - 5PM | Ages 6-12 | \$210**

### **JumpstART – Camping!**

Join us around the “campfire” this month for talks of adventure and fun – indoors and out! JumpstArt pairs storytime with fun art projects on the first Thursday of each month. Create a take-home art project to match this month’s theme, and then browse the galleries with your kids as part of this fun and FREE morning activity.

**June 7 @ 10 AM | Suite 200 | FREE**

### **Juneteenth the Play, Irving Black Arts Council**

Hot off the heels of the major success of his stage play, *Watch Night: A Freedom's Eve Story*, T.K. Henderson and Greg Ellis — the former Dallas Cowboys star turned playwright and director — have written the follow up play, *Juneteenth*. Through dialogue and music, with modern day scenes, and flashbacks to 1865, *Juneteenth* recreates the pivotal story of slavery in the state of Texas, and how the slaves were finally granted their freedom. *Juneteenth* is presented by the Irving Black Arts Council.

**June 9 @ 7:00 PM | Dupree Theater | \$30-\$40**

### **Second Sunday Funday: The Wright Stuff!**

Every second Sunday, Irving Arts Center hosts Family Funday – a free program that’s fun for the whole family. This month, attendees can design some seriously astounding structures as we celebrate the birthday of the great American architect, Frank Lloyd Wright (June 8, 1867 – April 9, 1959). Drop in during Second Sunday Funday anytime between the hours of 1 and 4 p.m.

**June 10 @ 1-4 p.m. | Suite 200 | FREE**

### **The Grand Canyon State Multi-Arts Adventure Camp**

## Irving Arts Center 2018 June Calendar Listing

Jack Rabbits and Native American design from paper coil baskets to weaving are featured with a musical soundtrack, The Grand Canyon Suite, the perfect accompaniment to Arizona's grand beauty.

**June 11 to June 15 from 8 AM - 5PM | Ages 6-12 | \$210**

### **The 23<sup>rd</sup> Annual TNT Youth Conference**

Organized by Texas Nonprofit Theatres, the TNT Youth Conference is a five-day event, celebrating young people's involvement in the performing arts. Visit [TexasTheatres.org](http://TexasTheatres.org) to learn more.

**June 11-15 | Irving Arts Center**

### **Land of Enchantment Multi-Arts Adventure Camp**

Stop and smell Georgia O'Keeffe's flowers; take a creative writing journey through the Carlsbad Caverns; and immerse yourself in the enchanting rhythms and artistic stylings of Native American culture in the Land of Enchantment, New Mexico!

**June 18 to June 22 from 8 AM - 5PM | Ages 6-12 | \$210**

### **Down by the Sea, Intro to Theatre / Creative Dramatics Mini-Camp**

Using creative dramatics, songs, games and teamwork, our junior campers will bring to life a story about a summer day at the beach. The week concludes with a short presentation for families and friends.

**June 18 to June 22 from 9:30 AM – 11:30 AM | Ages 4-5 | \$75**

### **Children's Day at the Theater, Irving Parks and Recreation**

Le Theatre de Marionette, an award winning Texas original, brings to life a storybook puppet show -- vividly presented with beautiful, hand-made string puppets. Children's Day at the Theater, presented by Irving Parks and Recreation and Irving Arts Center, offers theater-goers of all ages a chance to reacquaint themselves with Dorothy's magical journey to the Land of Oz in this musical marionette adaptation, based on the now classic children's storybook, *The Wonderful Wizard of Oz*. Recommended for audiences of all ages.

**June 19 @ 11AM and 2:30PM. | Carpenter Hall | FREE\***

*\*Please note: tickets are first come, first served and are available one hour before show time on the day of show. No advance tickets will be offered!*

### **Gospel Music Gala, African Nations Fellowship**

The African Nations Fellowship presents their annual Gospel Music Gala.

**June 23 @ 7:00 PM | Carpenter Hall | Price TBD**

### **Concert of the Legend with Pandit Birju Maharaj**

The king of Kathak Dance, the legendary Pandit Birju Maharaj of India, will perform magnificent traditional Kathak dances from Temples to Royal Courts, through Hindu to Muslim cultures. Accompanied by his disciple Sangeet Natak Academy award winner Vidushi Saswati Sen and son Deepak Maharaj, with music accompaniment by Tabla artist Utpal Ghosal, Sitar artist Chandrachur Bhattacharjee and Vocalist Anirban Bhattacharyya. To learn more, visit [kathakrhythms.com](http://kathakrhythms.com).

**June 24 @ 5:00 PM | Carpenter Hall | \$35-\$100**

### **Lone State Multi-Arts Adventure Camp**

Paint a Texas panhandle landscape and produce a piece of art inspired by the famed Cadillac Ranch sculpture and other popular Texas roadside attractions. From the Texas dancehall right down to your boots, you'll find inspiration and art abounds once you slip in to a Lone Star State of Mind.

## Irving Arts Center 2018 June Calendar Listing

**June 25 to June 29 from 8 AM - 5PM | Ages 6-12 | \$210**

### **South by Southwest Teen Scene Camp**

From the New Mexico mountains and mesas through the West Texas plains of the Llano Estacado, this camp embodies the spirit of the Southwest. Campers will create art which draws on the origins, traditions and art of the Caddo Indians; the storytelling tradition of the cowboy; the abstract sculpture of contemporary artist, Frank Stella; and the works of American Southwest artists including Georgia O'Keeffe, Gustav Bauman, The Taos School and Peter Hurd.

**June 25 to June 29 from 8 AM - 5PM | Ages 13-16 | \$210 (\$105 half-day)**

## **In the Galleries (Free to View)**

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

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### ***Grant Wood and the American Heartland: Prints & Works on Paper***

Dupree Lobby

Through July 1, 2018

Organized and presented by Irving Arts Center in conjunction with Celebrating Irving 2018, this exhibition features prints and works on paper by American painter, Grant Wood and his fellow Regionalists, including Thomas Hart Benton, John Bloom and John Steuart Curry. The exhibition features the 19 lithographs Wood created during the Great Depression that were printed and distributed by Associated American Artists (AAA) as well as two scale drawings of soldiers portrayed in the 24 x 20 ft. stained glass Memorial Window he designed for the Veterans Memorial Building in Cedar Rapids, Iowa (1927-29).

### ***33rd Annual Texas & Neighbors Five State Competition***

Main Gallery

May 12 through June 9, 2018

Co-sponsored by the Irving Art Association and the Irving Arts Center for the past 32 years, this prestigious five-state competition (Texas, Oklahoma, Arkansas, Louisiana, and New Mexico) pulls entries representative of the best of American art. The 33rd installment of the Texas & Neighbors Regional Art Exhibition will be juried by Lyle Novinski, Professor Emeritus of Art and former Chair of the Art Department at the University of Dallas.

## Irving Arts Center 2018 June Calendar Listing

### ***BRAVEART / Cistercian Preparatory School: High School Exhibition***

Focus Gallery

May 12 through June 10, 2018

Works from Cistercian Preparatory School students are featured.

### ***The Mother Road Revisited: Route 66 Then and Now***

Carpenter Lobby

June 2 – Sept. 2, 2018

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

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

Carpenter Lobby

June 2 – Sept. 2, 2018

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

**Reception & Demos: June 24 from 2-4:30 PM.**

### ***Irving Quilt Guild***

Focus Gallery

June 16 – July 8, 2018

Approximately 20 quilts created by members of the Irving Quilt Guild will be on display in the Focus Gallery.

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

**9 AM – 5 PM Monday, Tuesday, Wednesday and Friday.**

**9 AM – 8 PM Thursday.**

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

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