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## **IRVING CONVENTION AND VISITORS BUREAU**

### **Board of Directors Meeting**

**Monday, March 26, 2018 @ 11:45 a.m.**

**Irving Convention Center  
Third Floor – Junior Ballroom C-D**

**500 W. Las Colinas Blvd**

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(Lunch Served 11:15 a.m.)

**AMENDED  
AGENDA**

**Irving Convention & Visitors Bureau Board of Directors  
Monday, March 26, 2018 at 11:45 a.m.  
Irving Convention Center at Las Colinas  
Third Floor Junior Ballroom – C&D  
500 W. Las Colinas Blvd.  
Irving, Texas 75039**

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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 February 26, 2018
2. Accepting ICVB Financial Reports for February 2018
3. Accepting Irving Convention Center Financial Reports for February 2018

**Individual Consideration**

- \*4.** Approving Recommended Changes to City of Irving Ordinance 16B-1, Convention and Visitors Bureau for Consideration by the Irving City Council

**Presentation**

5. Destination NEXT Survey Process Overview

**Reports**

6. Board Chair Report
  - a. Recognition of Mark Cronenwett, former TIF Board Chair
  - b. Recognition of Bob and Donna Bourgeois as High Spirited Citizens
  - c. Review of Water Infrastructure Tour
  - d. Schedule of Upcoming Meetings and Activities
    - Big Beat Dallas Grand Opening Weekend, March 29 – April 1
      - i. Ribbon Cutting – March 29, 4:00 p.m.
    - Westin Headquarter Hotel Topping Off Celebration – April 12
    - Toyota Music Factory Ribbon Cutting – April 13, 11:00 a.m.
    - Las Colinas Association Charity Bowl-A-Thon – April 26, 6 p.m. at Pinstack
  - e. Next Board Meeting – April 30
  - f. Next Executive Committee Meeting – April 27
7. Board Committee Reports
  - a. Board Development – Debbi Haacke
    - Strategic Planning Process, Schedule & Timing
    - New Board Member Orientation, April 5, 8:30 a.m.
    - Review of March 16, 2018 meeting
    - Next Meeting – June 5, 2018
  - b. Community Relations – Rick Lindsey

## **AGENDA - Continued**

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- Next Meeting – April 3, 2018
- c. Destination Development – Greg Malcolm
  - Spring Trail Park Proposal Overview
    - i. Memorandum of Understanding, April 5 City Council meeting
  - Next Meeting – May 15, 2018
- 8. City Reports
  - a. Council Liaison – John Danish
  - b. Mayor & Other Council Members
  - c. City Manager – Chris Hillman
    - Visitor Development Updates
    - Headquarter Hotel
    - Toyota Music Factory/Entertainment Venue
    - Other City Updates
- 9. Bureau Monthly Management Reports
  - a. Executive Director – Maura Gast
  - b. Sales and Services – Lori Fojtasek
  - c. Marketing and Communications – Diana Pfaff
  - d. Finance and Administration – Mike Zumbaugh
- 10. Convention Center Management Report – Tom Meehan
- 11. The Pavilion at the Music Factory/Live Nation Report – Mike Riley
- 12. Industry Partner Reports
  - a. Smith Travel Research Monthly Reports
  - b. AirDNA Monthly Reports
  - c. Hotel Industry Updates
  - d. Restaurant Industry Update
- 13. 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. University of Dallas – Bob Galecke
  - f. Chamber of Commerce – Lori Bunger/Beth Bowman
  - g. 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 23	MAY 21	JUNE 25	JULY 23	AUG 27	SEPT 24
CLEM LEAR	X	X	X		X							
RON MATHAI	X	X	X		X							
BOB BETTIS	X	X	X		X							
BOB BOURGEOIS	=	=	X		X							
BETH BOWMAN	X	X	X		X							
JO-ANN BRESOWAR	X	X	+		X							
DIRK BURGHARTZ	+	#	#		+							
KAREN COOPERSTEIN	X	X	X		X							
BOB GALECKE	#	X	X		#							
DEBBI HAACKE	X	X	X		X							
JOHN HAIGLER	=	=	=		X							
CHRIS HILLMAN	+	X	X		X							
JULIA KANG	=	=	X		X							
JACKY KNOX	+	+	#		X							
KIM LIMON	+	+	X		+							
RICK LINDSEY	X	X	X		X							
GREG MALCOLM	X	X	X		X							
JOE MARSHALL	X	X	X		X							
HAMMOND PEROT	=	=	=		X							
JOE PHILIPP	X	+	+		X							
MICHAEL RILLEY	+	X	+		X							
HOLLY TURNER	=	=	=		#							
‡ JOHN DANISH	+	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, MARCH 26, 2018**

**AGENDA ITEMS**

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS MEETING  
DALLAS MARRIOTT LAS COLINAS  
FEBRUARY 26, 2018**

Those present for the meeting were: Clem Lear – Chair, Ron Mathai – Vice Chair, Bob Bettis, Bob Bourgeois, Beth Bowman, Jo-Ann Bresowar, Karen Cooperstein, Debbi Haacke, John Haigler, Chris Hillman, Julia Kang, Jacky Knox, Rick Lindsey, Greg Malcolm, Joe Marshall, Hammond Perot, Joe Philipp, and Mike Riley – Members of the Board; Deputy Mayor Pro Tem John Danish – City Council Liaison. From the City of Irving: Senior City Attorney Karen Brophy, Assistant City Manager James Childers, Chief Financial Officer Jeff Litchfield, and City Attorney Christine 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, Cheryl Hopkins, Kayla Mansour, Marianne Lauda, Kathy Levine, Diana Pfaff, Mike Zumbaugh, and Monty White; Guests: Irving Arts and Culture Executive Director Todd Hawkins, Dallas Marriott Las Colinas General Manager Clifton Thiebaud, and Deborah Jung – Kids Who Care.

Chair Clem Lear called the meeting to order at 12:15 p.m.

Lear thanked everyone for adjusting their schedules to accommodate those who attended the funeral services for Fran Cassels, and she asked for a moment of silence in recognition of her life. James Cassels was a Chair of the ICVB Board and the Cassels are a vital part of the community.

**CONSENT AGENDA**

1. MINUTES – DECEMBER 18, 2017
2. ICVB FINANCIAL REPORTS: DECEMBER 2017 AND JANUARY 2018
3. 2017-18 FIRST QUARTER HOTEL OCCUPANCY TAX COLLECTION REPORT
4. ICC FINANCIAL REPORTS: DECEMBER 2017 AND JANUARY 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.

**INDIVIDUAL CONSIDERATION**

Community Relations Committee Chair Lindsey reported the High Spirited Citizen nomination information for Deborah Cox and Jim and Virginia Meler were included in the packet with their contributions to Irving and volunteer efforts. Lear asked for a motion to approve the nominations for High Spirited Citizen as presented. Lindsey made a motion to approve, second by Philipp. With no opposition and no further discussion, the nominations for Deborah Cox and Jim and Virginia Meler were unanimously approved.

**REPORTS:**

**BOARD CHAIR - EXECUTIVE COMMITTEE**

Executive Director Maura Gast introduced ICVB Marketing Manager Kayla Mansour. Mansour was recognized by the City of Irving with the Professional Employee of the Year Award, and is the first ICVB awardee. Mansour has gone above and beyond in creating social media impact for Irving and has increased the social media presence significantly. Gast and Assistant Executive Director/Marketing and Communications Diana Pfaff congratulated Mansour and thanked her for her impact.

Gast introduced ICVB Sales Manager Cheryl Hopkins. Hopkins was recognized at the Irving Hospitality Industry Annual Meeting as Sales Manager of the Year. Hopkins oversees the Corporate and Airline markets for sales. Her goal continues to grow and Hopkins finished the year at 147% of goal. Assistant Executive Director/Sales and Services Lori Fojtasek stated Hopkins does a fantastic job of representing Irving, she has been with ICVB for 25 years and is a constant team player.

Gast introduced ICVB Convention Services Coordinator Kathy Levine. Levine was recognized at the Hospitality Industry Annual Meeting with the Shining Star Award. The award is nominated by staff, and Levine is someone who delivers every day and goes above and beyond with patience and professionalism. Fojtasek stated she is grateful for her service and congratulated Levine on the well-deserved recognition.

Lear introduced Dallas Marriott General Manager Clifton Thiebaud and thanked him for hosting the Board. Thiebaud gave a brief update on the hotel renovations and offered tours of the property after the meeting. He then introduced his guest, Deborah Jung, CEO and Founder of Kids Who Care. Jung gave an overview of the youth musical theatre production company. The program is for children Pre-K through 12<sup>th</sup> grade who want to attend musical theatre summer camp. She informed the Board they are available for performances to conference, meetings and events.

Lear introduced TIF Board Chair John Haigler and welcomed him to the Board. Haigler gave an overview of his background and expressed his gratitude to serve on the Board.

Lear noted the Board meeting and schedule included in the packet and asked Board members to add the dates to their calendars. She noted the Executive Committee met on February 23 and had a presentation on the Lake Lewisville Dam project. The City is conducting a bus tour of the water infrastructure on March 9 and she encouraged Board members to sign-up for the tour.

#### BOARD DEVELOPMENT COMMITTEE

Committee Chair Debbi Haacke reported the Committee is focusing on those things that make Irving unique to secure Irving's competitiveness and resources that are necessary. She stated one of the first projects will be to develop a comprehensive destination assessment and the findings will be part of the Strategic Planning Retreat in June. The survey will be a vital piece to creating and updating the strategic plan. Other areas of focus will be legislative advocacy issues. She encouraged everyone to attend the next Committee meeting on March 16 at the Convention Center.

#### COMMUNITY RELATIONS COMMITTEE

Committee Chair Rick Lindsey thanked Deputy Mayor Pro Tem John Danish and City Manager Chris Hillman for taking time at the recent City Council meeting to recognize Robert and Jill Martinez as High Spirited Citizens. He reported the Committee had a good meeting and brought forward nominations. He noted there is a tremendous amount of people in Irving that dedicate a lot of time in making Irving a place to live and enjoy. The High Spirited Citizen award program is entering its 30<sup>th</sup> year and the Committee is discussing ways to celebrate its success. The next Committee meeting will be on April 3 and he thanked the Board for approving the nominations that were brought forward today.

#### DESTINATION DEVELOPMENT COMMITTEE

Committee Chair Greg Malcolm reported the committee met on February 6 although he was unable to attend due to a last-minute business conflict. Gast provided a recap of the meeting, including hotel development updates. The next meeting will be held on May 15 at the Convention Center.

#### CITY REPORTS:

Deputy Mayor Pro Tem John Danish encouraged everyone to vote in the primary elections and noted that early voting is available at City Hall.

City Manager Chris Hillman introduced Assistant City Manager James Childers. Childers came from Abilene, Texas. Childers stated he appreciates the ICVB and the Convention Center, as well as the impact that the Board has on the community. Hillman commented Childers has been a great asset to the team already. Hillman reported the Toyota Music Factory is moving forward and Big Beat Dallas will be holding a grand opening soon. Board Member Julia Kang added the Grand Opening will be held March 29 for Big Beat Dallas and the Texas Lottery Plaza. Gast noted details will be sent to Board members as they become available.

STAFF:

Gast reported the Westin Irving Convention Center Hotel will have a "topping off" celebration on April 12. She further reported the survey for the strategic plan is called Destination Next and will be focused on tangibles and intangibles for the destination that impact quality of life in Irving. An overview of the survey will be provided at the next Board meeting; the survey will go live in April. An overview of the results will be given at the May board meeting and the results will be incorporated at the Strategic Plan Retreat in June. She asked Board members to reach out to the community and encourage participation.

Assistant Executive Director/Sales and Services Lori Fojtasek reported the Sales December 2017 and January 2018 reports are included in the packet. The team is slightly behind pace, but confident goal will be met. Fojtasek noted a Lost Business report is included in the report and for the first time the reason of "no entertainment" has declined in the results. The sales team is ramping up sponsorship efforts at trade shows to let clients know construction is happening and spreading the word to come see Irving. The team sponsored 50 third-party meeting planners from around the country at the Four Seasons and 35 participated in a weekend pre-convention tour. She thanked Mike Riley of Live Nation for conducting a site tour of the Pavilion and reported the weather conditions prevented a walking tour of the Toyota Music Factory site. She thanked board member Haacke who is spreading the word for meetings in Irving, and has presented an RFP for 1,650 room nights.

Assistant Executive Director Diana Pfaff reported that the ICVB is shifting away from print ads and doing more digital in 2018. January was an exceptional month with a total of 121 RFPs (well above average) and 26,953 associated room nights, which was the highest number of RFPs to date. Website traffic increased dramatically with 34,473 total website visits and 33,390 unique visitors to both sites. She reported Mansour is ramping up work on blogging and focusing on a three times a week schedule utilizing outsourced bloggers, staff and local influencers. Visitors to the blog increased dramatically with a 606% increase over the previous month. A copy of *Fast Company* magazine was distributed with the fourth magazine wrap in the series of six to be distributed to 1,000 meeting planners throughout the country. The ICVB debuted *Surveyor* magazine last month and a copy of the magazine will be distributed at the next Board meeting. Copies of the magazine are available to distribute to local groups by contacting anyone on the Marketing & Communications team.

ICVB Director of Accounting Marianne Lauda reported the First Quarter 2017-18 Hotel Occupancy Tax Collections report shows three hotels as not paid. She informed the group that one hotel (Homewood Suites) has now paid, therefore the total collected is closer than the budgeted amount for the quarter. The report was showing a shortfall of 2.7%, but is now 1% with the Homewood Suites payment.

Assistant Executive Director/Finance and Administration Mike Zumbaugh reported the January STR data has not been received, but the December data is included in the packet. Irving's hotel occupancy rate for December remained higher than the national and Texas figures, ending the year at 56.7% and year-to-date remained higher as well, at 72.9%. When comparing numbers to YTD last year, the U.S. Occupancy maintained a positive growth, albeit small, at .9%, while Texas figures were up 3.3%; however, Irving was down 2.7% YTD compared to last year. Out of our competitive set, Texas destinations, U.S. and Texas figures, Irving ended the year with the highest Average Daily Rate increase over last year's figures at 3.2%. He also reported the City is replacing its current accounting system and Lauda and Zumbaugh joined other City staff members on a site visit to Round Rock, Texas last week to participate in a hands-on demonstration from one of the preferred vendors. He thanked Hillman, Chief Technology Officer Leisha Meine, and Chief Financial Officer Jeff Litchfield for allowing the ICVB voice to be heard in the selection process.

#### CONVENTION CENTER:

General Manager Tom Meehan reported the month of January was solid and the Convention Center is \$375,000 ahead of budget for the year. Catering has continued to grow and is already \$200,000 over last year's pace. Meehan commented the Convention Center is looking at another successful year. He stated safety and security remain at the top of the list. Several improvements to the building are being made for safety and security. Meetings are held monthly to discuss security and the team is very aware of the importance. Convention Center Director of Sales Matt Tungett reported January had 25 events and 97 events YTD, which is ahead of pace by 15 from last year. He reported on the public shows for January, and three will be returning. The Home and Garden Show will not be returning next year as the building is not available for their dates. February events are solid and include Texas Wine and Grape Growers, Southern Baptists of Texas and Ticketstock 2018. Ticketstock has given a verbal commitment for their 25<sup>th</sup> anniversary celebration next year at the Convention Center. March has FIRST Robotics, the ANA National Money Show, and a scrapbooking convention which relocated from the Gaylord with 50,000 square feet of exhibit space and signed a 400-guest room contract at the Dallas Marriott Las Colinas. Gast added Meehan and the team have completed the Urban Towers parking garage operation and thanked them for representing the City so well during this transition and doing it first-class.

#### INDUSTRY REPORTS:

##### THE PAVILION AT THE MUSIC FACTORY/LIVE NATION REPORT

Board Member Mike Riley reported the Pavilion is celebrating 170 days of operating and 2018 turned a major corner in where things are going. Guests are excited and fan response has been great when they enter The Pavilion. The vision and destination are coming to fruition. There have been five sold-out shows this year already. He reported CocaCola had a three-day event at the venue, Mr. Cooper had a post-Convention Center Happy Hour event, and February 26-28, 75 Live Nation executives will be in Irving for a corporate planning retreat. Riley reported he is in the process of in-sourcing 100% of ticket takers, users, security and cleaning crews and will host four job fairs in The Pavilion. He reported on upcoming events and shows. Staff is working with several Irving churches for an Easter morning service and Easter egg hunt on The Pavilion lawn.

#### HOTELS AND RESTAURANTS

Board Member Greg Malcolm reported the year started out slow at 66.4% in Occupancy, down 3.4% compared to last year. Average Daily Rate is up at \$109.98, compared to last year's \$107.65. RevPAR is at \$73.07, which is down 1.2% from last year.

Thiebaud added the Dallas Marriott Las Colinas business has been in a decline due to the from renovations and limited availability of rooms, but is starting to pick up. It has been a challenge working around construction schedules and the schedule of guests.

#### LAS COLINAS ASSOCIATION

Board member Hammond Perot reporting the Las Colinas Association and Irving-Las Colinas Chamber of Commerce are sponsoring a Dallas Business Journal event at The Pavilion on March 1 from 4:00 – 6:00 p.m., highlighting the Las Colinas area for business and residents. The LCA Annual meeting will be held on March 27, and an electronic voting system has been instituted, with 300-member votes already confirmed. He encouraged anyone who is a resident board member to vote.

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#### DCURD

Board member Jacky Knox reported the Lake Lewisville Dam presentation that was presented at the Executive Committee meeting was informative and very positive. Several key City of Irving employees were in attendance and emphasized the communication, coordination and processes in place for the City for any type of emergency and/or evacuation program. He gave an update on Williams Square Plaza and reported the City and DCURD are going through the design process to look at ways to integrate the plaza into a new public gathering space in the Urban Center. DCURD owns Williams Square plaza and the sculptures. The property owner does maintenance. They are also looking at the best future ownership and maintenance for the plaza. Pre-submittal requests for qualifications are due March 9.

#### TIF

Board member John Haigler reported TIF Board was established in 1998, and currently going through the process of an extension recommendation to City Council. He anticipates having a proposal for presentation to Council within the next 2-3 months.

#### GREATER IRVING-LAS COLINAS CHAMBER OF COMMERCE

Chamber President Beth Bowman congratulated Pfaff and team for the work on *Surveyor* Magazine and is using copies for prospect packets in business recruitment. She stated it is a very resourceful piece of collateral. Bowman reported FY 2018 started off great with five economic development wins, 1,300 jobs and represents 20 million in capital investments. There are 40+ projects in the pipeline and she is confident there will be a strong momentum throughout the course of the year. She thanked the ICVB Board members for their participation in the recent ribbon cuttings and grand openings. She noted business owners appreciate stakeholders and the community being there, greeting them and continuing to visit their establishments. ICTN did a great job covering recent events. Dallas, Plano and Irving had the highest job growth with 71% of the 100,400 new jobs in the metroplex. Unemployment rate continues to be down in comparison to the State of Texas and nationally. She reminded everyone to vote and early voting is underway, primary elections will be held on March 6. She encouraged everyone to support small business by voting in the Best of Irving and shop locally. She thanked Riley and the Live Nation team and stated she is looking forward to the kick-off of the Las Colinas Corridor of Excellence event. She asked everyone to urge their Congressional leaders to provide sensible reauthorization of the Deferred Action for Childhood Arrivals (DACA). The Chamber is strategically working to create a letter urging Congress to find a solution so Dreamers can continue to work and be great citizens in the community. Lear added the Chamber Board supported and passed support for the letter to Congress.

#### CULTURAL AFFAIRS

Executive Director Todd Hawkins reported three sold-out events in four days: Travis Tritt; Content of Character, produced by the Black Arts Council; and the Trocadero Ballet. "This Light of Ours: Activist Photographers of the Civil Rights Movement" runs through March 4. This is a major traveling exhibition and features 157 black and white photographs. He announced a new grant program to support artistic innovation in Irving has been approved. The program encourages nonprofit organizations to try bold ideas and collaborations that they could not otherwise accomplish to spark creativity, encourage interdisciplinary and extend the reach of arts and culture. Applications will be accepted from 501(c)3 organizations for projects that focus on the arts or the artistic process. Grants are available up to \$10,000 and require a 1:1 cash match from the applicant. Individuals are encouraged to partner with eligible organizations.

With no further business or comments, the meeting was adjourned by Lear at 1:50 p.m.

Respectfully submitted,





ICVB  
MONTHLY FINANCIAL STATEMENTS

For Period Ending: February 2018

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
BALANCE SHEET  
FEBRUARY 28, 2018

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**ASSETS**

Cash	1,239
Petty Cash	250
Investments	3,218,000
Accounts Receivable	200
Total Assets	<u>3,219,689</u>

**LIABILITIES AND FUND BALANCE**

***LIABILITIES***

Accounts Payable	<u>107,816</u>
	<u>107,816</u>

***FUND BALANCE***

Reserved for Encumbrances	1,644,236
Unreserved	<u>1,467,637</u>
Total Fund Balance	<u>3,111,873</u>
Total Liabilities and Fund Balance	<u>3,219,689</u>

Notes:

Reserved for Encumbrances:

Business Development Incentive Program - 471,023  
Destination Analysts - 70,000  
Maloney Strategic Communications - 299,630  
Media Advertising - 501,159  
Simpleview - 158,836  
SMG/Technology Support - 42,945  
Tucker & Associates - 32,668  
Miscellaneous - 67,975



IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE FIVE MONTH PERIOD ENDING FEBRUARY 28, 2018

	----- Budget -----		----- Actual -----			Unencumbered	Percent	Prior
	Adopted	Adjusted	Current Month	Year-to-Date	Encumbrances	Available Budget	Collected/ Expended	Year to Date Actual
<b><u>REVENUES AND TRANSFERS IN:</u></b>								
<b><u>REVENUES:</u></b>								
Hotel/Motel Taxes:								
Current Year	8,485,907	8,485,907	1,928,422	1,928,422	0	6,557,485	22.72%	1,888,795
Penalties and Interest	0	0	4,051	4,051	0	(4,051)	0.00%	5,883
Prior Years	0	0	0	0	0	0	0.00%	58,623
Interest	17,000	17,000	2,092	7,540	0	9,460	44.35%	5,489
State of Texas Events Trust Fund	50,000	50,000	0	9,622	0	40,378	19.24%	0
Miscellaneous	5,000	5,000	200	2,957	0	2,043	59.14%	2,637
Total Revenues	<u>8,557,907</u>	<u>8,557,907</u>	<u>1,934,765</u>	<u>1,952,592</u>	<u>0</u>	<u>6,605,315</u>	<u>22.82%</u>	<u>1,961,427</u>
<b>TOTAL REVENUES AND TRANSFERS IN</b>	<u>8,557,907</u>	<u>8,557,907</u>	<u>1,934,765</u>	<u>1,952,592</u>	<u>0</u>	<u>6,605,315</u>	<u>22.82%</u>	<u>1,961,427</u>
<b><u>EXPENDITURES AND TRANSFERS OUT:</u></b>								
<b><u>EXPENDITURES:</u></b>								
Salaries	2,106,626	2,106,626	155,956	707,819	0	1,398,807	33.60%	667,525
Benefits	561,825	561,825	43,695	203,719	0	358,106	36.26%	194,242
Supplies	61,900	61,900	4,107	9,817	8,438	43,645	29.49%	24,172
Equipment Maintenance	6,900	6,900	311	1,328	0	5,572	19.25%	1,082
Miscellaneous	180,095	180,095	3,086	78,611	0	101,484	43.65%	74,750
Equipment Rentals	7,900	7,900	0	825	2,475	4,600	41.77%	0
Special Services	1,675,881	1,810,881	251,921	598,050	632,884	579,947	67.97%	357,266
Facility Management Services	1,395,000	1,395,000	0	348,000	0	1,047,000	24.95%	348,750
Advertising Projects	140,000	140,000	1,222	3,521	1,258	135,221	3.41%	39,037
Sponsorships / Partnerships	174,000	174,000	9,000	53,966	27,000	93,034	46.53%	53,014
Media Advertising	680,000	698,292	10,649	115,083	501,158	82,051	88.25%	182,851
Travel	680,265	680,265	52,457	142,830	0	537,435	21.00%	124,093
Promotions / Special Events	1,171,000	1,625,476	93,589	283,577	471,023	870,876	46.42%	218,329
Memberships	82,615	82,615	17,155	41,725	0	40,890	50.51%	35,674
Total Expenditures	<u>8,924,007</u>	<u>9,531,775</u>	<u>643,148</u>	<u>2,588,871</u>	<u>1,644,236</u>	<u>5,298,668</u>	<u>44.41%</u>	<u>2,320,785</u>
<b><u>TRANSFERS OUT:</u></b>								
Transfer to ICVB Reserve Fund	200,000	200,000	0	0	0	200,000	0.00%	0
Transfer to ICC Reserve/CIP Fund	900,000	900,000	0	0	0	900,000	0.00%	0
Total Transfers Out	<u>1,100,000</u>	<u>1,100,000</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>1,100,000</u>	<u>0.00%</u>	<u>0</u>
<b>TOTAL EXPENDITURES AND TRANSFERS OUT</b>	<u>10,024,007</u>	<u>10,631,775</u>	<u>643,148</u>	<u>2,588,871</u>	<u>1,644,236</u>	<u>6,398,668</u>	<u>39.82%</u>	<u>2,320,785</u>

Percent of year completed = 41.7%

IRVING CONVENTION AND VISITORS BUREAU  
GENERAL FUND  
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCE  
FOR THE FIVE MONTH PERIOD ENDING FEBRUARY 28, 2018

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**SUMMARY:**

Beginning Fund Balance at October 1, 2017	3,748,152
Revenues and Transfers In	1,952,592
Expenditures and Transfers Out	<u>(2,588,871)</u>
Ending Fund Balance at February 28, 2018	3,111,873
Encumbrances	<u>(1,644,236)</u>
Unreserved Fund Balance at February 28, 2018	<u><u>1,467,637</u></u>

**NOTES:**

Adjusted Budget:

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

Revenues & Transfers In:

Hotel Tax: The first quarter hotel taxes were received.

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

Expenditures & Transfers Out:

Special Services: Advertising Agency - 54,483; Administrative Cost Reimbursement - 77,299; Outside Services - 120,085 (Adara-30,000; Meltwater News-27,350; Simpleview-41,666; Other-21,069); Miscellaneous - 54

Facility Management Services: The first subsidy payment was made in December 2017.

Promotions / Special Events: Business Development Incentive Program - 56,437; Toyota Music Factory - 10,542; Irving Hospitality Industry Annual Meeting - 23,097; Miscellaneous - 3,513

# Irving Convention and Visitors Bureau

## Check Register Report - February 2018



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Batch: 7218

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058956	02/01/18	AMERICAN SOCIETY OF TRAVEL AGENTS, INC	\$	290.00
80058957	02/01/18	BH DFW PROPERTY LP	\$	400.00
80058958	02/01/18	BT HOTEL LAS COLINAS LLC	\$	165.00
80058959	02/01/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	232.00
80058960	02/01/18	DOUBLETREE DALLAS DFW AIRPORT	\$	43.00
80058961	02/01/18	EAUTOFEEDBACK, LLC	\$	2,050.00
80058962	02/01/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	1,415.00
80058963	02/01/18	HILTON GARDEN INN DFW AIRPORT SOUTH	\$	195.00
80058964	02/01/18	HILTON GARDEN INN LAS COLINAS	\$	500.00
80058965	02/01/18	IRVING CHAPTER OF NATIONAL AMBUCS, INC	\$	100.00
80058966	02/01/18	LAMONT ASSOCIATES	\$	1,500.00
80058967	02/01/18	MEETING PROFESSIONALS INTERNATIONAL	\$	11,930.00
80058968	02/01/18	NORTHSTAR TRAVEL MEDIA, LLC	\$	3,000.00
80058969	02/01/18	OMNI MANDALAY HOTEL	\$	295.00
80058970	02/01/18	SHERATON DFW AIRPORT HOTEL	\$	3,819.00
80058971	02/01/18	TUCKER & ASSOCIATES, LLC	\$	4,095.88
			16 payments Batch Total: \$	30,029.88

Batch: 7225

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058972	02/08/18	AERIAL PHOTOGRAPHY	\$	97.00
80058973	02/08/18	AMERICAN COLLEGE OF EMERGENCY PHYSICIANS	\$	250.00
80058974	02/08/18	AMERICAN MOVING & STORAGE ASSOCIATION INC	\$	425.00
80058975	02/08/18	BH DFW PROPERTY LP	\$	3,689.00
80058976	02/08/18	CONFERENCE DIRECT	\$	9,000.00
80058977	02/08/18	CROWDRIFT INC.	\$	2,083.00
80058978	02/08/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	3,092.00
80058979	02/08/18	DOUBLETREE DALLAS DFW AIRPORT	\$	798.00
80058980	02/08/18	FAIRFIELD INN & SUITES DFW SOUTH	\$	455.00
80058981	02/08/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	510.00
80058982	02/08/18	GUARANTEED EXPRESS, INC.	\$	14.56
80058983	02/08/18	HELMSBRISCOE	\$	9,000.00
80058984	02/08/18	IRVING - LAS COLINAS ROTARY CLUB	\$	72.00
80058985	02/08/18	MALLOUF PHOTOGRAPHY	\$	337.50

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## Batch: 7225

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058986	02/08/18	MALONEY STRATEGIC COMMUNICATIONS	\$	54,483.12
80058987	02/08/18	MCKESSON CORPORATION	\$	2,695.00
80058988	02/08/18	OMNI MANDALAY HOTEL	\$	1,245.00
80058989	02/08/18	PETTY CASH	\$	49.23
80058990	02/08/18	SHERATON DFW AIRPORT HOTEL	\$	2,696.00
80058991	02/08/18	TRIPADVISOR, LLC	\$	343.79
20 payments Batch Total: \$				91,335.20

## Batch: 7230

<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80058992	02/15/18	AMERICAN AIRLINES	\$	6,356.00
80058993	02/15/18	AMERICAN EXPRESS	\$	60,880.89
80058994	02/15/18	CAROL BOYER	\$	65.00
80058995	02/15/18	KATHERINE DIPIETRO	\$	202.06
80058996	02/15/18	DOUBLETREE DALLAS DFW AIRPORT	\$	900.00
80058997	02/15/18	EDELMAN	\$	600.00
80058998	02/15/18	LORI M. FOJTASEK	\$	257.02
80058999	02/15/18	WENDY FOSTER	\$	174.81
80059000	02/15/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	3,110.00
80059001	02/15/18	FRIENDS OF THE IRVING MUSEUMS	\$	500.00
80059002	02/15/18	HAMPTON INN - LAS COLINAS	\$	920.00
80059003	02/15/18	CHERYL HOPKINS	\$	328.97
80059004	02/15/18	INTEC BUSINESS SYSTEMS	\$	174.75
80059005	02/15/18	MARIANNE LAUDA	\$	96.40
80059006	02/15/18	KATHY LEVINE	\$	65.00
80059007	02/15/18	LORI MANSELL	\$	394.00
80059008	02/15/18	OMNI MANDALAY HOTEL	\$	3,288.00
80059009	02/15/18	DIANA PFAFF	\$	65.00
80059010	02/15/18	ROADRUNNER CHARTERS, INC.	\$	260.00
80059011	02/15/18	DEBBIE ROBERTS	\$	65.00
80059012	02/15/18	BARBARA SCHINGLE	\$	223.26
80059013	02/15/18	LORI SIRMEN	\$	45.03
80059014	02/15/18	SPORTS CLUB AT FOUR SEASONS	\$	780.00
80059015	02/15/18	TEXAS ACADEMY OF PHYSICIAN ASSISTANTS	\$	1,210.00
80059016	02/15/18	THE EVENT LOUNGE, LLC	\$	4,522.00
80059017	02/15/18	MICHAEL ZUMBAUGH	\$	218.10
26 payments Batch Total: \$				85,701.29

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Batch: 7237

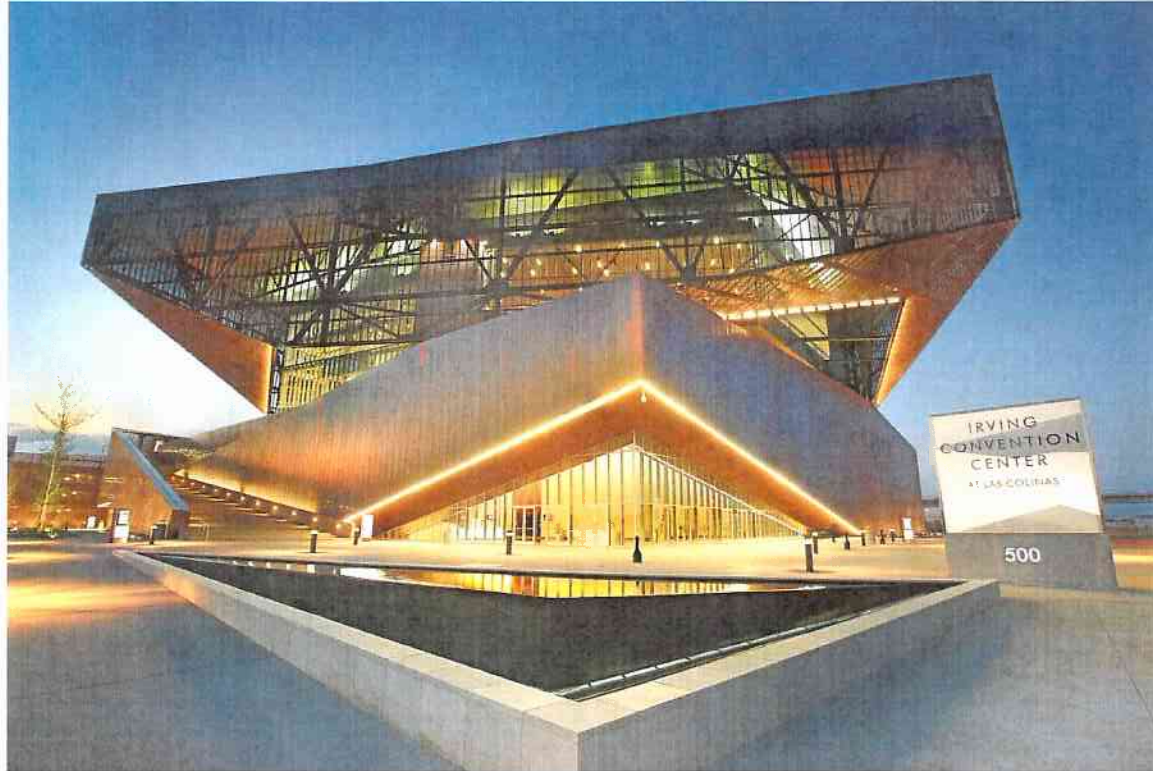
<u>Number</u>	<u>Date</u>	<u>Payee</u>		<u>Amount</u>
80059018	02/22/18	ABOVE AND BEYOND INCENTIVES	\$	282.54
80059019	02/22/18	AMERICAN ACADEMY OF CRANIOFACIAL PAIN	\$	270.00
80059020	02/22/18	ARES TRAVEL INC.	\$	1,250.00
80059021	02/22/18	BH DFW PROPERTY LP	\$	1,560.00
80059022	02/22/18	CROWDRIFF INC.	\$	2,087.00
80059023	02/22/18	DALLAS FORT WORTH AIRPORT MARRIOTT	\$	1,260.00
80059024	02/22/18	DALLAS FORT WORTH AREA TOURISM COUNCIL	\$	12,500.00
80059025	02/22/18	ELEMENT DFW AIRPORT NORTH	\$	170.00
80059026	02/22/18	FEDERAL EXPRESS CORPORATION	\$	88.90
80059027	02/22/18	FOUR SEASONS RESORT AND CLUB DALLAS AT LAS COLINAS	\$	4,555.00
80059028	02/22/18	GUARANTEED EXPRESS, INC.	\$	13.44
80059029	02/22/18	MCKESSON CORPORATION	\$	1,080.00
80059030	02/22/18	MELTWATER NEWS US INC	\$	27,350.00
80059031	02/22/18	OMNI MANDALAY HOTEL	\$	335.00
80059032	02/22/18	SIMPLEVIEW	\$	20,833.66
80059033	02/22/18	STR, INC	\$	2,812.50
80059034	02/22/18	TEAM MANAGEMENT	\$	400.00
80059035	02/22/18	TEXAS DREAMS GYMNASTICS	\$	1,500.00
80059036	02/22/18	TUCKER & ASSOCIATES, LLC	\$	4,000.00
80059037	02/22/18	VERIZON WIRELESS	\$	391.14
			20 payments Batch Total: \$	82,739.18

## SUMMARY

82 payments TOTAL: \$ 289,805.55



IRVING CONVENTION CENTER  
AT LAS COLINAS



Date Distributed: March 14, 2018

# Monthly Financial Summary

For Period Ending February 28, 2018

IRVING CONVENTION CENTER AT LAS COLINAS / SMG

OCTOBER 1, 2017 TO SEPTEMBER 30, 2018

Board Lead Income Statement - Monthly FY 2018

	October	November	December	January	February	March	April	May	June	July	August	September	Total		
Event Income															
Direct Event Income															
Rental Income	117,100	35,954	39,927	105,725	86,890	120,000	135,000	102,500	15,000	98,000	148,000	102,000	1,106,096		
Service Income	43,471	23,129	46,456	10,029	60,981	36,461	30,288	38,066	29,066	35,066	39,066	58,522	450,599		
Service Expenses	(66,060)	(48,030)	(49,564)	(58,278)	(99,378)	(62,582)	(52,452)	(35,225)	(39,825)	(41,225)	(52,885)	(69,980)	(675,483)		
Total Direct Event Income	94,511	11,053	36,819	57,476	48,493	93,879	112,836	105,341	4,241	91,841	134,181	90,542	881,212		
Ancillary Income															
F & B Concessions	29,160	6,220	5,350	12,588	7,039	29,300	20,000	22,000	11,825	8,405	18,000	16,000	185,888		
F & B Catering	326,765	289,373	461,572	275,097	361,456	163,875	195,000	232,723	300,000	167,085	215,500	285,225	3,273,670		
Parking: Self Parking	32,197	4,910	(5,280)	24,287	22,250	21,450	18,800	18,290	16,750	8,650	11,650	8,450	182,405		
Electrical Services	9,865	12,261	5,800	23,227	21,715	32,070	10,000	9,055	6,200	1,400	7,350	15,800	154,742		
Audio Visual	(90)	(1,331)	(117)	(0)	33	-	-	-	-	-	-	-	(1,505)		
Internet Services	580	3,350	-	1,050	405	750	3,500	1,500	1,250	900	780	950	15,015		
Total Ancillary Income	398,477	314,783	467,325	336,249	412,898	247,445	247,300	283,568	336,025	186,440	253,280	326,425	3,810,215		
Total Event Income	492,988	325,836	504,144	393,725	461,391	341,324	360,136	388,909	340,266	278,281	387,461	416,967	4,691,427		
Other Operating Income	130,093	64,477	25,394	52,536	45,837	32,000	37,056	45,200	37,056	41,000	39,200	33,063	582,912		
ICVB Operating Subsidy				348,000		350,000			348,750			348,250	1,395,000		
Adjusted Gross Income	623,081	390,313	529,538	794,260	507,228	723,324	397,192	434,109	726,072	319,281	426,661	798,280	6,669,338		
Operating Expenses															
Employee Salaries and Wages	202,542	161,560	251,329	202,263	189,429	207,410	207,410	207,410	207,410	207,410	207,410	207,410	2,458,994		
Benefits	55,111	(12,565)	65,173	62,849	54,030	61,884	62,430	64,044	64,044	64,044	64,044	64,044	669,132		
Less: Event Labor Allocations	(33,730)	(27,044)	(24,368)	(32,171)	(34,182)	(33,948)	(33,948)	(33,948)	(33,948)	(33,948)	(33,948)	(33,948)	(389,132)		
Net Employee Wages and Benefits	223,923	121,951	292,134	232,940	209,277	235,346	235,892	237,506	237,506	237,506	237,506	237,506	2,738,994		
Contracted Services	95,696	69,337	59,442	58,844	66,482	63,539	43,539	43,539	43,539	43,539	43,539	43,539	674,574		
General and Administrative	85,386	62,214	31,815	55,129	59,562	39,160	39,160	39,160	39,160	39,160	39,160	39,160	568,227		
Operations	46,466	38,029	49,515	49,985	36,347	40,125	40,125	40,125	40,125	40,125	40,125	40,125	501,217		
Repair & Maintenance	64,590	64,407	42,606	34,412	54,214	39,856	39,856	39,856	39,856	39,856	39,856	39,856	539,221		
Supplies	34,869	15,124	8,277	23,982	10,218	15,449	15,449	15,449	15,449	15,449	15,449	15,449	200,614		
Insurance	5,266	5,538	6,635	4,726	5,538	8,333	8,333	8,333	8,333	8,333	8,333	8,333	86,034		
Utilities	44,174	56,170	34,558	43,923	57,817	46,666	46,666	46,666	46,666	46,666	46,666	46,666	563,305		
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	22,500	22,500	22,500	22,500	22,500	22,500	22,500	306,098		
Total Operating Expenses	646,493	458,438	576,872	546,442	546,367	523,873	504,419	506,033	506,033	506,033	506,033	506,033	6,333,071		
Net Income (Loss) From Operations	(23,412)	(68,125)	(47,334)	247,818	(39,139)	199,451	(107,227)	(71,924)	220,039	(186,752)	(79,372)	292,247	336,267	-1395000	(1,058,733)
Other Income (Expenses)	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net Income After Other Income (Expenses)	(23,412)	(68,125)	(47,334)	247,818	(39,139)	199,451	(107,227)	(71,924)	220,039	(186,752)	(79,372)	292,247	336,267		

Budget Forecast Comparison by Month

	2018	2017													
	47,856	494,666	472,986	314,913	336,267	-	-	-	-	-	-	-	-	-	-
	(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 February 28, 2018

	Current Actual	Current Budget	Variance	Prior Year Actual
Attendance	17,926	26,699	(8,773)	12,794
Events	25	28	(3)	20
Event Days	38	40	(2)	26
Direct Event Income	48,493	54,820	(6,327)	30,311
Ancillary Income	412,898	290,099	122,799	359,364
Total Event Income	461,391	344,919	116,472	389,675
Other Operating Income	45,837	37,056	8,781	27,055
Adjusted Gross Income	507,228	381,975	125,253	416,730
Indirect Expenses	(546,367)	(512,732)	(33,635)	(528,427)
Net Income (Loss) From Operations	(39,139)	(130,757)	91,618	(111,697)



IRVING CONVENTION CENTER/SMG  
Financial Statements Year to Date Highlights  
For the Five Months Ending February 28, 2018

	Year to Date Actual	Year to Date Budget	Variance	Prior YTD Actual
Attendance	86,320	110,412	(24,092)	73,769
Events	111	136	(25)	101
Event Days	161	175	(14)	141
Direct Event Income	248,352	336,586	(88,234)	190,415
Ancillary Income	1,929,732	1,231,567	698,165	1,633,045
Total Event Income	2,178,084	1,568,153	609,931	1,823,460
Other Operating Income	318,336	252,514	65,822	167,829
Adjusted Gross Income	2,496,420	1,820,667	675,753	1,991,289
Indirect Expenses	(2,774,612)	(2,563,665)	(210,947)	(2,473,600)
Net Income (Loss) From Operations	(278,192)	(742,998)	464,806	(482,311)

IRVING CONVENTION CENTER/SMG

Balance Sheet

February 28, 2018

**ASSETS**

**Current Assets**

Cash	\$	1,277,820
Accounts Receivable		293,786
Prepaid Assets		30,814
Inventory		51,980

Total Current Assets 1,654,400

**Total Assets** \$ **1,654,400**

**LIABILITIES AND EQUITY**

**Current Liabilities**

Accounts Payable	\$	338,912
Accrued Expenses		358,848
Deferred Income		0
Advance Ticket Sales/Deposits		887,839
Other Current Liabilities		0

Total Current Liabilities 1,585,599

**Long-Term Liabilities**

Long Term Liabilities		0
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Total Long-Term Liabilities 0

Total Liabilities 1,585,599

**Equity**

Net Funds Received	9,371,919
Retained Earnings	(9,024,926)
Net Income (Loss)	(278,192)

Total Equity 68,801

**Total Liabilities & Equity** \$ **1,654,400**

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Five Months Ending February 28, 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	86,890	85,000	1,890	385,596	412,000	(26,404)	326,828
Service Revenue	60,981	49,069	11,912	184,065	215,134	(31,069)	161,490
Service Expenses	(99,378)	(79,249)	(20,129)	(321,309)	(290,548)	(30,761)	(297,903)
Total Direct Event Inco	48,493	54,820	(6,327)	248,352	336,586	(88,234)	190,415
Ancillary Income							
F & B Concessions	7,039	25,000	(17,961)	60,359	103,693	(43,334)	55,590
F & B Catering	361,456	240,000	121,456	1,714,265	995,440	718,825	1,471,159
Parking	22,250	15,449	6,801	78,360	86,077	(7,717)	68,432
Electrical Services	21,715	8,000	13,715	72,868	40,380	32,488	38,379
Audio Visual	33	0	33	(1,505)	2	(1,507)	(970)
Internet Services	405	1,650	(1,245)	5,385	5,975	(590)	455
Total Ancillary Income	412,898	290,099	122,799	1,929,732	1,231,567	698,165	1,633,045
Total Event Income	461,391	344,919	116,472	2,178,084	1,568,153	609,931	1,823,460
<b>OTHER OPERATING INCOME</b>							
Advertising	0	0	0	0	0	0	0
Other Income	45,837	37,056	8,781	318,336	252,514	65,822	167,829
Total Other Operating In	45,837	37,056	8,781	318,336	252,514	65,822	167,829
Adjusted Gross Income	507,228	381,975	125,253	2,496,420	1,820,667	675,753	1,991,289
<b>INDIRECT EXPENSES</b>							
Salaries & Wages	189,429	213,307	23,878	1,007,126	1,066,533	59,407	998,154
Payroll Taxes & Benefit	54,030	64,806	10,776	224,597	324,035	99,438	269,457
Labor Allocations to Ev	(34,182)	(51,902)	(17,720)	(151,495)	(259,512)	(108,017)	(199,493)
Net Salaries and Benefit	209,277	226,211	16,934	1,080,228	1,131,056	50,828	1,068,118
Contracted Services	66,482	41,697	(24,785)	349,800	208,485	(141,315)	213,044
General and Administrat	59,562	50,487	(9,075)	294,106	252,435	(41,671)	274,727
Operating	36,347	41,604	5,257	220,344	208,020	(12,324)	254,524
Repairs & Maintenance	54,214	41,327	(12,887)	260,229	206,635	(53,594)	188,960
Operational Supplies	10,218	20,712	10,494	92,469	103,560	11,091	23,482
Insurance	5,538	8,333	2,795	27,703	41,665	13,962	53,806

An SMG Managed Facility

IRVING CONVENTION CENTER/SMG  
Income Statement  
For the Five Months Ending February 28, 2018

	Current Month Actual	Current Month Budget	Variance + (-)	Year to Date Actual	Year to Date Budget	Variance + (-)	Year to Date Prior Year
Utilities	57,817	46,966	(10,851)	236,640	234,834	(1,806)	208,554
SMG Management Fees	46,912	35,395	(11,517)	213,093	176,975	(36,118)	188,385
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Total Indirect Expenses	546,367	512,732	(33,635)	2,774,612	2,563,665	(210,947)	2,473,600
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Net Income (Loss)	(39,139)	(130,757)	91,618	(278,192)	(742,998)	464,806	(482,311)
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An SMG Managed Facility

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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
Zest Fest			Smart Circle International, LLC	TD Industries Quarterly Meeting		
	2018 Management Kickoff		2018 TAPA Annual CME Conference			
4	5	6	7	8	9	10
2018 TAPA Annual CME Conference		ICVB Destination Development Committee Meeting	Bioworld Creative Summit		North Texas Comic Book Show	
	Vistage Executive Summit 2018		National Speakers Association - North Texas Speaker Showcase	Texas HOSA Conference		
			5th Annual IES Quality Summit			Educational First Steps
11	12	13	14	15	16	17
North Texas Comic Book Show	Atlas Roofing			Stride Staffing	Gateway Church - Father/Daughter Dance	2020 REI
		Berkshire Hathaway				
	Grocer's Supply Food Show		Ticketstock 2018			
18	19	20	21	22	23	24
2020 REI	IPD Honor Guard Practice	City of Irving Boards & Commissions Dinner	Aflac	ICVB Meeting		
Quinceanera Expo	Introduce a Girl to Engineering		IAEE DFW Presidents Day Luncheon			
		GDMF Board Meeting				
		Texas Wine and Grape Growers Annual Conference				
25	26	27	28	1	2	3


**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MARCH 26, 2018**

## **BOARD REPORTS**



## Lake Lewisville Dam

Irving Convention & Visitors Bureau  
Executive Committee, Board of Directors  
February 23, 2018

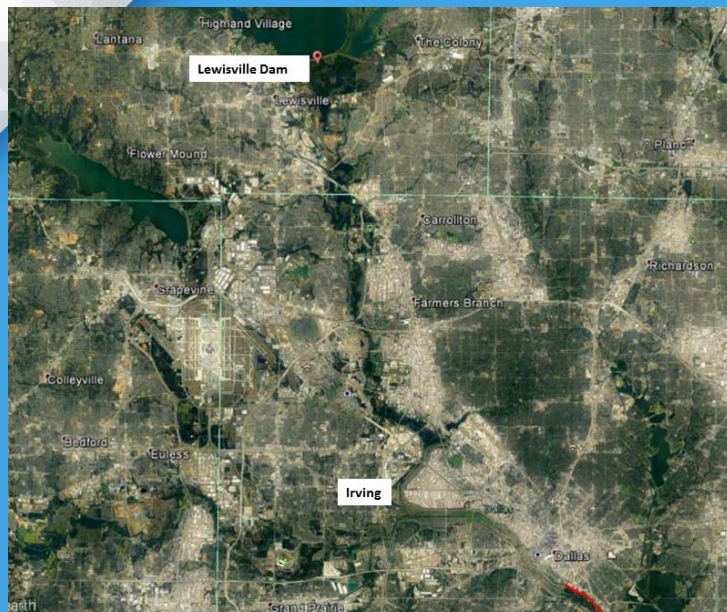


## Outline

- US Army Corps of Engineers Lake Lewisville Dam Overview
- Levees/flood control districts and improvements (CIP Info)
- City of Irving Preparedness(EM Efforts)

2

## Lake Lewisville Map



3



## Lake Lewisville Dam

- The Lewisville Dam continues to operate as intended, providing critical flood damage reduction benefits, drinking water supply, recreation and natural resources conservation
- The Lewisville Dam Safety Modification Study is complete, concluding a few things need to be addressed
  - Install and/or expand seepage collection system in 2 areas
  - Install a filter around the conduit outlet
  - Anchor uncontrolled spillway slab

4





## Lake Lewisville Dam

- The slide repair (Dallas Morning News story) is complete
- Ongoing Activities
  - Host annual dam safety meeting/drill
  - Maintain security systems and protocols
  - Annual preventive maintenance items

5

## Lake Lewisville Dam Slope Failure 2016



Before



6

## Lake Lewisville Dam Slope Failure 2016



After



7

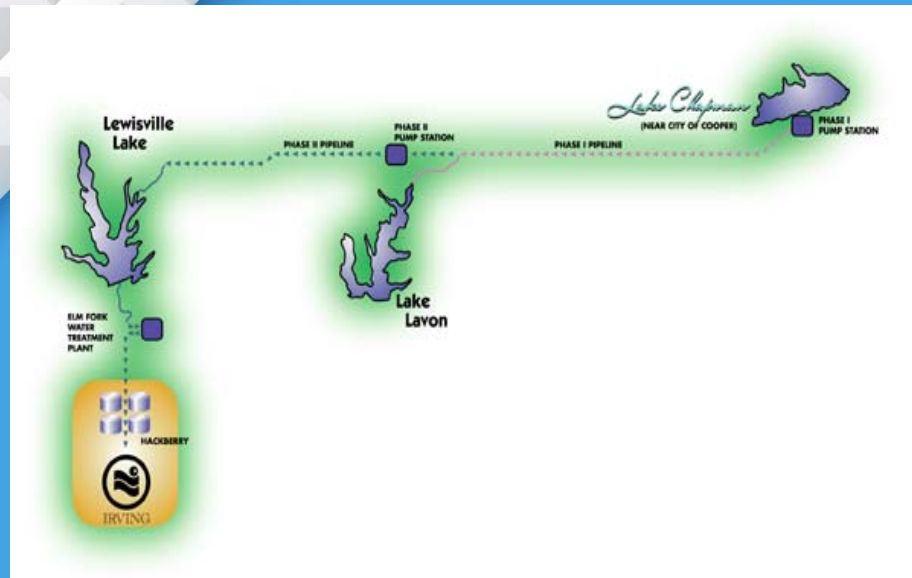


## Lake Lewisville – Drinking Water

- The City of Irving uses Lake Lewisville as a drinking water supply storage facility
- Water is pumped from Lake Chapman to Lake Lewisville where it is released down the Elm Fork of the Trinity River
- City of Dallas draws the water into their Elm Fork Water Treatment Plant and treats Irving's drinking water
  - The drinking water is transported via pipelines to three Irving Pump Stations to distribute to the citizens

8

## Lake Lewisville – Drinking Water



## Elm Fork Drainage



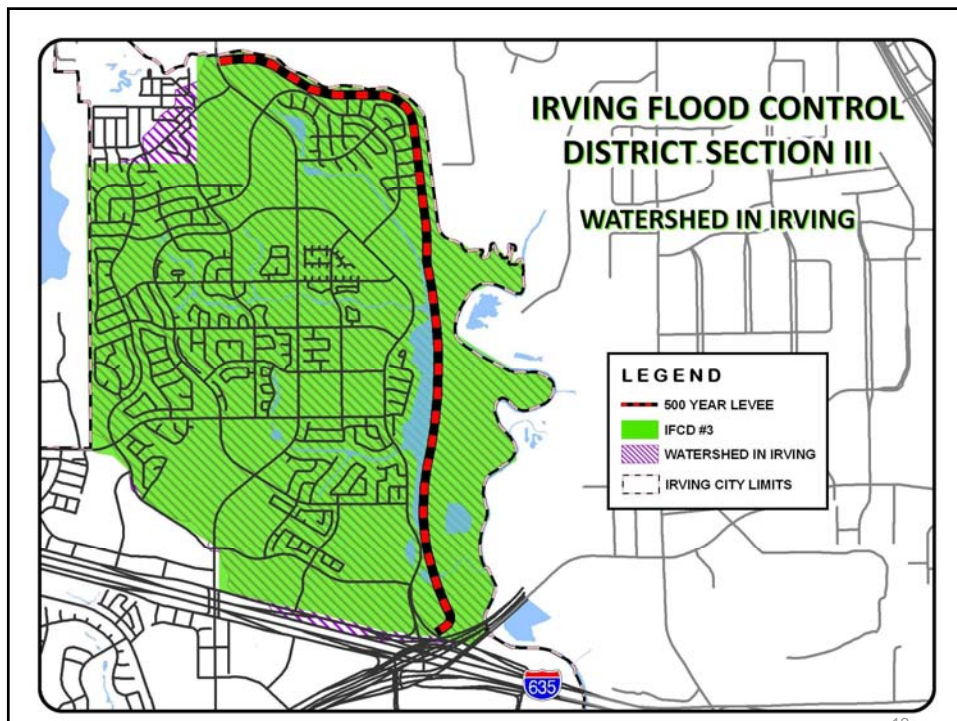
- The major tributaries draining to the Elm Fork are Grapevine Creek, Hackberry Creek and Cottonwood Creek.
  - This covers all of north Irving and most of north central Irving.
- The three Flood Control District along the Elm Fork are all actively maintaining the creeks and drainage
  - Their operations to dredge and maintain the storm water drainage systems resulted in 27,000 cubic yards of silt removed from the creeks during 2017.



## Flood Control Districts

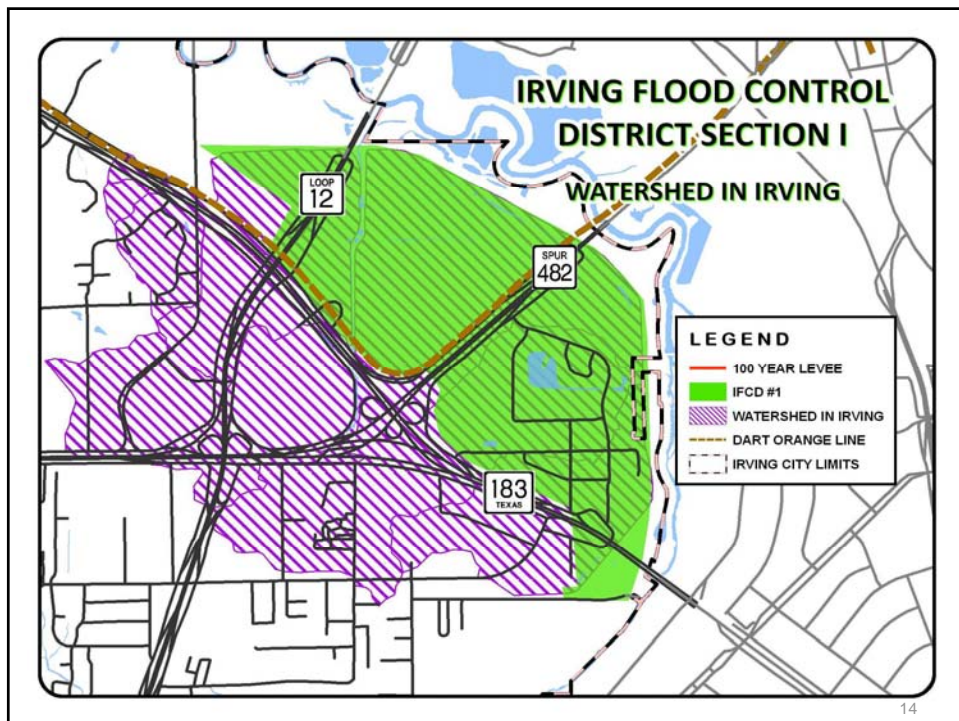
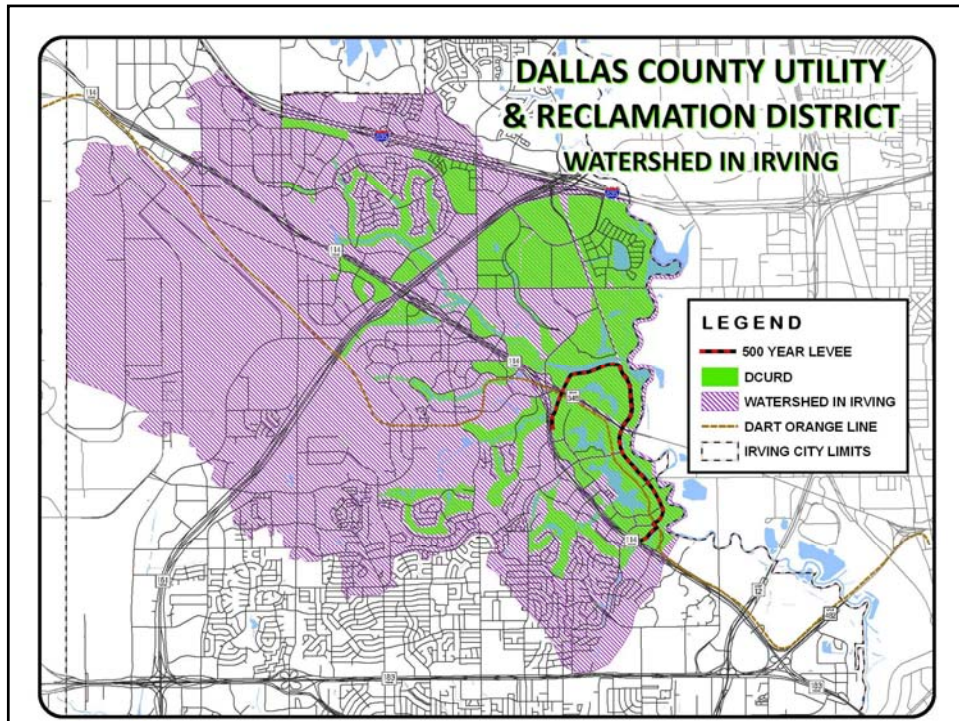
- There are three flood control districts along the Elm Fork
  - Irving Flood Control District #3 – Valley Ranch Area
  - Dallas County Utility and Reclamation District – Las Colinas Urban Center
  - Irving Flood Control District #1 – Dr. Pepper area
- All three have certified FEMA levee's to protect each district's property
- City staff attends the district meetings and is an active partner with the districts.

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## Flood Control Improvements

- All three flood control districts along the Elm Fork maintain their levees very well
  - Districts are quick to respond to soil slides
  - The districts keep their levees in a clean mown condition to insure they are aware of any cracking, settling or wet areas
  - All districts are proactive in dredging their interior sumps to insure adequate storm water retention
  - City of Irving contributes to the districts to assist in maintenance operations
- All have continued to make repairs and upgrades to the pumps and sluice gates
- The districts have long term plans to address ongoing equipment upgrades to insure they are in a high level of readiness

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## Emergency Management Efforts

- City of Irving Emergency Operations Plan
  - Basic Plan with 22 functional annexes
  - Addresses the effect from any disaster “all-hazards approach”
- USACE Lewisville Lake Dam Emergency Action Plan (EAP)
- DCURD Flood Control District EAP

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## Emergency Management Efforts

- Communications and procedures in place via the planning process to notify impacted entities as well as the public
- Ongoing relationships with local, state and federal partners
- Table-top exercises to test response capabilities to flooding events

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## Discussion

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## 2018 ICVB Board Committee Assignments

Based on responses received by Board Members, the following have been established as this year's committees. (Some board members have indicated they are not able to serve on any committees due to work demands.) The following schedule assumes a standing quarterly meeting for each committee; however, if a meeting is not needed, that determination will be made no later than one week prior. Please also be aware that some issues may arise that require a committee to meet more frequently; if and as those issues arise, every effort will be made to identify a meeting time that can work for the majority of committee members.

If you did not return your "Sign Me Up" Committee volunteer form, and you'd still like to participate on a committee, please let Maura Gast know.

The Board Chair and Vice Chair are members of all committees. Committee meetings are open to all members of the board and to the public; committee chairs may solicit committee participation by non-board members. Committees are not required to have a chair and a vice chair.

### **Executive Committee**

**Standing Monthly Meeting: Friday prior to each full board meeting, 9a.m. at the ICC unless otherwise notified.**

Chair – Clem Lear

Vice Chair – Ron Mathai

Committee Members: Debbi Haacke, Rick Lindsey, Greg Malcolm

Staff Liaisons: Maura Gast and Mike Zumbaugh

Committee Support & Communications: Carol Boyer

### **Board Development Committee**

**Standing Quarterly Meetings: Mar. 16, June 5, Sept. 14, Dec. 7; all meetings at 9 a.m. at the ICC office unless otherwise notified.**

Chair – Debbi Haacke

Vice Chair – Karen Cooperstein

Committee Members: Clem Lear; Ron Mathai; Bob Bettis; Beth Bowman; Mark Cronenwett; Bob Galecke; Rick Lindsey; Joe Philipp

Staff Liaisons: Maura Gast and Mike Zumbaugh

Committee Support & Communications: Carol Boyer

### **Community Relations Committee**

**Standing Quarterly Meeting: Apr. 3, July 17, Oct. 2; all meetings at 11:30 at the ICC unless otherwise notified**

Chair – Rick Lindsey

Vice Chair – Karen Cooperstein

Committee Members: Clem Lear; Ron Mathai; Bob Bettis; Bob Bourgeois; Beth Bowman; Jo-Ann Bresowar; Julia Kang

Staff Liaisons: Maura Gast and Diana Pfaff

Committee Support & Communications: Carol Boyer and Carol Stoddard

### **Destination Development Committee**

**Standing Quarterly Meeting: Feb. 6, May 15, Aug. 7, Nov. 6; all meetings at 11:30 at the ICC unless otherwise notified**

Chair – Greg Malcolm

Vice Chair – Debbi Haacke

Committee Members: Clem Lear; Ron Mathai; Bob Bourgeois; Beth Bowman; Bob Galecke; Joe Marshall; Julia Kang; Jacky Knox; Joe Philipp

Staff Liaisons: Maura Gast and Lori Fojtasek; Tom Meehan (ICC)

Committee Support & Communications: Carol Boyer and Brenda Lopez



## 2018 ICVB Board & Committee Meetings

January 4	Big Beat Dallas @ Music Factory Hard Hat Tour, 11:30 a.m., ICC
January 19	Executive Committee, 9 a.m., ICC
<b>January 22</b>	<b>Irving Hospitality Industry Annual Meeting (No ICVB Board meeting this month)</b>
February 6	Destination Development, 11:30 a.m., ICC
<i>February 20</i>	<i>City of Irving Boards &amp; Commissions Banquet</i>
February 23	Executive Committee, 9 a.m., ICC
<b>February 26</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
<i>March 9</i>	<i>City of Irving Water Infrastructure Tour</i>
March 16	Board Development; 9 a.m., ICC
March 23	Executive Committee, 9 a.m., ICC
<b>March 26</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
April 3	Community Relations, 11:30 a.m., ICC
April 27	Executive Committee, 9 a.m., ICC
<b>April 30</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
May 15	Destination Development, 11:30 a.m., ICC
May 18	Executive Committee, 9 a.m., ICC
<b>May 21</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
June 5	Board Development; 9 a.m., ICC
<b>June 21-22</b>	<b>ICVB Board Strategic Planning Retreat, TBD</b> <b>June 21 – 2 p.m. start, 5 p.m. conclusion, reception to follow</b> <b>June 22 - 9 a.m. start, 4 p.m. conclusion</b>
June 22	Executive Committee, <b>8:30 AM</b> – TBD (Note early start time to accommodate retreat schedule)
<b>June 25</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start (TENTATIVE: Budget Presentation)</b>
July 17	Community Relations, 11:30 a.m., ICC
July 20	Executive Committee, 9 a.m., ICC
<b>July 23</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
August 7	Destination Development, 11:30 a.m., ICC
August 17	Executive Committee, 9 a.m., ICC
<b>August 20</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
September 14	Board Development; 9 a.m., ICC
September 21	Executive Committee, 9 a.m. ICC
<b>September 24</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
October 2	Community Relations, 11:30 a.m., ICC
<b>*October 19</b>	<b>PENDING: SPECIAL MEETING: Executive Committee and/or Full Board – Executive Director Performance Evaluation, 9 a.m., ICC.</b>
<b>October 22</b>	<b>PENDING: Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
November 6	Destination Development, 11:30 a.m., ICC
November 16	Executive Committee, 9 a.m. ICC
<b>November 19</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>
December 7	Board Development; 9 a.m., ICC
December 14	Executive Committee, 9 a.m. ICC
<b>December 17</b>	<b>Board of Directors Meeting, 11:15 Lunch, 11:45 Meeting Start</b>

## **2018-2021 & Beyond**

### **A Strategic Plan for the Irving Convention & Visitors Bureau Board of Directors**

For nearly 30 years, various iterations of the ICVB Board Strategic Plan focused heavily on bricks-and-mortar issues. There's been the more visible and long-standing priorities like the Convention Center, its headquarter hotel and the pursuit of entertainment opportunities, particularly in the city's primary visitor district. There's been quality and quantity issues associated with bricks-and-mortar as well, with revised hotel development standards and policies that allow poor performers to be temporarily de-listed. There have been partnership priorities for the purposes of some bricks-and-mortar initiatives, including a consolidated museum plan, sports facilities such as Drive Nation and the potential with Spring Trail Park, and continued efforts to see the city's Heritage District grow in terms of visitor assets.

The Irving Music Factory is scheduled to be fully occupied this summer, with Water Street close behind. The Westin headquarters hotel will open its doors this December. The new Irving Arts & Culture Department has merged the city's arts and museums assets, and the Irving Archives & Museum will open to the public in early 2019. An MOU is in progress for a public-private partnership at Spring Trail Park to attract rugby and other field sport tournaments.

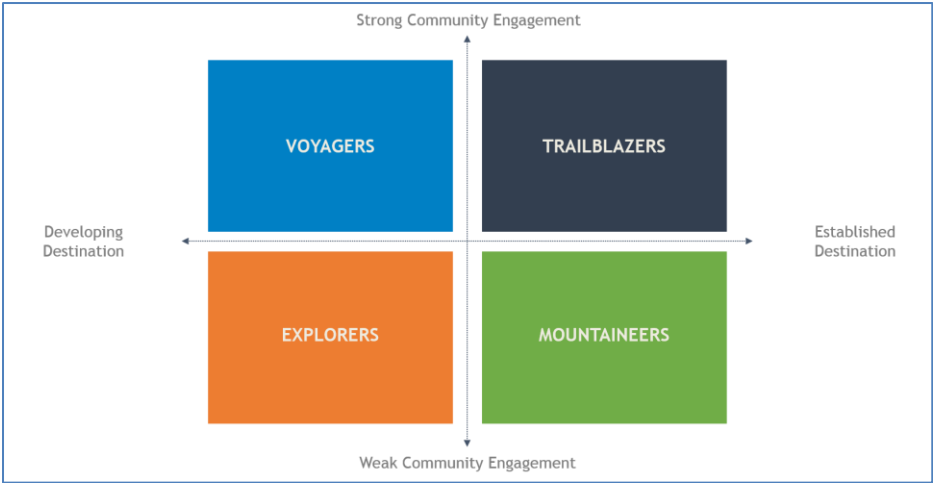
The question now becomes, from a CVB Board perspective, where do we want to go from here? What should be next?

And that's where the Destination NEXT survey comes in to play. The Scenario Model and Assessment Tool developed for the survey allow for a broad range of input into the destination's strengths and opportunities – including avenues not only for the board and elected officials to participate, but clients, industry partners, civic leaders, corporate residents and Irvingites at large to weigh in on the two critical success factors for every destination: the destination's strength and the level of community support and engagement for visitor-facing initiatives.

This assessment tool was built out of an international industry-wide taskforce that sought to identify the key issues and trends affecting our abilities to perform, and to look at how and where our focuses are to determine our capacity to thrive. The industry is continuing to evolve, and its successful evolution will depend on structure and strategy, as well as bricks-and-mortar.



The results from the D-NEXT survey will help us build a strategic roadmap for the next several years, for the next iteration of Irving, providing a scenario model seen through many lenses to help us identify the paths we need.



In order to make the survey as effective a tool as it can be, what we need most is participation. The survey is done electronically, so all that is necessary to complete it is an internet connection and a desktop, laptop or tablet. We will have time at the April 4 City Council Work Session to do an overview and invite the Council and community to participate. We'll be looking for board members to extend the message at service clubs and civic gatherings. We'll have postcards with an invitation to participate and the URL unique to the Irving survey on them for you to hand out to friends and neighbors, co-workers, church-goers, etc. Our staff will reach out to clients, prospective clients, and a wide range of industry partners for their input as well.

If someone wants to know WHY they should take the time (and it's probably a 20-30 minute ask), hopefully your role on our board has equipped you with the perspective to point out that the many things that make Irving strong as a visitor destination, have also made it strong as a place to live and work. With commercial property bearing nearly 75% of our city's property taxes, it's important that we keep those office buildings full. And part of what keeps those office buildings full, is making sure the amenities and assets surrounding them are what that workforce needs and wants, in addition to what our visitors need and want. Corporate travel drives most of our hotel traffic and we hope it always will. Corporate travel spending is good for our restaurants, and good for our hotels. And because it's good for our hotels, there are funds to support the Irving Arts Center, the city's museums, convention center and the Music Factory.



For assessing Destination Strength, the survey will ask respondents their perspectives on the following characteristics:



For assessing Community Support & Engagement, the survey will look at these characteristics:



We'll be able to slice and dice the data to see how our meeting planners see us on categories, versus our residents, or our partners, or our corporations. We'll get a look at Irving through the eyes of millennials, as well as everyone else. All the slicing and dicing will allow us to weight the responses accordingly, taking in all the data, without trying to interpret through a vacuum. Some of the responses may be bigger than Irving – after all, air access at either DFW Airport or Love Field are not necessarily in Irving's power to control BUT we can share any useful input with our partners at both and continue to work collectively to keep air access for the region the strong asset it has always been.

## **SCHEDULE/TIMING**

March 16 – ICVB Board Development Committee Overview

March 26 – ICVB Board of Directors Overview

March 27 – Chamber of Commerce Board Meeting Overview

April 3 – ICVB Board Community Relations Committee Overview

April 4 – City Council Work Session Overview

April 4 – Survey launches; board & staff in-market with invitations to participate

April TBD – Hotel Association and/or Irving Meet The Bureau presentations

April 30 – Recap and reminder to ICVB Board

May 1 – Survey closes

May 21 – Survey results presented by Paul Ouimet, DestinationNEXT/NEXT Factor Inc.

May 30 – Supplemental ICVB Board Member Survey (Zeitgeist Consulting)

June 5 – Board Development Committee

June 21-22 – Board Strategic Planning Retreat

## **Part I: Ranking Irving Strength Variables**

D-NEXT developed 10 variables to determine the overall strength of a destination. Below are those 10 variables that carry varying degrees of importance depending on what destination is being discussed. Thinking about what draws visitors to Irving, how would you rate how important each of these variables is to Irving's ability to attract visitors?

### **Accommodations**

How important to Irving's overall tourism picture is it that the Irving provides a wide variety of different accommodation options

### **Attractions & Entertainment**

How important to Irving's overall tourism picture is it that the city provides diverse and appealing attractions that are authentic and unique to the Irving

### **Convention & Meeting Facilities**

How important to Irving's overall tourism picture is it that the Irving has state-of-the-art convention, meeting, and trade show facilities

### **Air Access**

How important to Irving's overall tourism picture is it that the Irving offers air service of high quality with availability both nationally and internationally

### **Events**

How important to Irving's overall tourism picture is it that the Irving hosts a wide array of major fairs, expositions, concerts and cultural events

### **Sports & Recreation Facilities**

How important to Irving's overall tourism picture is it that the Irving has the facilities and ability to attract and host sports and recreational events and activities

### **Communication & Internet Infrastructure**

How important to Irving's overall tourism picture is it that the Irving offers high quality and availability of mobile and Internet networks

### **Mobility & Access**

How important to Irving's overall tourism picture is it that the Irving is easy to navigate with adequate transit, signage and accessibility-friendly facilities for those with disabilities

### **A Measurable Irving Performance**

How important to Irving's overall tourism picture is it that Irving and IRVING CVB have the ability to measure Irving marketing and sales efforts to determine what programs succeed or fail

### **Brand**

How important to Irving's overall tourism picture is it that the Irving has an established brand that is simple, memorable and market-tested

## **Part II: Importance of Community Support & Engagement**

D-NEXT developed 10 variables to determine the overall strength of a destination. Below are those 10 variables that carry varying degrees of importance depending on what destination is being discussed. Thinking about what draws visitors to Irving, how would you rate how important each of these variables is to Irving's ability to attract visitors?

### **Effective Governance Model**

How important to Irving's overall tourism picture is it that there is appropriate and effective oversight and accountability for the IRVING CVB, including engagement from local leaders

### **Partnership Strength & Support**

How important to Irving's overall tourism picture is it that there is a high level of engagement and support from the IRVING CVB's partners (formerly called members)

### **Industry Support**

How important to Irving's overall tourism picture is it that the Irving's tourism industry has a high level of engagement and support from local businesses

### **Local Community Support**

How important to Irving's overall tourism picture is it that the perception of residents, local businesses (tourism and non-tourism) and the media is that tourism is important

### **Effective Advocacy Program**

How important to Irving's overall tourism picture is it that the Local and state government policy and regulations support the city's tourism industry

### **Workforce**

How important to Irving's overall tourism picture is it that the Irving is able to attract and retain a high-quality hospitality industry workforce, as well as garner support from local education institutions

### **Hospitality Culture**

How important to Irving's overall tourism picture is it that there is a high level of involvement from residents and frontline employees to help promote the city and deliver a memorable travel experience

### **Regional Cooperation**

How important to Irving's overall tourism picture is it that there is a high level of collaboration and coordination among tourism partners in the region

### **Funding Support & Certainty**

How important to Irving's overall tourism picture is it that the IRVING CVB has a stable and sufficient revenue source

### **Economic Development**

How important to Irving's overall tourism picture is it that there is a high level of collaboration between IRVING CVB, local economic development agencies and local business groups

# IRVING CITY Spectrum

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March 14, 2018 | [CityofIrving.org](#)



## Residents Invited to District 3 Town Hall Meeting

Join the City of Irving for a District 3 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. March 20 at the Georgia Farrow Recreation Center, 530 Davis Drive.

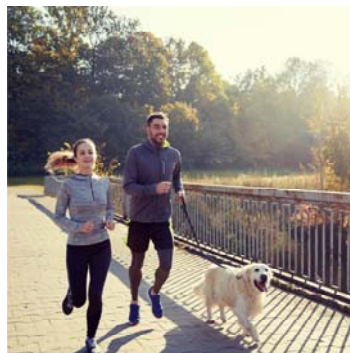
[Click here](#) for more information or call (972) 721-7600.

## Irving Animal Services Offering \$20 Adoptions March 17

Irving Animal Services and the DFW Humane Society will offer \$20 animal adoptions from 10 a.m. to 5 p.m., March 17 at the Irving Animal Care Campus, 4140 Valley View Lane.

Regular adoption fees range from \$70 to \$100. Animals are up-to-date on vaccinations, spayed or neutered and microchipped.

Residents also are invited to donate to the Irving Animal Services Animal Assistance Fund, which promotes community safety and ensures that



## Quick Links

[Construction Updates](#)

[ICTN on Demand](#)

[Mayor and City Council](#)

[Meetings](#)

[Online Payments](#)

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## Kids Can Find Fun at the Annual Citywide Egg Hunt

Make plans to enjoy a free, fun family experience during the Citywide Egg Hunt from 9:30 to 11:30 a.m. March 24 at Heritage Park, 217 S. Main St.

Egg hunts for children ages 3-10 will have thousands of toy- and candy-filled eggs, as well as a petting zoo and craft activities. Bring a camera for free photo opportunities with the Easter Bunny. Snacks and beverages will be available for purchase.

Children ages 1-2 may take part in the Egg Stroll. This area is dedicated to the



animals are provided a safe and healthy environment. Visit the [Animal Services website](#) to make a donation.

[Click here](#) for more information.

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### Spring into Aquatics: Lessons, Exercise, Training



Let the Irving Parks and Recreation Department get you ready for trips to the beach, pool or lake with swimming lessons.

Irving's two indoor pools, Heritage Aquatic Center and North Lake Natatorium, offer swim instruction for children and adults. Summer class registration for outdoor pools is now available.

For more information, class session dates and times, or to register, visit [SoggyZoggy](#), or in person at Heritage Aquatic Center, 200 S. Jefferson St., (972) 721-7310; or North Lake Natatorium, 5001 N. MacArthur Blvd., (972) 756-0860.

[Click here](#) to learn more.

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### Irving Police Holding Self-Defense Course for Girls, Women in May

The Irving Police Department will host a free four-day rape aggression defense (RAD) systems class for girls ages 12 and older from 6:30 to 9:30 p.m., May 7-10 at the Irving Police Training Academy, 2603 Esters Road.

The RAD class focuses on realistic self-defense techniques. The course begins with awareness, prevention, risk reduction and risk avoidance. Then students are put through hands-on self-defense training scenarios.

A parent/legal guardian must be present the first day of class to sign waivers for participants under 18 years old, unless prior arrangements are made. Participants should bring their own snacks and drinks during the class. Space is limited, and preregistration is required.

[Click here](#) for more information on how to register.

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### Keep North Texas Skies Clear and Bright



Spring weather in Texas can be beautiful, with sunny skies and seemingly clear air. However, that bright sunshine masks what we don't always see - ozone forming in the atmosphere.

Take Care of Texas, a statewide campaign from the Texas Commission on Environmental Quality, offers tips for North Texans to decrease the amount of ozone that forms:

- Limit driving and idling: carpool, combine errands, use public transportation, ride a bike, or walk.
- Refuel your vehicle in the late afternoon or evening.
- Keep your vehicle maintained, including keeping tires properly inflated.
- Maintain your yard equipment, including changing the oil and replacing air filters regularly. Also consider using tools without motors. Hand tools such as shears, edgers and push reel mowers are lightweight, quiet and easy to use. Plus, they do not generate emissions.

[Read more tips on reducing ozone levels.](#)

youngest participants and allows them to hunt for eggs at their own pace. Children with special needs and who require parental assistance also can participate in the egg stroll.

[Click here](#) for more information.

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### Mar. 17 | [Saturday Farmers Market, Four Seasons Markets](#)

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

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### Mar. 21 | [Affordable Spay/Neuter Transport from Irving Animal Care Campus](#)

7 to 7:30 a.m. | Irving Animal Care Campus, 4140 Valley View Lane

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### Mar. 22 - 25 | [Red Cross Lifeguard Class](#)

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

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### Mar. 23 | [Affordable Spay/Neuter for Pets - Appointments Required](#)

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

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### Mar. 23 | [Affordable Vaccinations for Pets - No Appointments Needed](#)

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

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### Mar. 23 | [Household Document Shredding, Electronics Recycling](#)

11 a.m. to 2 p.m. | Las Colinas Service Center, 5964 Riverside Drive

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### Mar. 23 | [Spring Dance](#)

6:30 to 8:30 p.m. | Northwest Park Recreation Center, 2800 Cheyenne St.



## PLANNING & INSPECTIONS DEPARTMENT CONSTRUCTION FORECAST

March 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	Jefferson Promenade	555 Promenade Pkwy	Apts-Parking Garage	881,793 SF	\$46,400,000	Permit Issued	5/8/2017	Irving	Nov-17
2	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	Shell Bldg.	840 Ranchview Dr.	Office Complex	5,655 SF	\$650,000	Permit Issued	5/11/2016	Irving	Dec-17
2	EZ Bail Bonds	320 Virginia	Bail Bonds Office	4,810 SF	\$200,000	Permit Approved	10/10/2016	Irving	Mar-18
3	Office Bldg.	935 E. Pioneer	Office	4,644 SF	\$120,000	Permit Pending	6/13/2017	Irving	Jul-17
4	Clay Cooley Car Wash Addn.	1255 E. Airport Fwy	Service Shop	1,240 SF	\$270,000	Permit Issued	7/27/2017	Irving	Dec-17
5	Verizon	750 Hidden Ridge Dr.	Parking Garage	143,788 SF	\$8,800,000	Permit Approved	11/1/2017	Irving	Dec-17
6	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

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	Exxon	1201 E. Airport Fwy	Office	5,064 SF	\$4,000,000	Permit Issued	9/22/2017	Irving	Dec-17
4	Shell Bldg	5350 Frye Rd.	Warehouse	172,120 SF	\$5,500,800	Permit Approved	12/26/2017	Irving	Mar-18
5	Shell Bldg	5251 Frye Rd.	Warehouse	112,500 SF	\$5,500,000	Permit Pending	12/26/2017	Irving	Jan-18
6	Shell Bldg	5250 Frye Rd.	Warehouse	118,500 SF	\$6,750,000	Permit Pending	12/26/2017	Irving	Jan-18
7	Reece Supply	3820 Valley View	Office/Warehouse	126,949 SF	\$4,000,000	Permit Issued	12/18/2017	Irving	Mar-18
8	Auto Repair	4950 W. Northgate	Auto Repair	3,400 SF	\$300,000	Permit Cancelled	1/23/2018	Irving	Mar-18

RETAIL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	QuikTrip	NWC of S.H. 114 & Belt Line	Convenience store/gas	14,515 SF	\$540,000	Permit Pending	6/23/2017	Irving	Jul-17
2	Lucky Texan #10	N. S. H. 161	Convenience store/gas/laundromat	13,000 SF	\$1,000,000	Permit Pending	2/1/2018	Irving	Feb-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	Aloft Hotel	4921 Regent Blvd.	Hotel	87,722 SF	\$11,000,000	Permit Issued	6/15/2016	Coppell	Nov-17
3	Embassy Suites Hotel	771 W. John W. Carpenter Fwy.	Hotel	148,826 SF	\$24,000,000	Permit Pending		Irving	Aug-16
4	Westin Hotel (Conv. Ctr. Hotel)	400 W. Las Colinas Blvd.	Hotel & Parking Garage	553,427 SF	\$82,000,000	Permit Issued	2/28/2017	Irving	May-17
5	Texican Hotel	501 W. Las Colinas Blvd.	Hotel (4 bldgs)	110,000 SF	\$17,600,000	Permit Issued	4/21/2017	Irving	Jul-17
6	Element by Westin	606 W. John Carpenter Fwy.	Hotel	105,565 SF	\$250,000	Permit Pending	3/1/2018	Irving	Mar-18

RESTAURANT									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Taco Bell	3255 Regent	Restaurant	2,730 SF	\$200,000	Permit Issued	12/29/2016	Coppell	Jul-17
2	El Pollo Regio	1300 E. Airport Fwy	Restaurant	1,171 SF	\$750,000	Permit Approved	1/9/2017	Irving	Mar-18
3	Whiskey Cake	3225 Regent	Restaurant	8,623 SF	\$2,600,000	Permit Issued	5/1/2017	Coppell	Sep-17
4	Texas Road House	2525 I.H. 635	Restaurant	7,163 SF	\$750,000	Permit Issued	8/21/2017	Coppell	Jan-18
5	Chick-Fil-A	7850 N. MacArthur Blvd	Restaurant	4,995 SF	\$925,000	Permit Pending	10/13/2017	Irving	Dec-17
6	Walk On's Bistreaux Bar	Regent Blvd.	Restaurant	8,602 SF	\$2,000,000	Permit Pending	1/17/2018	Irving	Feb-18

INSTITUTIONAL									
#	PROJECT	LOCATION	DESCRIPTION	SQUARE FEET	APX. VALUATION	PROJECT STATUS	APPLICATION DATE	SCHOOL DISTRICT	VERIFICATION
1	Iglesia de Dios	2102 Rock Island	Church	4,485 SF	\$150,000	Permit Issued	11/23/2016	Irving	Jan-18
2	Valley Ranch Islamic Center	351 Ranchview	Church	15,814 SF	\$4,000,000	Permit Issued	6/14/2017	Irving	Dec-17
3	Baylor MOB III	2005 West Park Dr.	Med. Office	58,485 SF	\$6,000,000	Permit Issued	8/4/2017	Irving	Dec-17
4	Holy Trinity Seminary	3135 Vince Hagan Dr.	Seminary	23,670 SF	\$8,000,000	Permit Issued	12/11/2017	Irving	Mar-18
5	Medical City Las Colinas Addn	6800 N. MacArthur Blvd	Hospital	7,292 SF	\$6,000,000	Permit Approved	1/10/2018	Irving	Mar-18
6	Med Express Irving	3413 N. Belt Line	Medical Clinic	4,680 SF	\$1,300,000	Permit Pending	1/18/2018	Irving	Feb-18
7	Baylor Scott & White Hosp. Addn	1901 N. MacArthur Blvd	Hospital	148,830 SF	\$56,000,000	Permit Pending	2/15/2018	Irving	Mar-18
8	Coppell ISD	1205 Santa Fe	School	111,970 SF	\$30,000,000	Permit Pending	2/16/2018	Coppell	Mar-18

NEW SINGLE FAMILY/TOWNHOUSE DWELLINGS									
#	DATE	TOTAL UNITS ISSUED	TOTAL VALUE	SINGLE FAMILY	VALUE	TOWNHOUSES	VALUE		
	Feb-18	54	\$22,458,274	54	\$22,458,274	0	\$0		

This list does not reflect projects that are confidential in nature. An increasing number of projects have asked for this confidentiality.

C-FB = Carrollton-Farmers Branch

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MARCH 26, 2018**

## **STAFF REPORTS**

## ICVB Memorandum

Date: March 19, 2018  
 To: Maura Gast, FCDME, Executive Director  
 From: Lori Fojtasek, Assistant Executive Director/Sales & Services  
 RE: Sales & Services Department Board Report for February 2018

### Convention Sales & Services Staff Activities

Leads Generated	February	YTD
Irving CVB – Hotel Leads	155	732
Irving Convention Center Leads	91	500

### February

Room Nights Generated	Monthly Goal	February 2018 Actuals	February 2017 Actuals	FY2017-18 Annual Goal	FY2017-18 YTD Actuals	FY 2016-17 YTD Actuals	February Convention Center	Convention Center YTD Actuals
Definite Room Nights	19139	21014	16524	229657	89800	78158	692	2794
Lost Room Nights		27394	14018		88718	83959	8920	33026

### Travel & Activity

February	Organization	Event	Location
10-13	Destination International	Tradeshow	Washington DC
13-16	Irving Convention & Visitors Bureau	Sales Calls	Washington DC
15-18	Texas Music Educators Association	Tradeshow	San Antonio, TX
21-23	Meeting Professionals International Potomac Chapter	Tradeshow	Washington, DC

## Customer Services Activity February 2017

Groups Served	
February	22 groups served
YTD	81 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, March 10, 2018
- 

### Pending

- Greeting and Proclamation - Texas State Association of Parliamentarians, May 5, 2018
- Mayor welcoming/open meeting – Texas Industrial Vocational Association, July 16, 2018

### February Servicing & Inventory:

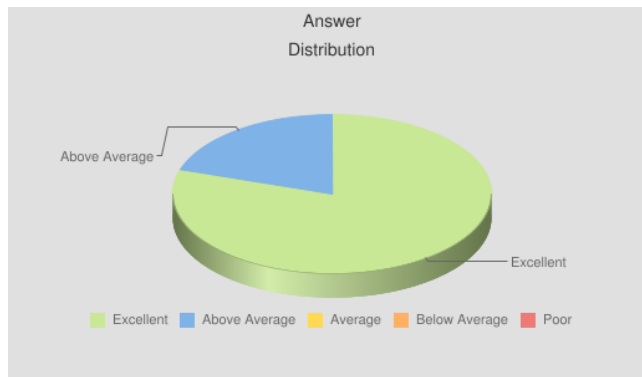
Service Type	# of Groups Served in February	Total Inventory Utilized
Proclamations/Flags/Welcomes	0	Mayoral Appearance/Letter for Convention Programs
Name Badge/Lanyard Services	11	3100 Badges/2555 Lanyards
Pens	15	3500
Bags	4	2200
Promotional Materials	12	1500+
Staffing Services	10	124 Event Hours

**Event Location:** Hotels: 13 Irving Convention Center: 6 Other: 3

# Customer Service Satisfaction Survey Results

February 1-28, 2018

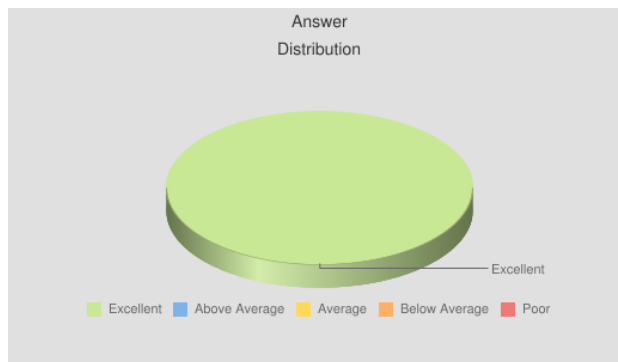
1. How was your overall destination experience?



2/01/2018 – 2/28/2018

Score: **96.00 / 100.0**

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



2/01/2018 – 2/28/2018

Score: **100.0 / 100.0**

## Definite Bookings

**March – June 2018**

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Triple Crown Sports	Texas Season Opener 2018	3/1/2018	3/4/2018	30	120
Texas School for the Blind and Visually Impaired	Family Engagement Series	3/2/2018	3/4/2018	30	30
HPN Global	Kappa Alpha Theta	3/2/2018	3/3/2018	100	188
Southern Collegiate Athletic Conference	Hendrix Men's Lacrosse vs University of Dallas	3/2/2018	3/3/2018	40	11
Arrow Electronics	HPE Alliance Summit 2018	3/3/2018	3/9/2018	200	607
Allstate Insurance Company	2018 Well Being Champion Summit	3/3/2018	3/7/2018	45	144
American Numismatic Association	2018 ANA National Money Show Rev1	3/5/2018	3/10/2018	2000	534
Technical Associates	Analysis III	3/5/2018	3/8/2018	10	40
Texas Council on Family Violence	TCFV - Finance Conference	3/5/2018	3/5/2018	80	60
Allstate Insurance Company	March 2018 Meeting	3/5/2018	3/9/2018	50	96
CoreLogic, Inc.	3/1/2018	3/5/2018	3/9/2018	50	96
Kimley-Horn	Rooms Only	3/6/2018	3/6/2018	16	16
Southwest Commission on Religious Studies	SW Commission on Religious Studies	3/7/2018	3/12/2018	200	228
Texas Steel Guitar Association	Annual Meeting for 2018	3/7/2018	3/12/2018	800	811
Texas Steel Guitar Association	Overflow Rooms	3/8/2018	3/10/2018	400	60
The Urban Alternative	The Urban Alternative	3/8/2018	3/11/2018	150	179
Southern Collegiate Athletic Conference	Hendrix Men's Lacrosse Hosted by University of Dallas	3/9/2018	3/10/2018	40	11
Porsche Cars North America	Aftersales Spring Meeting	3/11/2018	3/15/2018	200	440
Technical Associates	Practical Field Balancing	3/12/2018	3/14/2018	10	30
HercRentals	March 2018 Tradeshow	3/12/2018	3/15/2018	100	300
Pathways Core Training Inc.	Pathways Monthly March	3/13/2018	3/17/2018	110	100
Mary Kay Inc.	Career Conference 2018	3/14/2018	3/17/2018	2000	335
Sheet Metal and Air Conditioning National Association	SMACNA Association Leadership Meeting	3/14/2018	3/16/2018	30	40



Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
DFW Chapters of TX Association of Addiction Professionals	2018 DFW Behavioral Health Symposium	3/14/2018	3/16/2018	300	140
Aselia Con	Aselia Con	3/15/2018	3/18/2018	125	125
Texas Dreams Gymnastics	Texas Dreams Gymnastics Parent Club	3/15/2018	3/18/2018	50	110
Prime Time Sports	USA Hockey- 2018 Rocky Mountain Division	3/15/2018	3/18/2018	500	210
Aflac	MKT T3 Meeting	3/18/2018	3/21/2018	100	330
Fresenius Medical Care	March 2018-Clinical Manager's West Training	3/19/2018	3/23/2018	60	240
ThyssenKrupp Elevator Company	Sales & Operations Training	3/19/2018	3/21/2018	200	400
American Tire Distributors	Field Leadership Meeting	3/19/2018	3/22/2018	190	620
Scrapbooking Expo	Scrapbooking Expo	3/20/2018	3/25/2018	2000	356
The Art and Science of Animal Training (ASAT)	2018 ASAT Conference	3/22/2018	3/26/2018	300	190
Bluebonnet Brew-Off	Bluebonnet Brew-Off	3/22/2018	3/26/2018	700	320
BioTE Medical	March 18	3/22/2018	3/24/2018	200	200
Accredited Council for Business Schools ACBSP	ACBSP Meeting	3/22/2018	3/23/2018	75	80
Zac's Ridge	Zac's Ridge Monthly - March 2018	3/23/2018	3/24/2018	35	50
AARP	AARP March 2018 Meeting	3/26/2018	3/29/2018	40	90
Redtail University	Redtail University	3/26/2018	3/28/2018	200	141
The Church of Pentecost	Church of Pentecost	3/27/2018	4/1/2018	500	519
HMS Holdings	Rooms for Gala Dinner	3/27/2018	3/28/2018	125	125
Houston Astros Baseball Club	Houston Astros 2018	3/28/2018	3/31/2018	100	280
NASCAR	April 2018	4/1/2018	4/7/2018	100	234
Dallas Baptist University	Golf Tournament	4/1/2018	4/3/2018	90	90
EBAA Iron Sales, Inc.	National Sales Meeting	4/2/2018	4/6/2018	70	245
Fox Sports	2018 O'Reilly Auto Parts 500	4/2/2018	4/8/2018	125	602
Bitcoin	CryptoCurrency	4/2/2018	4/9/2018	500	80
SMU Dedman School of Law	SMU Dedman School of Law	4/3/2018	4/7/2018	450	620
Merit Energy Company	Merit Energy Company	4/3/2018	4/3/2018	130	130
DFW Fiber Fest	DFW Fiber Fest	4/4/2018	4/8/2018	1000	380

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Pathways Core Training Inc.	Pathways Monthly April	4/4/2018	4/21/2018	110	275
Toronto Blue Jays	Toronto Blue Jays 2018	4/4/2018	4/7/2018	100	296
Church of God International Office	Church of God Kid Fest	4/5/2018	4/7/2018	800	360
Outdoors Tomorrow Foundation	Outdoors Tomorrow Foundation	4/5/2018	4/6/2018	400	20
Drive Nation Sports	Jermaine O'Neal Battle of the Best	4/5/2018	4/8/2018	1000	378
Tour-Rific of Texas	Tomball Memorial Choir	4/5/2018	4/9/2018	75	96
Unique Travels & Tours, Inc.	Ponca City	4/6/2018	4/9/2018	65	84
SINC USA	SINC USA Spring Forum	4/8/2018	4/9/2018	100	200
Specialty Food Association	2018 Business Summit	4/8/2018	4/10/2018	200	185
HopeHouse International	HopeHouse International	4/9/2018	4/13/2018	600	36
Crossville Inc	Studios Sales Meeting	4/9/2018	4/10/2018	25	50
AARP	AARP - April 2018 Meeting	4/9/2018	4/12/2018	55	120
Academy of Veterinary Consultants	Academy of Veterinary Consultants 2018	4/11/2018	4/13/2018	200	450
Varsity Spirit Corporation	2018 Varsity University UDA - TXIRV	4/12/2018	4/15/2018	150	141
SIGMA America's Leading Fuel Marketers	SIGMA Spring Convention	4/13/2018	4/21/2018	500	1305
Greater Dallas Military Foundation	Military Ball	4/13/2018	4/15/2018	600	180
Zac's Ridge	Zac's Ridge Monthly - April	4/13/2018	4/14/2018	35	50
World Wide Marriage Encounter	World Wide Marriage	4/13/2018	4/15/2018	50	50
Tour-Rific of Texas	Cy Creek	4/14/2018	4/16/2018	75	30
American Recovery Association	2018 NARS Annual Meeting	4/15/2018	4/21/2018	300	628
The Potter's House	IP&L	4/17/2018	4/22/2018	8000	1555
Lean Construction Institute	LCI National Practice Team F2F Meeting	4/17/2018	4/18/2018	40	45
American Academy of Craniofacial Pain	AACP Mini Residency - Sessions 1-2-3-4	4/18/2018	4/20/2018	20	60
Emerald Irish Dance and Cultural Society, Inc. (EIDCS)	Inishfree Dallas Dance Competition 2018	4/19/2018	4/22/2018	200	148
Seattle Mariners Baseball Club	Seattle Mariners 2018	4/19/2018	4/22/2018	100	195
Assemblies of God/Marriage	Marriage Retreat	4/20/2018	4/22/2018	80	80

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Tour-Rific of Texas	Clear Falls	4/20/2018	4/22/2018	75	50
Drive Nation Sports	EYBL - NIKE Tournament	4/20/2018	4/22/2018	500	280
Oakland Athletics	Oakland Athletics 2018	4/22/2018	4/24/2018	100	180
Asphalt Institute	Airport Pavement Technical Workshop	4/23/2018	4/27/2018	60	80
Independent Bankers Association of Texas	IBAT's HR & Ops Summit	4/23/2018	4/24/2018	30	30
ESP, Inc.	2018 Physics and Specialty Weekend	4/25/2018	4/30/2018	300	471
It Works Marketing, Inc	It Works Guest room block	4/26/2018	4/28/2018	15	80
Unique Travels & Tours, Inc.	Rogers High School	4/27/2018	4/29/2018	200	55
Tour-Rific of Texas	Natalis	4/27/2018	4/29/2018	75	32
Tour-Rific of Texas	Tomball	4/27/2018	4/29/2018	75	20
Performance Food Group	Thrive Foods Summit	4/30/2018	5/1/2018	160	224
Diamond Tours	Diamond Tour Groups	5/1/2018	7/31/2018	50	270
Pathways Core Training Inc.	Pathways Monthly May	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	Annual Conference 2018	5/4/2018	5/9/2018	150	459
Texas State Association of Parliamentarians	Meeting	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
TenDot Corporate Travel, Inc.	Haberferfield 2018 Symposium	5/6/2018	5/8/2018	300	900
Matheson Advisors	Matheson Advisors - May 2018 Program	5/6/2018	5/8/2018	125	207
CoreLogic, Inc.	Science and Analytics	5/7/2018	5/10/2018	115	345
Abbott Laboratories	Abbott Vascular Coronary Training # 1	5/7/2018	5/9/2018	150	300
National Multifamily Housing Council	National Multifamily Housing Council	5/8/2018	5/11/2018	250	460
Abbott Laboratories	Abbott Vascular Coronary Training # 2	5/9/2018	5/11/2018	150	300
Suneva Medical	Suneva Summit for Success	5/17/2018	5/19/2018	150	147
Cru - Global Missions Services	Red River Summer Mission 2018	5/18/2018	5/22/2018	250	209

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
Texas School for the Blind and Visually Impaired	TSBVI Family Engagement Series	5/18/2018	5/20/2018	30	30
Varsity Spirit Corporation	2018 Varsity Spirit VCA TXGV	5/19/2018	5/24/2018	60	115
Building Professional Institute	May 2018 BPI Meeting	5/19/2018	5/24/2018	700	122
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
North Texas RPG-Con	North Texas RPG-Con	5/30/2018	6/4/2018	700	450
Pathways Core Training Inc.	Pathways Monthly June	5/30/2018	6/16/2018	110	275
Southwest Insulation Contractors Association	60th Annual meeting	6/2/2018	6/5/2018	75	165
Oakland Athletics	Oakland Athletics 2018	6/3/2018	6/5/2018	100	195
Oklahoma Independent Petroleum Association	OIPA Annual Meeting 2018	6/5/2018	6/11/2018	350	1259
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
Texas Non-Profit Theatres	2018 TNT Youth Conference	6/12/2018	6/16/2018	500	405
Texas Non-Profit Theatres	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
Colorado Rockies	Colorado Rockies 2018	6/14/2018	6/16/2018	100	210
Learning Forward Texas	Learning Forward Texas	6/17/2018	6/21/2018	500	700
Steubenville	Steubenville	6/19/2018	6/26/2018	5000	3215
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	NAUMS	6/25/2018	6/28/2018	350	273

Customer	Meeting	Arrival	Departure	Attendees	Requested Rooms
McKesson Corporation	Lab Force 2018 #7469	6/25/2018	6/29/2018	200	324
International Workers' Compensation Foundation	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

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

# Marketing Communications

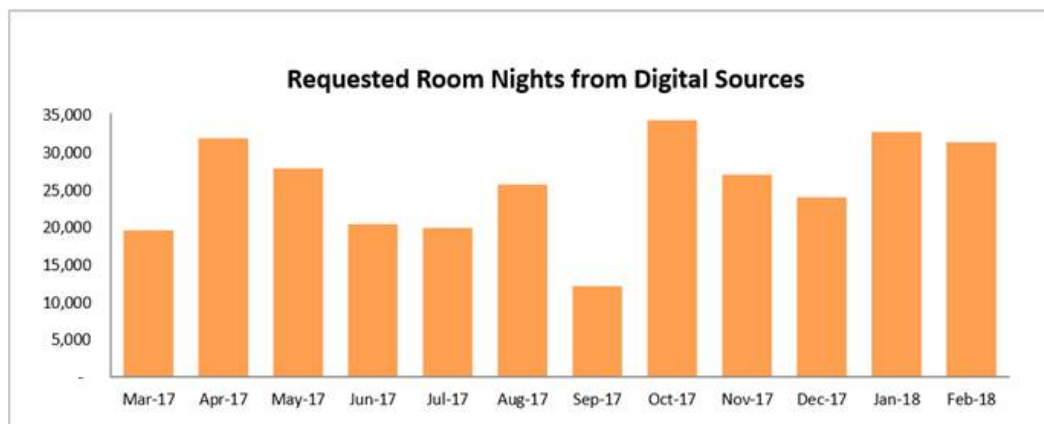
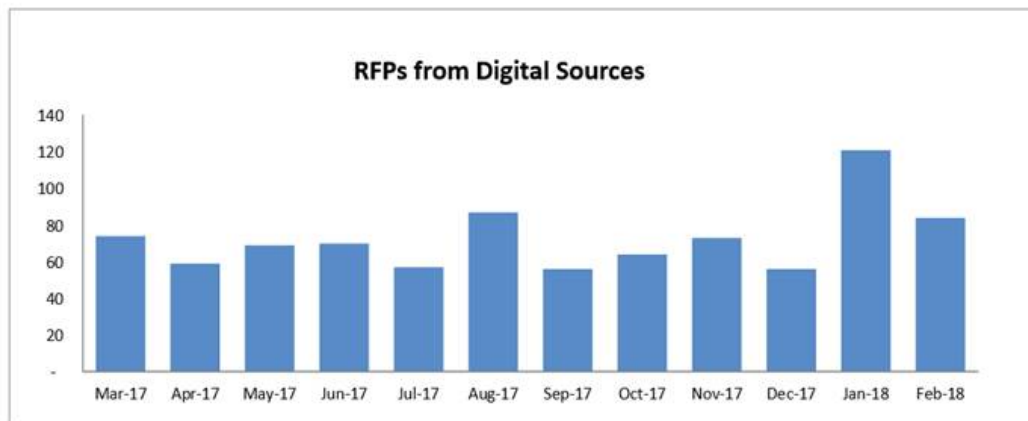
**To:** Maura Gast, Executive Director

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

**Date:** March 19, 2018

**Re:** February 2018 Board Report

## Marketing and Advertising Analytics



### RFPS

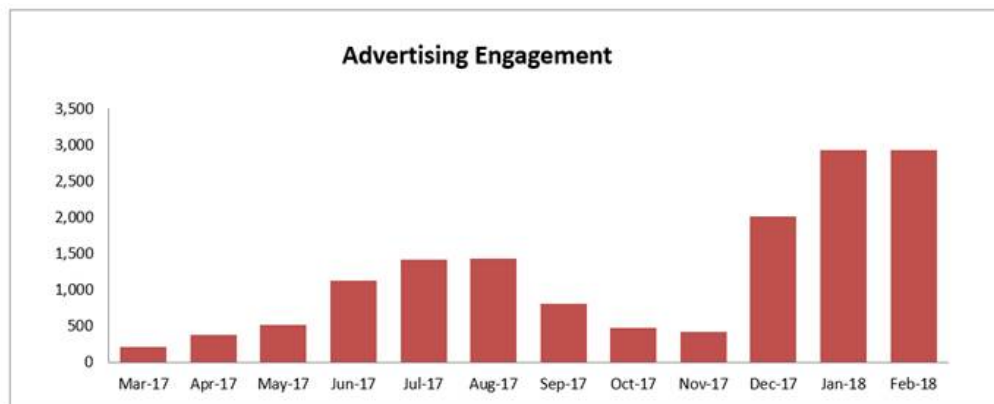
February was another strong month with a total of **84 RFPs** (above average) and **31,177 associated room nights** (above average). Of those, six RFPs came from the telemarketing program through Strategic Database Research that launched in December.



## Website Traffic

Website traffic was high again in February with **36,043** total sessions and **29,465** total users visiting both sites. The irvingtexas.com site had the second highest number of website visits this fiscal year with **22,154** users (well above average). The Irving Convention Center website had **13,889** users (above average).

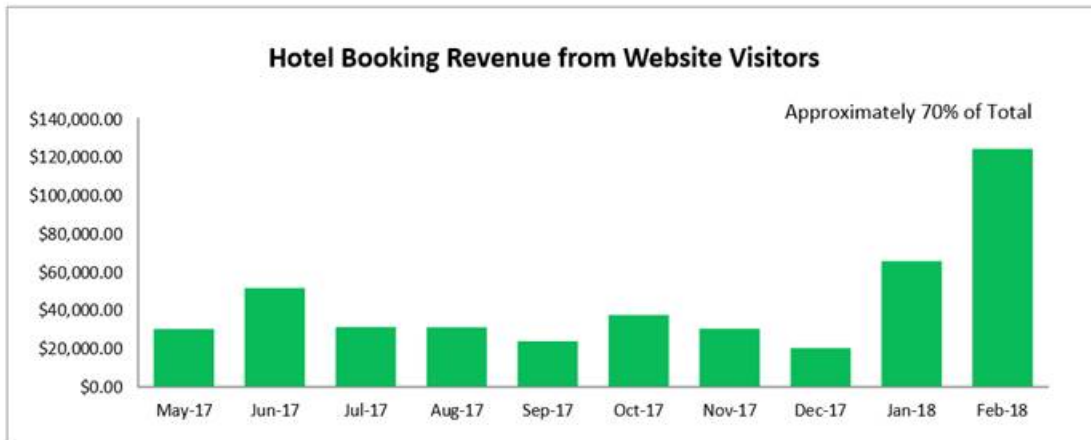
Efforts to increase traffic and fresh content on the blog are showing impressive results. Visitors to the blog continue to increase dramatically, with **4,818 pageviews** in February, which is the highest number of pageviews to date. The top blog posts were “6 Places to Get Meals for \$6 or Less” with **1,851 views** and “Nine Unique Date Ideas in February” with **593 views**. Since the beginning of 2018, the blog has had a total of **13,091 pageviews**.



## Advertising and Paid Search

Visit Irving’s advertising, which includes print, digital display, retargeting, email, and content (sponsored and native), continues to perform well and generated **2,933 Impressions** and **384 site visits**. MPI was the top performer in February with **941 impressions** and **238 site-visits**, followed by *Meetings Today* with **323 impressions** and retargeting through Multiview generated **267 impressions** and **44 site-visits**.

Visit Irving’s Google AdWords had the second highest response to date with **72,894 Impressions** and **7,475 site-visits** to the Irvingtexas.com and Irvingconventioncenter.com websites.



## Hotel and Flight Bookings

Information available through the ADARA Magellan travel intelligence platform indicates that February performed exceptionally well and was the highest month since we launched the program in May 2017. Estimates show that approximately **192 flights** along with **785 room nights** were booked, which accounts for **\$123,968.25 in hotel revenue** for the month.



## Social Media Analytics

IRVING CVB/ IRVING CC	Facebook Likes	Facebook Check-Ins	Twitter Followers	Instagram Followers	LinkedIn
<b>Visit Irving Texas</b> <i>Impressions</i> Profile Visits	<b>47,952</b> 147,944 97,666		<b>5,422</b> 22,000 665	<b>4,687</b> 22,258	<b>553</b>
<b>Convention Center</b> <i>Impressions</i> Profile Visits	<b>12,028</b> 871,382 270,086	<b>161,073</b>	<b>2,340</b> 4,060 198	<b>1,899</b> 763	<b>259</b>
<b>Impacting Irving</b>	<b>1,018</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

Social media in February performed well with **1,204 new followers** (above average) increasing total influence to **76,158**, with the Visit Irving Facebook page receiving the most likes with 900, followed by the Visit Irving Instagram with 107.

### Social Post of the Month



## Earned Media Analytics


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	91,755,738			509,487,891
ADVERTISING EQUIVALENCY*	\$904,213	\$842,740			\$1,746,953
PUBLIC RELATIONS VALUE**	\$2,721,639	\$2,528,220			\$5,240,859

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

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

\*\*From a measurement 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

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

## Staff Achievements

In February, marketing/communication staff members attended the HSMIA Adrian Awards. The bureau was recognized with eight awards:

**Irving CVB Sizzle Reels | Digital Marketing – Digital Single Item for Video | GOLD**

**Irving CVB Sizzle Reels | Advertising – Advertising Single Item for DVD/CD/VIDEO, Consumer/Group Sales/Travel Trade | SILVER**

**The Meeting Professional | Public Relations – PR Single Item for Feature Placement Print, Trade Publication | BRONZE**

**One Last Round | Public Relations – PR Campaign for Special Event | BRONZE**

**Social Mosaic – Billboard Sized World of Art Created in Real Time | Digital Marketing - Digital Single Item for Social Media/Social Networking | GOLD**

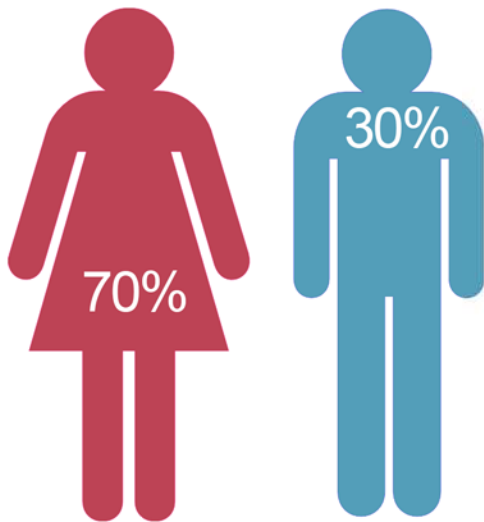
**Social Mosaic – Billboard Sized World of Art Created in Real Time | Digital Marketing – Digital Single Item for Social Media Campaign | BRONZE**

**Social Mosaic – Billboard Sized World of Art Created in Real Time | Digital Marketing - Digital Campaign for Experiential | BRONZE**

**Irving Live | Digital Marketing - Digital Single Item for Social Media/Social Networking | SILVER**

# IRVING TEXAS

Social Media Facts - February 2018



## FOLLOWERS



47,952 ↑ 900



5,422 ↑ 12



4,687 ↑ 107



## FACEBOOK



161,066 IMPRESSIONS



109,380 USERS



## TWITTER



22,000 IMPRESSIONS



665 PROFILE VISITS



## INSTAGRAM



14,939 IMPRESSIONS

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

Geographical Breakdown



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



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



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



# WHERE LOCATION MEETS INNOVATION



## Social Media Insights – February 2018



**Followers 12,028**



103



871,382

IMPRESSIONS



270,086

USERS



161,073

CHECK-INS



**Followers 2,340**



20



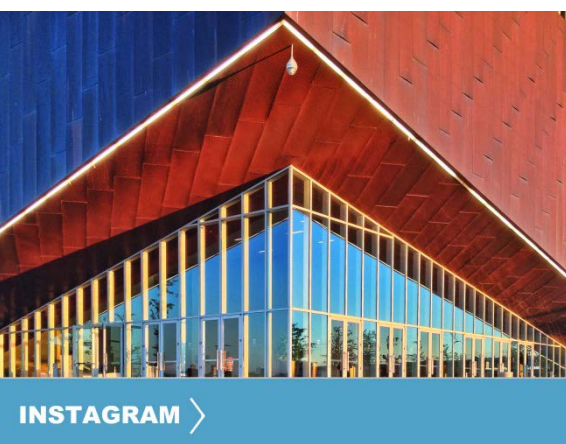
4,060

IMPRESSIONS



198

PROFILE VISITS



**Followers 1,865**



13



763

IMPRESSIONS

**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MARCH 26, 2018**

## **CONVENTION CENTER**



Mar 12, 2018

TO: Maura Gast, Executive Director ICVB  
 FROM: Verenis Pedraza, SMG Accounting Manager  
 SUBJECT: **Monthly Financial & Sales Report – February 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>48,493</b>	<b>54,820</b>	<b>30,311</b>	<b>248,352</b>	<b>336,586</b>	<b>190,415</b>
Ancillary Income	<b>412,898</b>	<b>290,099</b>	<b>359,364</b>	<b>1,929,732</b>	<b>1,231,567</b>	<b>1,633,045</b>
Total Event Income	<b>461,391</b>	<b>344,919</b>	<b>389,675</b>	<b>2,178,084</b>	<b>1,568,153</b>	<b>1,823,460</b>
Other Income	<b>45,837</b>	<b>37,056</b>	<b>27,055</b>	<b>318,336</b>	<b>252,514</b>	<b>167,829</b>
Adjusted Gross Income	<b>507,228</b>	<b>381,975</b>	<b>416,730</b>	<b>2,496,420</b>	<b>1,820,667</b>	<b>1,991,289</b>
Indirect Expenses	<b>(546,367)</b>	<b>(512,432)</b>	<b>(528,427)</b>	<b>(2,774,612)</b>	<b>(2,562,165)</b>	<b>(2,473,600)</b>
Net Income (Loss)	<b>(39,139)</b>	<b>(130,457)</b>	<b>(111,697)</b>	<b>(278,192)</b>	<b>(741,498)</b>	<b>(482,311)</b>

- Catering revenues nearly doubled, thanks to several large events that we housed, i.e. Southern Baptist, Vistage Executive Summit, Texas Wine & Grape Growers Conference, just to name a few.
- Events like Vistage Executive Summit, IES Annual Quality Summit, Texas Wine & Grape, & The Quinceanera Expo helped generate almost three times the amount of electrical revenue that was budgeted.
- Expenses were a bit high due to maintenance agreements, building repairs & a higher electric bill.
- Overall, the ICC finalized the month of February with a surplus of \$96,000 net income.

SMG Catering	Current Actual	Current Budget	Prior Year Actual	Year to Date Actual	Year to Date Budget	Prior YTD Actual
Total Revenue	<b>547,188</b>	<b>399,700</b>	<b>525,983</b>	<b>2,608,354</b>	<b>1,650,211</b>	<b>2,379,317</b>
Net Income/(Loss)	<b>361,456</b>	<b>240,000</b>	<b>322,953</b>	<b>1,714,265</b>	<b>995,440</b>	<b>1,471,159</b>
Net Income/(Loss) %	<b>66.06%</b>	<b>60.05%</b>	<b>61.40%</b>	<b>65.72%</b>	<b>60.32%</b>	<b>61.83%</b>

- Profit margins for February were solid, exceeding projections by 6%.

## ICC by the Numbers

EVENTS		VISITORS	
This month	To date	This month	To date
25	111	17,926	86,320
Current Year	Current Year	Current Year	Current Year
20	101	12,794	73,769
Prior Year	Prior Year	Prior Year	Prior Year
FUTURE GUESTROOMS BOOKED		SURVEY RESULTS	
This month	To date	Returned	Score
692	2,794	9	91.1%
Current Year	Current Year	This Month	Current Month
160	2,805	42	93.3%
Prior Year	Prior Year	Year to Date	Year to Date
SIGNED CONTRACTS		GREEN INITIATIVES	
This month	To date	This month	This month
31	134	7,123	9,324
Current Year	Current Year	Pounds Composted	Pounds of Cardboard Recycled
14	114	70,368	60%
Prior Year	Prior Year	Gallons of Reclaimed Water Used	Waste Diversion Rate

## **Survey Kudos**

"Clara provides incredible support. She is knowledgeable and always quick to respond. She jumps in to help and makes our event success a priority. We appreciate her!!" – Mr. Cooper

"Aleese was a pleasure to work with." "April did an amazing job to ensure our event was successful." "Love Charles! Quality of food was great." – Delta Sigma Theta Sorority, Inc.

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

- Sparkhound: Sharepoint Workshop – March 2018
- VMUG – October 2018
- HCA – November 2018
- TechMedia – December 2018

## **March and April at a Glance**

- |               |   |
|---------------|---|
| • March 1-4   | FIRST Robotics 2018 Competition           |
| • March 5-12  | ANA National Money Show                   |
| • March 12-13 | Head Start of Greater Dallas              |
| • March 15-17 | Mary Kay Career Conference                |
| • March 19-20 | Dallas Association of Health Underwriters |
| • March 21-24 | Scrapbooking Expo                         |
| • March 22    | CVS/Caremark                              |
| • March 27    | Irving Police Department Annual Banquet   |
| • April 5-8   | DFW Fiber Fest                            |
| • April 9     | Dallas National College Fair              |
| • April 13-15 | Greater Dallas Military Foundation        |
| • April 16-17 | Grocer's Supply Food Show                 |
| • April 19-21 | Young Adult Book Festival                 |
| • April 23-24 | Breakfast with the Stars                  |
| • April 26-29 | Stage One Production Regional Competition |
| • April 28-29 | India Property Show                       |

Cc: Tom Meehan, General Manager, SMG



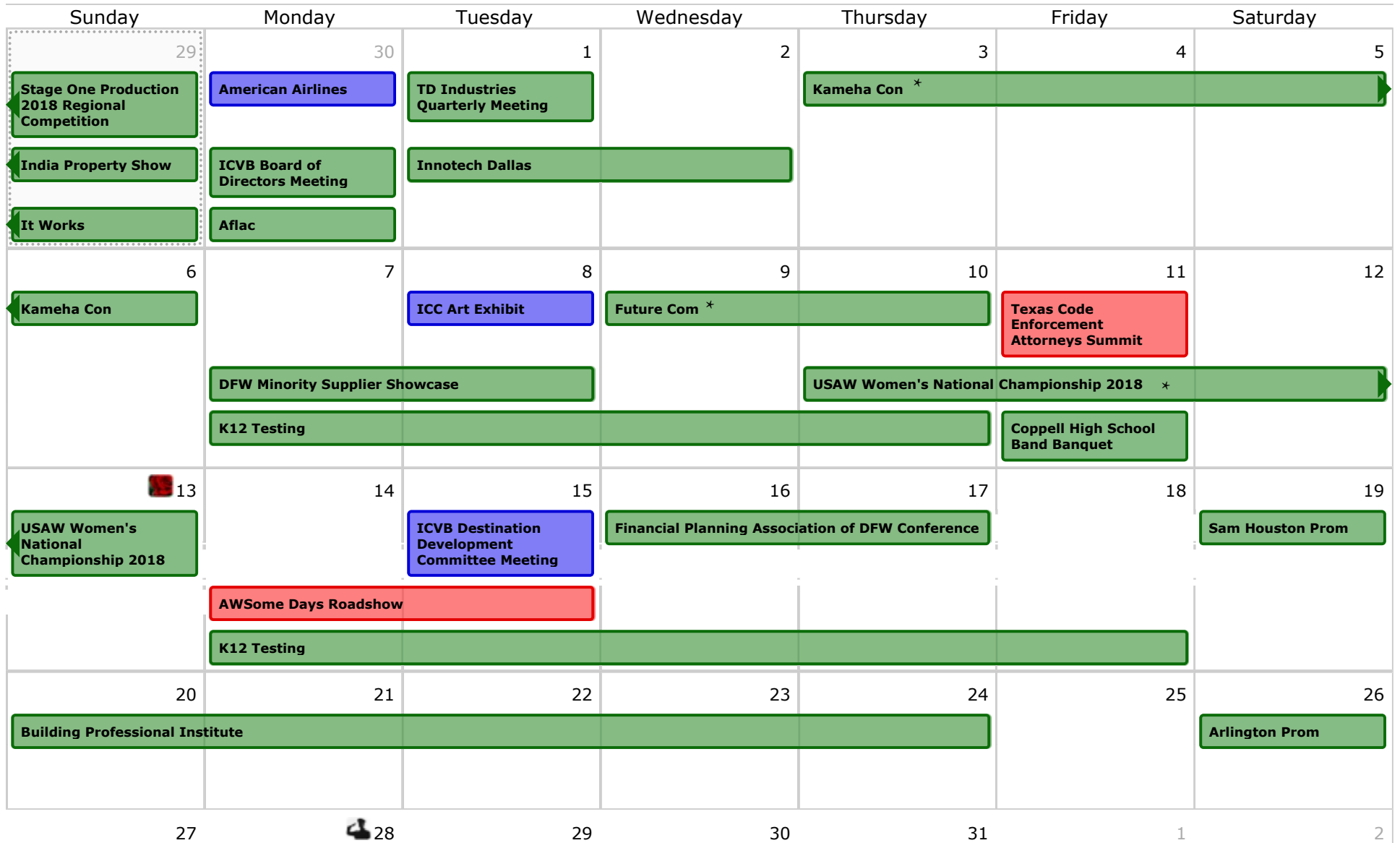
**March 2018 - ICC, L1, EXH and 66 other(s)**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	1	2	3
Southern Baptists of Texas Evangelism Conference				Camden Awards Luncheon	Dallas Institute of Internal Auditors	Family Promise of Irving Gala *
					Texas A&M Women, Wealth & Wisdom	
				FIRST Robotics 2018 Competition *		
4	5	6	7	8	9	10
FIRST Robotics 2018 Competition	American Numismatic Association National Money Show *					
11	12	13	14	15	16	17
American Numismatic Association National Money Show		Herc Rental Trade Show		Mary Kay Career Conference 2018		
	Head Start of Greater Dallas					
18	19	20	21	22	23	24
	Lexus Photo Shoot	Sparkhound: SharePoint Workshop	Breakfast with the Stars Tasting	CVS/Caremark CST Symposium	Military Ball Tasting	Crypto Currency Super Summit
		GDMF Board Meeting	Scrapbooking Show *			
	Dallas Association of Health Underwriters Annual Symposium			ULI Center for Leadership-Design & Construction Day		
			CDM Media			
25	26	27	28	29	30	31
Crypto Currency Super Summit	ICVB Board of Directors Meeting	Irving Police Department Annual Banquet	Century 21 Awards Banquet			
	Redtail University			US Bank Quarterly Executive Roadshow		

**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	7x24 Exchange Lone Star Chapter 2018 Spring Conference	ICVB Board Member Orientation Meeting	Accenture	Texas A&M Dental Business Boot Camp
		U.S. Chamber of Commerce		2018 DFW Fiber Fest *		
		K12 Testing				
		Ivanti		Outdoors Tomorrow Foundation Fundraiser		
8	9	10	11	12	13	14
2018 DFW Fiber Fest	2018 Dallas National College Fair*	Employee Forum		Topping-off Ceremony	Greater Dallas Military Foundation Military Ball & Symposium	
	K12 Testing					Texas Health Physicians
		COPD Summit		Hope House International Gala		2018 MedVet DFW Continuing Education Conference
15	16	17	18	19	20	21
Greater Dallas Military Foundation Military Ball & Symposium	Grocer's Supply Food Show			Workforce Solutions Greater Dallas Job Fair		
2018 MedVet DFW Continuing Education Conference		Dallas BOMA Luncheon		Young Adult Book Festival *		
22	23	24	25	26	27	28
DFW Church Worship Service		Meet the Bureau	QuikTrip Meeting	Stage One Production 2018 Regional Competition		
	Breakfast with the Stars			HCA		India Property Show
				It Works		
29	30	1	2	3	4	5

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



**IRVING CONVENTION AND VISITORS BUREAU  
BOARD OF DIRECTORS  
MONDAY, MARCH 26, 2018**

## **INDUSTRY REPORTS / BOARD PARTNERS**



# MIXED-USE VENUE SETS GRAND OPENING

Toyota Music Factory in Irving, Texas, will celebrate April 13 with show featuring Brad Paisley

by Noelle Riley	Published: February 28, 2018
	Text Size

*The \$200-million Toyota Music Factory features two concert venues and 25 restaurants. (Courtesy Toyota Music Factory)*

The Toyota Music Factory in Irving, Texas, has been opening in phases since September, and it's now ramping up for its grand opening April 13, featuring Brad Paisley.

Situated between Dallas and Fort Worth, the 250,000-square-foot mixed-use entertainment center will boast 25 restaurants, a 100,000-square-foot glass office tower and a 50,000-square-foot common area with a full production stage.

Paisley will play at one of two concert venues on site called The Pavilion, an indoor/outdoor venue managed by Live Nation. It opened in September with a show featuring ZZ Top.

The Pavilion's indoor configuration can house 2,500 guests for a theater setting and go up to 4,000 seats for arena shows. It can accommodate 8,000 guests as an indoor/outdoor open-air pavilion.

The grand opening will take place in the common area called the Texas Lottery Plaza, which is next to The Pavilion. It also has a full production stage for live entertainment.

Included in the grand opening is the unveiling of a new eight-screen Alamo Drafthouse movie theater and several restaurants that have not yet opened. Ten restaurants have opened since last fall, 13 more will open by April 13, and two will open in May.

"The critical mass you get there with 20-plus restaurants and a Live Nation venue, we're very excited," Bill DiGaetano, owner and chief operating officer of Alamo Drafthouse Cinema.

The music factory was built on 16 acres in an upscale business district called Las Colinas that's surrounded by a suburban area.

"It's nice to have a place that we can go and spend the entire evening and do 10 different things," said Allen Meagher, mayor pro tem of Irving. "I'm a lifetime resident of Irving and to go to a nice restaurant is great. We didn't really have that choice or selection before. Our residents can now stay in Irving rather than driving to Dallas or Grapevine for food and entertainment."

The entire project cost \$200 million and was developed by the North Carolina-based Ark Group.

"The grand opening is a showcase of everything being opened and the synergy of everything operating as a whole," said Noah Lazes, co-founder, president and chief operating officer of the Ark Group

The Toyota Music Factory was financed through a public-private partnership between the city of Irving and the Ark Group, which includes a lodging tax that was passed by 67 percent of the voters. The Ark Group secured support from private investors, and the city used a tax increment financing district to fund the project.

The city owns the land and all the buildings. The Ark Group paid for construction and is also the landlord for all the tenants.

The development was called the Irving Music Festival before Toyota snatched the naming rights late last year.

"It's a huge honor to have Toyota," Lazes said. "The naming-rights deal was something that was planned. It's not dumb luck that we landed Toyota. This is not by accident. This is from proper planning to find sponsors."

Irving has been waiting for this development to get off the ground for the last decade, going through developers before it found the Ark Group. The company developed the multivenue entertainment complex called AvidXchange Music Factory in Charlotte, N.C., one of 13 entertainment developments across the nation produced by Ark.

"The most important thing in my book is the weekday business," Lazes said.

His goal is to attract business people for lunch and happy hour, in the hope that they'll stick around for the live entertainment that will take place seven days a week, whether it be at The Pavilion with big-name artists like Paisley or at the plaza with local artists.

It's all about location, Lazes noted, as Irving has seen a lot of development in the last 10 years.

In 2011, the Irving Convention Center opened less than half a mile from the Toyota Music Factory site, bringing a total of 275,000 square feet of meeting and convention space to a highly populated business where big companies like Kimberly-Clark and Exxon Mobil have their headquarters. SMG manages the convention center.

A 350-room Westin hotel is being built next to the convention center and is slated to open in early 2019.

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by Noelle Riley      Published: February 28, 2018

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Text Size

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Tab 4 - Multi-Segment

Irving TX CVB  
For the month of: February 2018

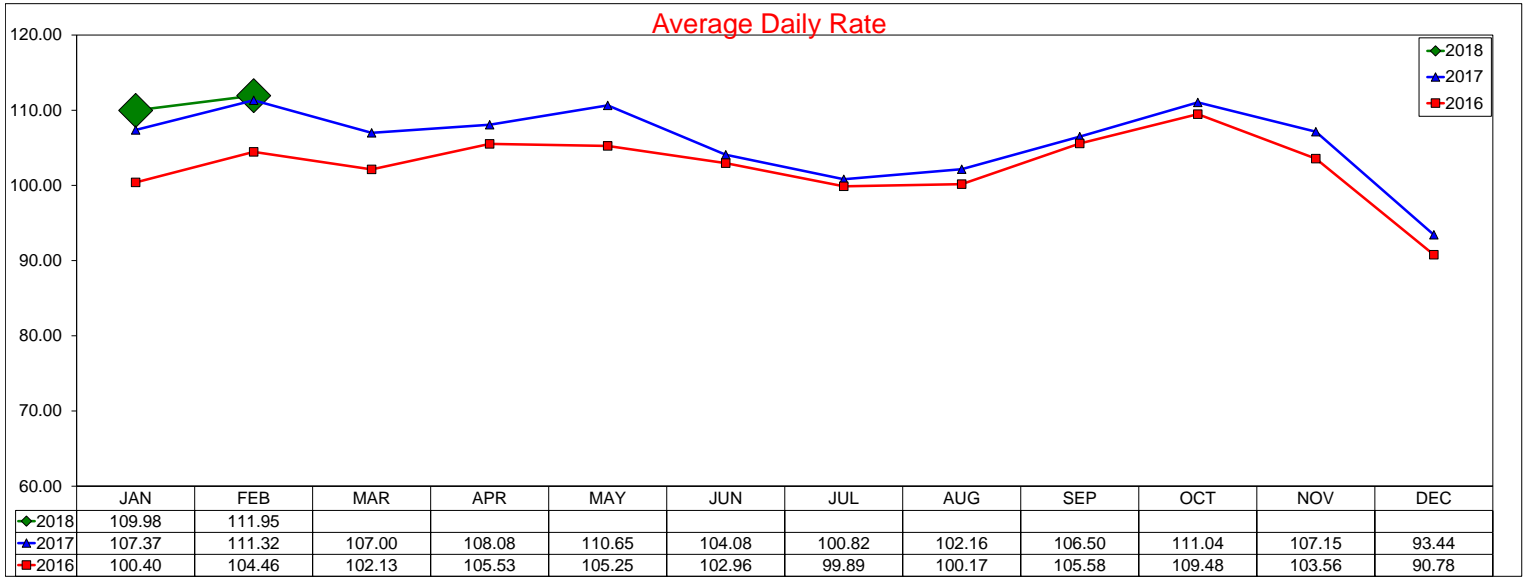
	Current Month - February 2018 vs February 2017												Year to Date - February 2018 vs February 2017											
	Occ %		ADR		RevPAR		Percent Change from February 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	61.7	61.0	126.38	123.53	78.02	75.37	1.2	2.3	3.5	5.6	2.0	3.2	57.9	57.3	124.88	122.24	72.30	70.07	1.0	2.2	3.2	5.3	2.0	3.0
Texas	66.3	63.8	106.30	108.23	70.50	69.03	4.0	-1.8	2.1	4.7	2.6	6.6	62.5	59.5	104.16	103.31	65.11	61.50	5.0	0.8	5.9	8.6	2.6	7.8
Atlanta, GA	67.8	67.4	108.51	105.77	73.59	71.27	0.6	2.6	3.2	4.7	1.4	2.1	66.0	66.0	113.20	108.24	74.71	71.49	-0.1	4.6	4.5	6.2	1.6	1.5
Arlington, TX	67.2	67.1	90.31	90.64	60.66	60.82	0.1	-0.4	-0.3	-1.0	-0.7	-0.6	63.3	63.3	87.63	92.03	55.44	58.26	-0.1	-4.8	-4.8	-5.5	-0.7	-0.8
Charlotte, NC-SC	66.4	67.5	110.41	113.28	73.29	76.43	-1.6	-2.5	-4.1	0.4	4.7	3.0	63.5	63.4	110.08	109.05	69.93	69.12	0.2	0.9	1.2	6.4	5.1	5.4
Fort Worth, TX+	73.4	70.4	110.23	106.20	80.94	74.73	4.3	3.8	8.3	12.4	3.8	8.3	71.3	68.1	108.79	105.51	77.55	71.82	4.7	3.1	8.0	12.4	4.1	9.0
Frisco, TX+	69.8	69.0	153.32	141.26	106.97	97.46	1.1	8.5	9.8	42.3	29.6	31.1	65.8	69.1	150.40	141.46	98.93	97.76	-4.8	6.3	1.2	31.2	29.6	23.4
Grapevine, TX+	78.3	77.0	173.80	173.93	136.09	133.84	1.8	-0.1	1.7	1.7	0.0	1.8	74.3	76.0	176.18	172.83	130.93	131.33	-2.2	1.9	-0.3	-0.3	0.0	-2.2
Irving, TX+	74.4	71.8	111.95	112.10	83.26	80.49	3.6	-0.1	3.4	3.5	0.0	3.6	70.2	70.2	110.99	109.81	77.90	77.05	0.0	1.1	1.1	1.2	0.0	0.1
Nashville, TN	67.7	69.6	138.65	132.33	93.81	92.16	-2.8	4.8	1.8	6.7	4.8	1.8	61.3	63.3	132.76	126.68	81.44	80.18	-3.1	4.8	1.6	6.4	4.8	1.6
Phoenix, AZ	85.1	82.1	169.06	162.36	143.81	133.23	3.7	4.1	7.9	10.8	2.6	6.4	77.1	74.9	156.89	152.32	121.01	114.03	3.0	3.0	6.1	8.9	2.6	5.7
San Jose, CA+	77.0	77.1	193.82	191.24	149.30	147.48	-0.1	1.3	1.2	2.9	1.6	1.5	74.5	73.0	192.40	185.23	143.26	135.14	2.1	3.9	6.0	7.8	1.6	3.7

Competitive Set Comparison													
Actual Figures							Percent of Change from Last Year						
	Current Month			Year-To-Date				Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	61.74	126.38	78.02	57.89	124.88	72.30	US	1.2	2.3	3.5	1.0	2.2	3.2
Texas	66.33	106.30	70.50	62.51	104.16	65.11	Texas	4.0	-1.8	2.1	5.0	0.8	5.9
Irving	74.37	111.95	83.26	70.19	110.99	77.90	Irving	3.6	-0.1	3.4	0.0	1.1	1.1
Best USA	Phoenix	SanJose	SanJose	Phoenix	SanJose	SanJose	Best USA	Ft Worth	Frisco	Frisco	Ft Worth	Frisco	Ft Worth
	85.06	193.82	149.30	77.13	192.40	143.26		4.3	8.5	9.8	4.7	6.3	8.0
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Ft Worth	Frisco	Frisco	Ft Worth	Frisco	Ft Worth
	78.30	173.80	136.09	74.32	176.18	130.93		4.3	8.5	9.8	4.7	6.3	8.0
Worst USA	Charlotte	Arlngtn	Arlngtn	Nshvile	Arlngtn	Arlngtn	Worst USA	Nshvile	Charlotte	Charlotte	Frisco	Arlngtn	Arlngtn
	66.38	90.31	60.66	61.35	87.63	55.44		-2.8	-2.5	-4.1	-4.8	-4.8	-4.8
Worst Texas	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Worst Texas	Arlngtn	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn
	67.17	90.31	60.66	63.27	87.63	55.44		0.1	-0.4	-0.3	-4.8	-4.8	-4.8
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only													

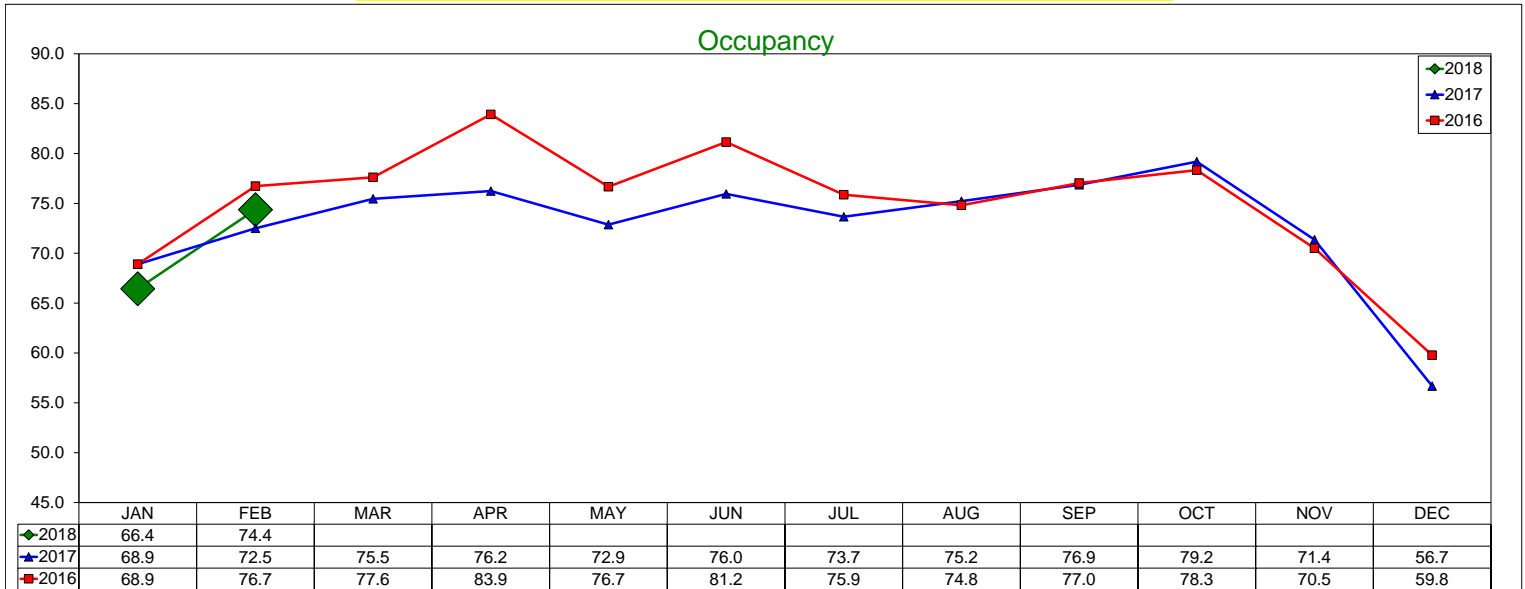
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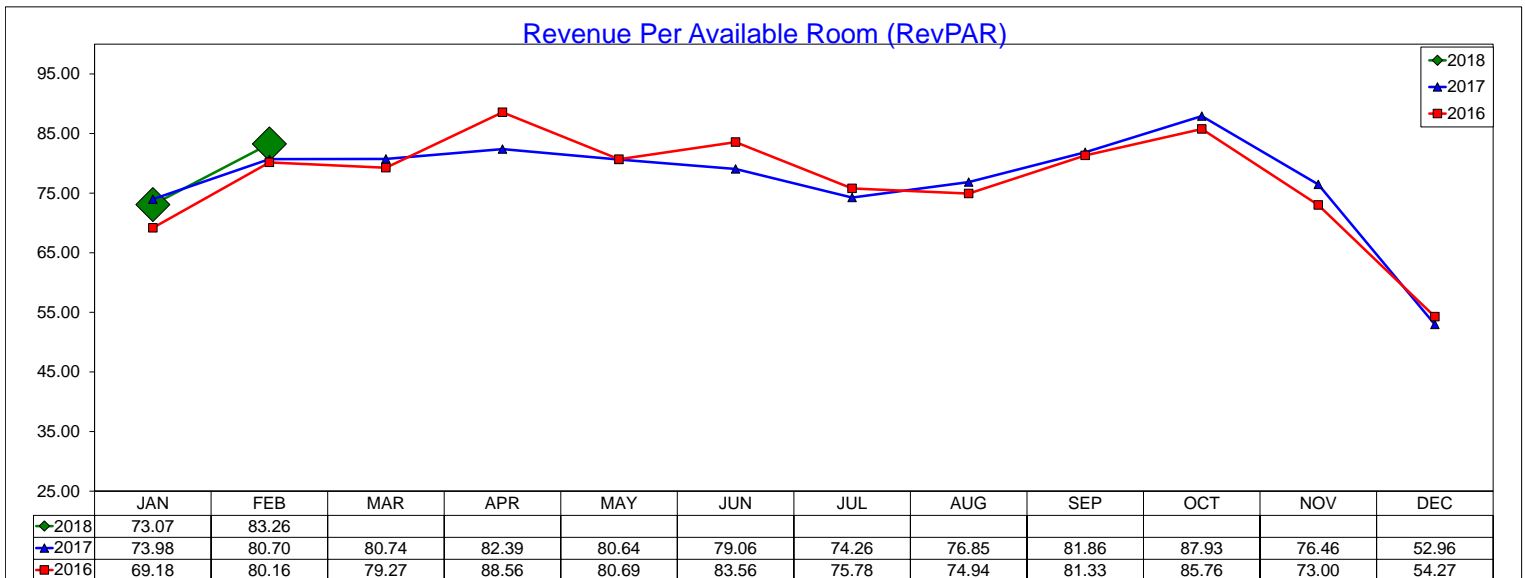
**IRVING CONVENTION & VISITORS BUREAU**  
**Three Year Comparison - CITY OF IRVING - ALL PROPERTIES**  
 February 2018



12 month ADR Rolling Average through February 2018 is \$106.26 with a change from last year of 2.3%



12 month Occupancy Rolling Average through February 2018 is 72.82% with a change from last year of -2.2%



12 month RevPAR Rolling Average through February 2018 is \$77.38 with a change from last year of 0.0%

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# IRVING CONVENTION & VISITORS BUREAU

## Irving, Texas & United States Comparison

### February 2018

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	109.98	2.2%	109.98	2.2%	66.4%	-3.3%	66.4%	-3.3%	73.07	-1.2%	73.07	-1.2%
FEBRUARY	111.95	-0.1%	110.99	1.1%	74.4%	3.6%	70.2%	0.0%	83.26	3.4%	77.90	1.1%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:      ADR    106.26      2.3%             Occupancy    72.8%      -2.2%             RevPAR    77.38      0.0%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.95	3.8%	101.95	3.8%	59.1%	6.1%	59.1%	6.1%	60.23	10.1%	60.23	10.1%
FEBRUARY	106.30	-1.8%	104.16	0.8%	66.3%	4.0%	62.5%	5.0%	70.50	2.1%	65.11	5.9%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

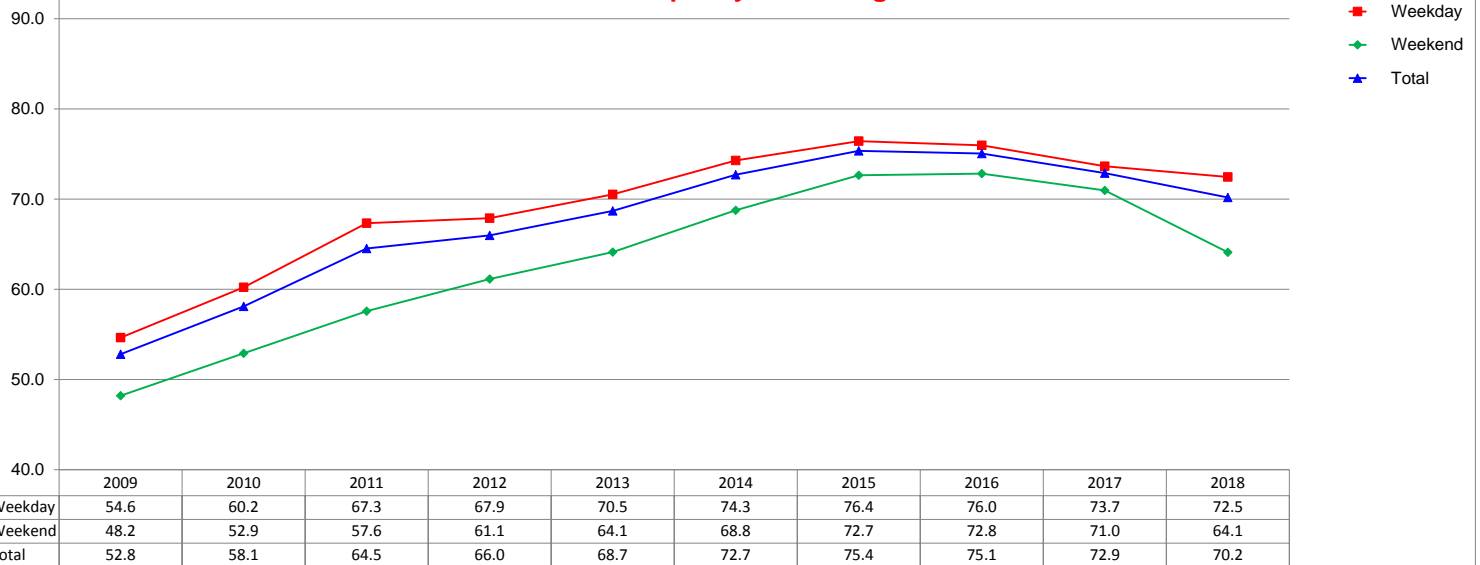
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.33	2.0%	123.33	2.0%	54.5%	0.9%	54.5%	0.9%	67.17	2.9%	67.17	2.9%
FEBRUARY	126.38	2.3%	124.88	2.2%	61.7%	1.2%	57.9%	1.0%	78.02	3.5%	72.30	3.2%
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

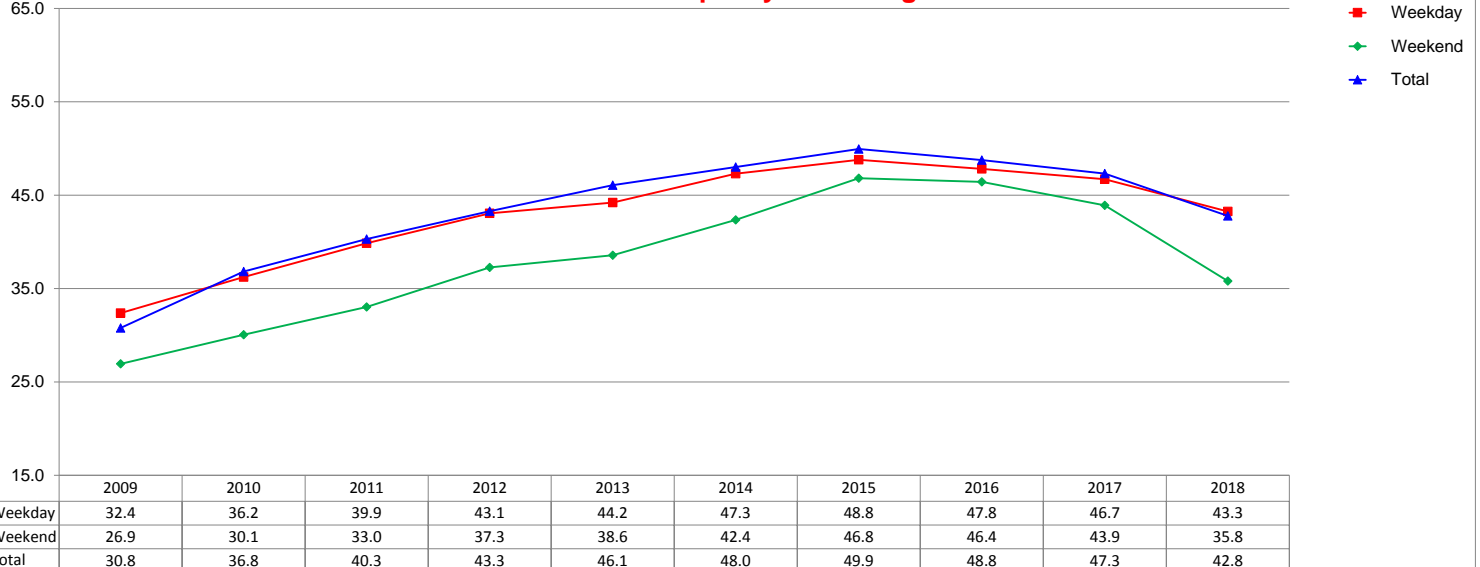
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**IRVING CONVENTION & VISITORS BUREAU**  
Day of Week Detail  
Annual Year End Figures And YTD through February 2018

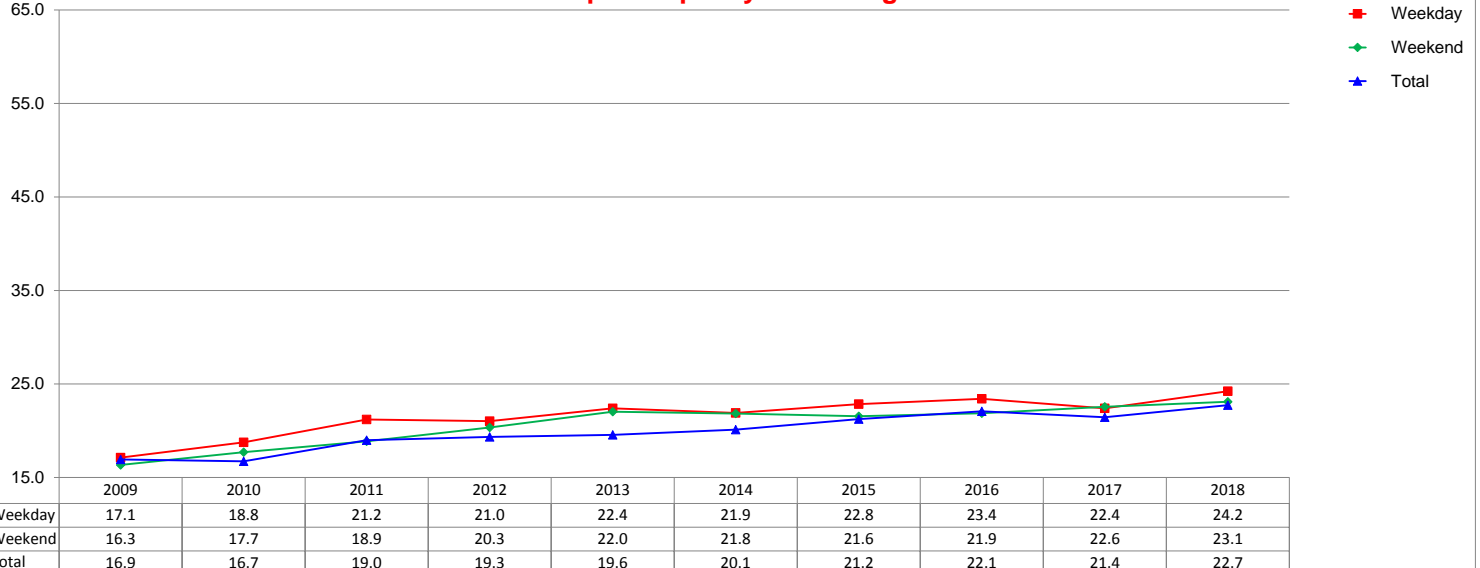
**Total Occupancy Percentage**



**Transient Occupancy Percentage**

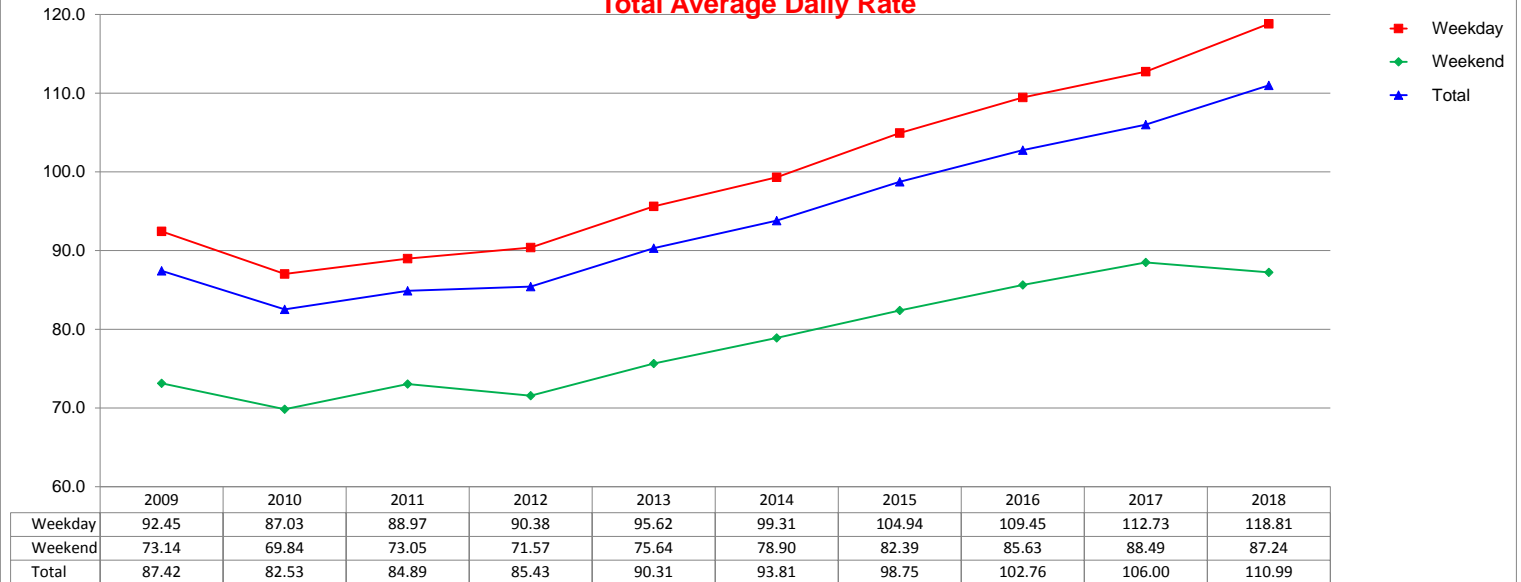


**Group Occupancy Percentage**

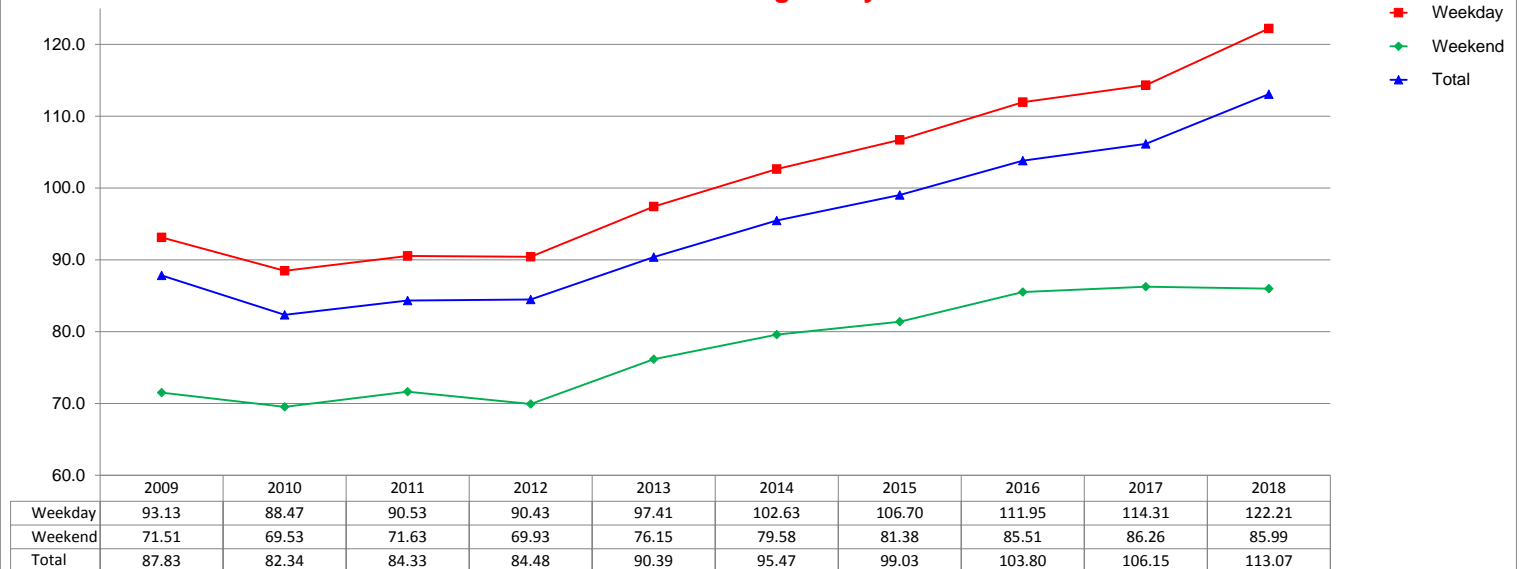


**IRVING CONVENTION & VISITORS BUREAU**  
Day of Week Detail  
Annual Year End Figures And YTD through February 2018

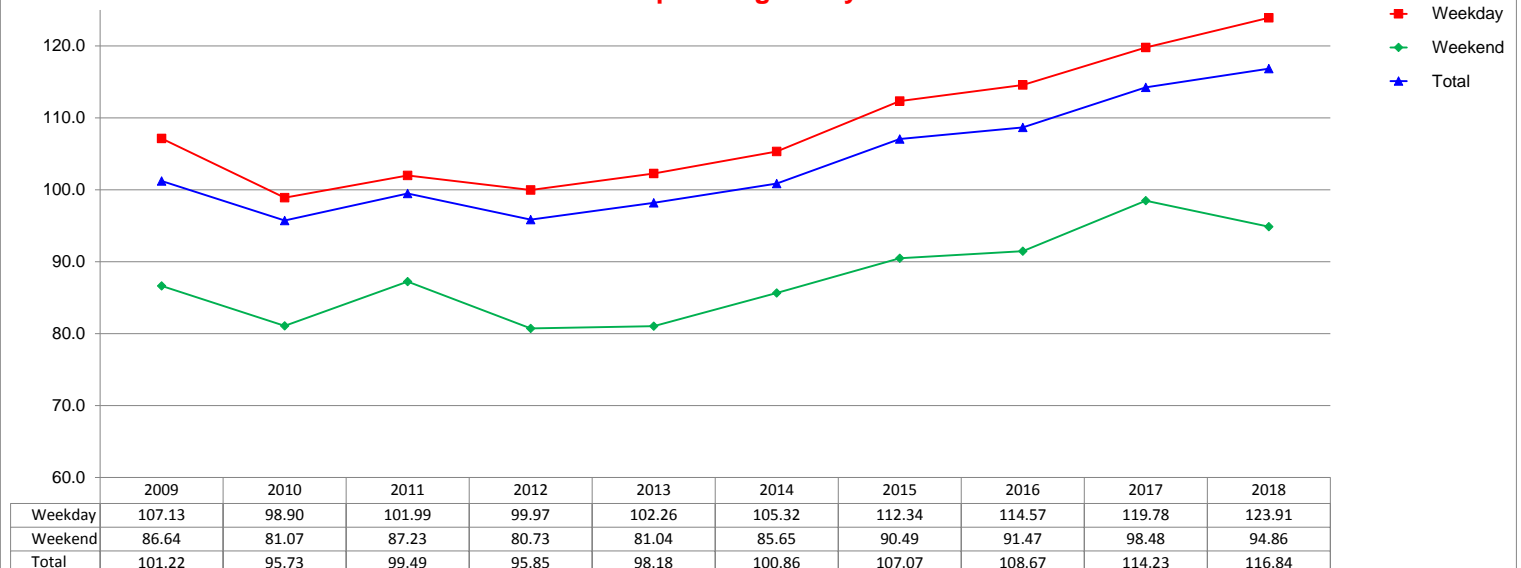
**Total Average Daily Rate**



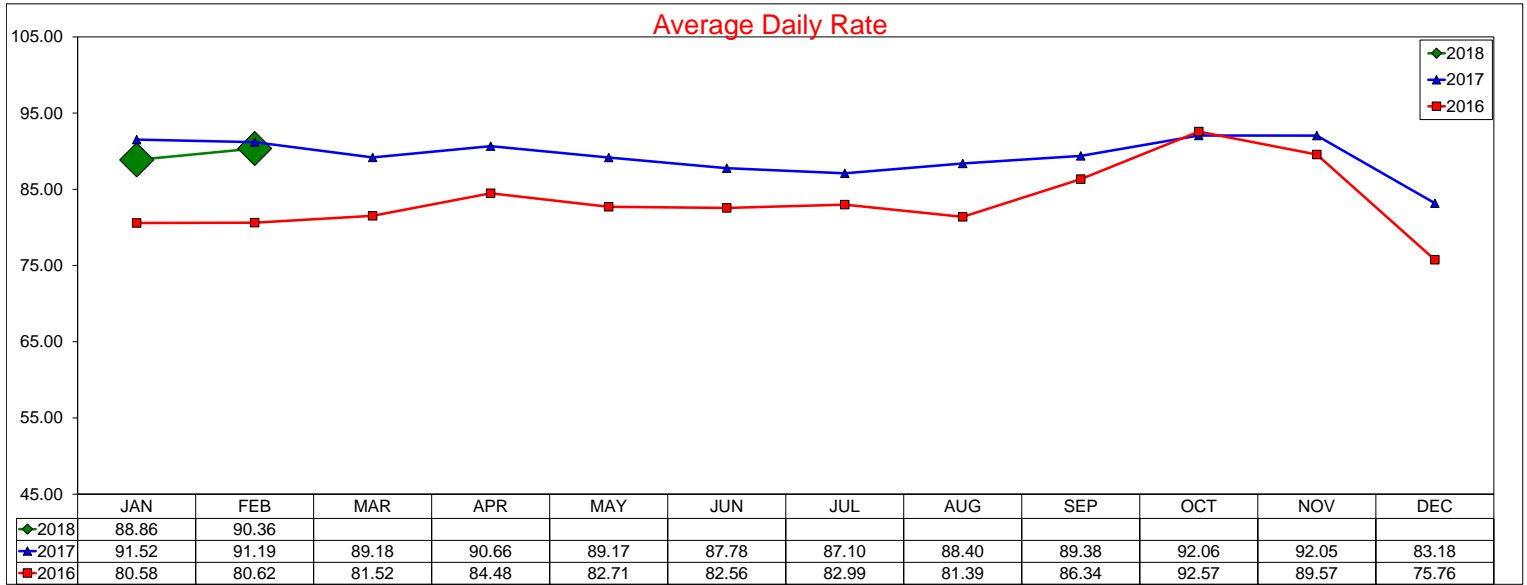
**Transient Average Daily Rate**



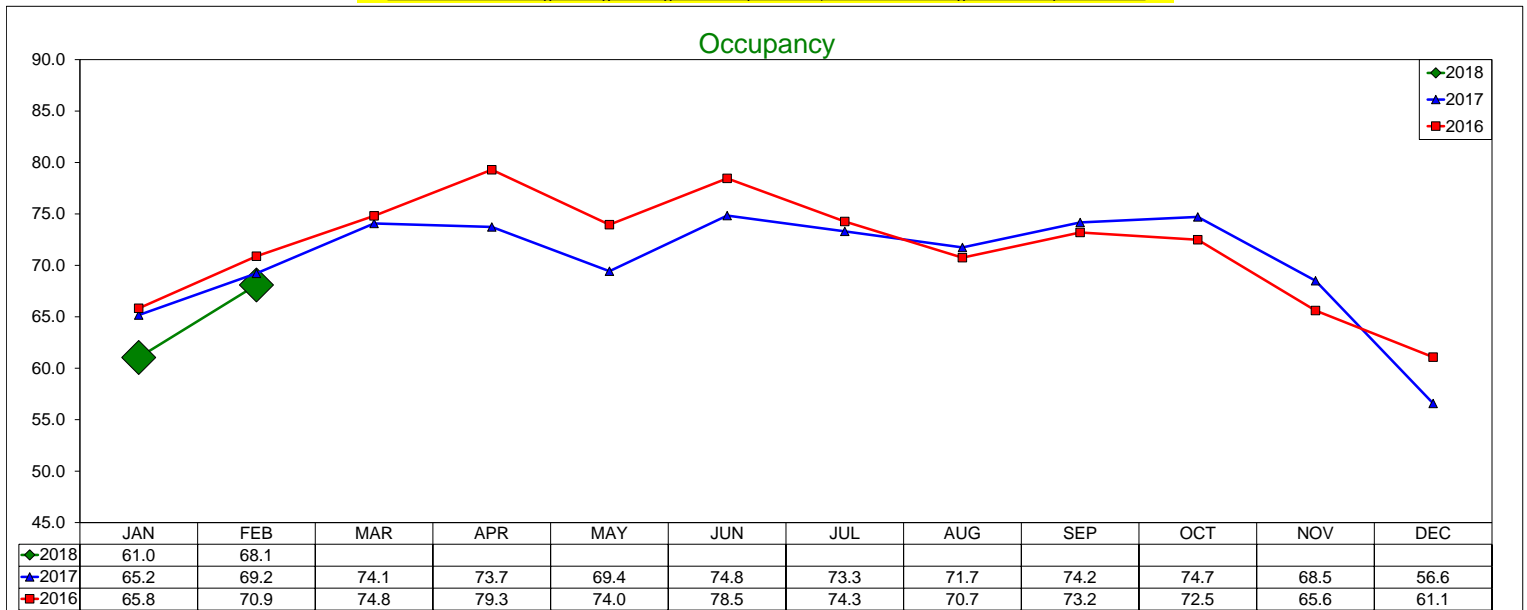
**Group Average Daily Rate**



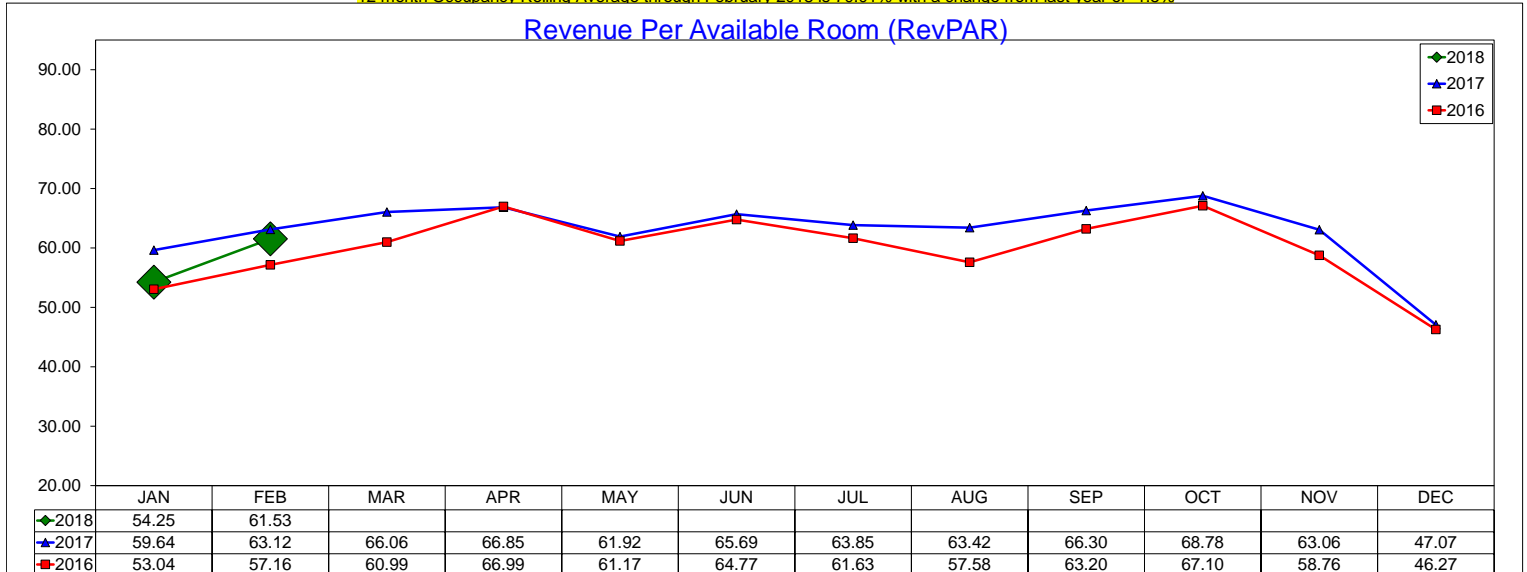
**IRVING CONVENTION & VISITORS BUREAU**  
 Three Year Comparison - DFW South  
 February 2018



12 month ADR Rolling Average through February 2018 is \$89.09 with a change from last year of 4.6%



12 month Occupancy Rolling Average through February 2018 is 70.01% with a change from last year of -1.5%



12 month RevPAR Rolling Average through February 2018 is \$62.37 with a change from last year of 2.9%

SOURCE: STR, INC. REPLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Tab 4 - Multi-Segment

Irving TX CVB

For the month of: January 2018

	Current Month - January 2018 vs January 2017												Year to Date - January 2018 vs January 2017											
	Occ %		ADR		RevPAR		Percent Change from January 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017					
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
United States	54.5	54.0	123.33	120.93	67.17	65.29	0.9	2.0	2.9	5.0	2.0	2.9	54.5	54.0	123.33	120.93	67.17	65.29	0.9	2.0	2.9	5.0	2.0	2.9
Texas	59.1	55.7	101.95	98.21	60.23	54.69	6.1	3.8	10.1	13.1	2.7	8.9	59.1	55.7	101.95	98.21	60.23	54.69	6.1	3.8	10.1	13.1	2.7	8.9
Atlanta, GA	64.5	64.8	117.55	110.59	75.81	71.68	-0.5	6.3	5.8	7.6	1.7	1.2	64.5	64.8	117.55	110.59	75.81	71.68	-0.5	6.3	5.8	7.6	1.7	1.2
Arlington, TX	59.8	59.9	84.92	93.45	50.74	55.95	-0.2	-9.1	-9.3	-10.0	-0.7	-0.9	59.8	59.9	84.92	93.45	50.74	55.95	-0.2	-9.1	-9.3	-10.0	-0.7	-0.9
Charlotte, NC-SC	61.0	59.7	110.52	104.70	67.43	62.46	2.3	5.6	7.9	13.9	5.5	7.9	61.0	59.7	110.52	104.70	67.43	62.46	2.3	5.6	7.9	13.9	5.5	7.9
Fort Worth, TX+	69.4	66.0	107.34	104.83	74.48	69.16	5.2	2.4	7.7	12.4	4.3	9.7	69.4	66.0	107.34	104.83	74.48	69.16	5.2	2.4	7.7	12.4	4.3	9.7
Frisco, TX+	62.2	69.2	147.44	141.64	91.66	98.03	-10.2	4.1	-6.5	21.2	29.6	16.5	62.2	69.2	147.44	141.64	91.66	98.03	-10.2	4.1	-6.5	21.2	29.6	16.5
Grapevine, TX+	70.7	75.1	178.56	171.80	126.26	129.06	-5.9	3.9	-2.2	-2.2	0.0	-5.9	70.7	75.1	178.56	171.80	126.26	129.06	-5.9	3.9	-2.2	-2.2	0.0	-5.9
Irving, TX+	66.4	68.7	109.98	107.65	73.07	73.93	-3.3	2.2	-1.2	-1.1	0.0	-3.2	66.4	68.7	109.98	107.65	73.07	73.93	-3.3	2.2	-1.2	-1.1	0.0	-3.2
Nashville, TN	55.7	57.6	126.15	120.49	70.30	69.45	-3.3	4.7	1.2	6.0	4.7	1.2	55.7	57.6	126.15	120.49	70.30	69.45	-3.3	4.7	1.2	6.0	4.7	1.2
Phoenix, AZ	70.2	68.4	143.52	141.44	100.69	96.69	2.6	1.5	4.1	6.9	2.6	5.3	70.2	68.4	143.52	141.44	100.69	96.69	2.6	1.5	4.1	6.9	2.6	5.3
San Jose, CA+	72.2	69.2	191.10	179.18	137.92	123.99	4.3	6.7	11.2	13.1	1.6	6.0	72.2	69.2	191.10	179.18	137.92	123.99	4.3	6.7	11.2	13.1	1.6	6.0

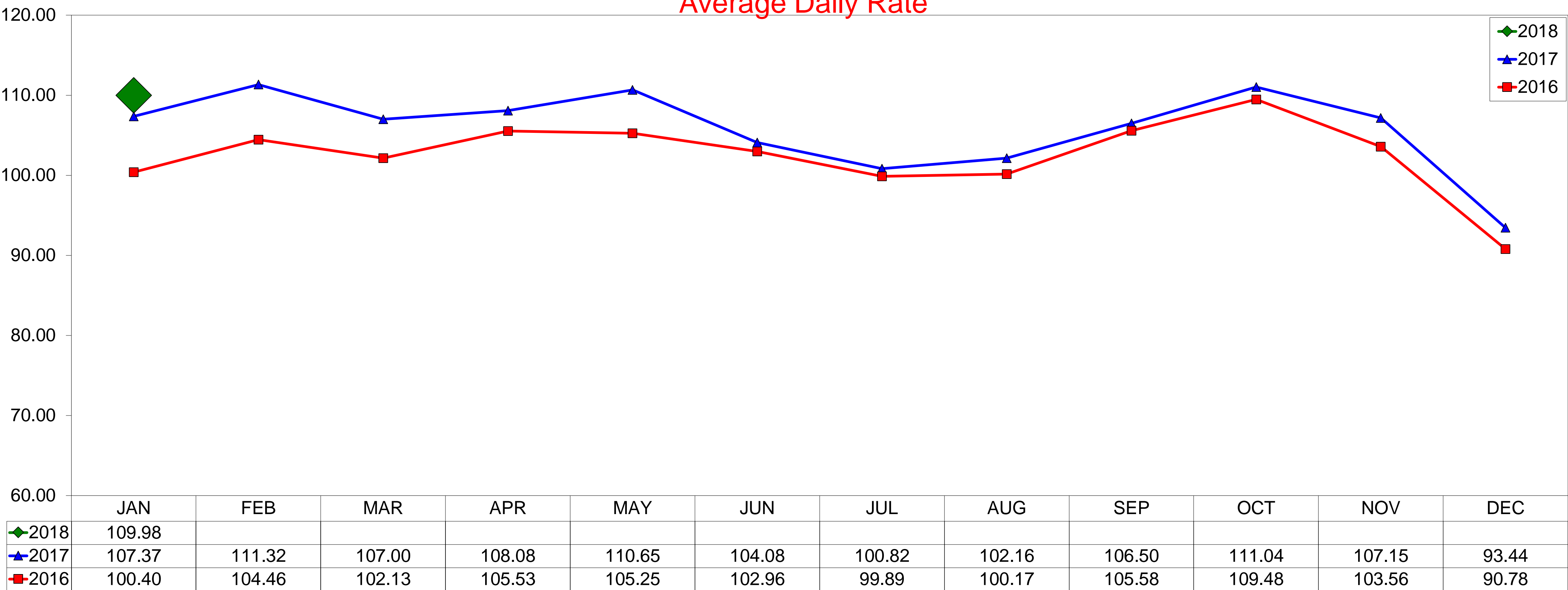
Competitive Set Comparison													
Actual Figures							Percent of Change from Last Year						
	Current Month			Year-To-Date				Current Month			Year-To-Date		
	OCC	ADR	RvPAR	OCC	ADR	RvPAR		OCC	ADR	RvPAR	OCC	ADR	RvPAR
US	54.46	123.33	67.17	54.46	123.33	67.17	US	0.9	2.0	2.9	0.9	2.0	2.9
Texas	59.08	101.95	60.23	59.08	101.95	60.23	Texas	6.1	3.8	10.1	6.1	3.8	10.1
Irving	66.44	109.98	73.07	66.44	109.98	73.07	Irving	-3.3	2.2	-1.2	-3.3	2.2	-1.2
Best USA	SanJose	SanJose	SanJose	SanJose	SanJose	SanJose	Best USA	Ft Worth	SanJose	SanJose	Ft Worth	SanJose	SanJose
	72.17	191.10	137.92	72.17	191.10	137.92		5.2	6.7	11.2	5.2	6.7	11.2
Best Texas	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Grpvine	Best Texas	Ft Worth	Frisco	Ft Worth	Ft Worth	Frisco	Ft Worth
	70.71	178.56	126.26	70.71	178.56	126.26		5.2	4.1	7.7	5.2	4.1	7.7
Worst USA	Nshville	Arlngtn	Arlngtn	Nshville	Arlngtn	Arlngtn	Worst USA	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn
	55.73	84.92	50.74	55.73	84.92	50.74		-10.2	-9.1	-9.3	-10.2	-9.1	-9.3
Worst Texas	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Arlngtn	Worst Texas	Frisco	Arlngtn	Arlngtn	Frisco	Arlngtn	Arlngtn
	59.76	84.92	50.74	59.76	84.92	50.74		-10.2	-9.1	-9.3	-10.2	-9.1	-9.3
Note: "Best" and "Worst" notations above refer to destinations within this competitive set only													

A blank row indicates insufficient data.

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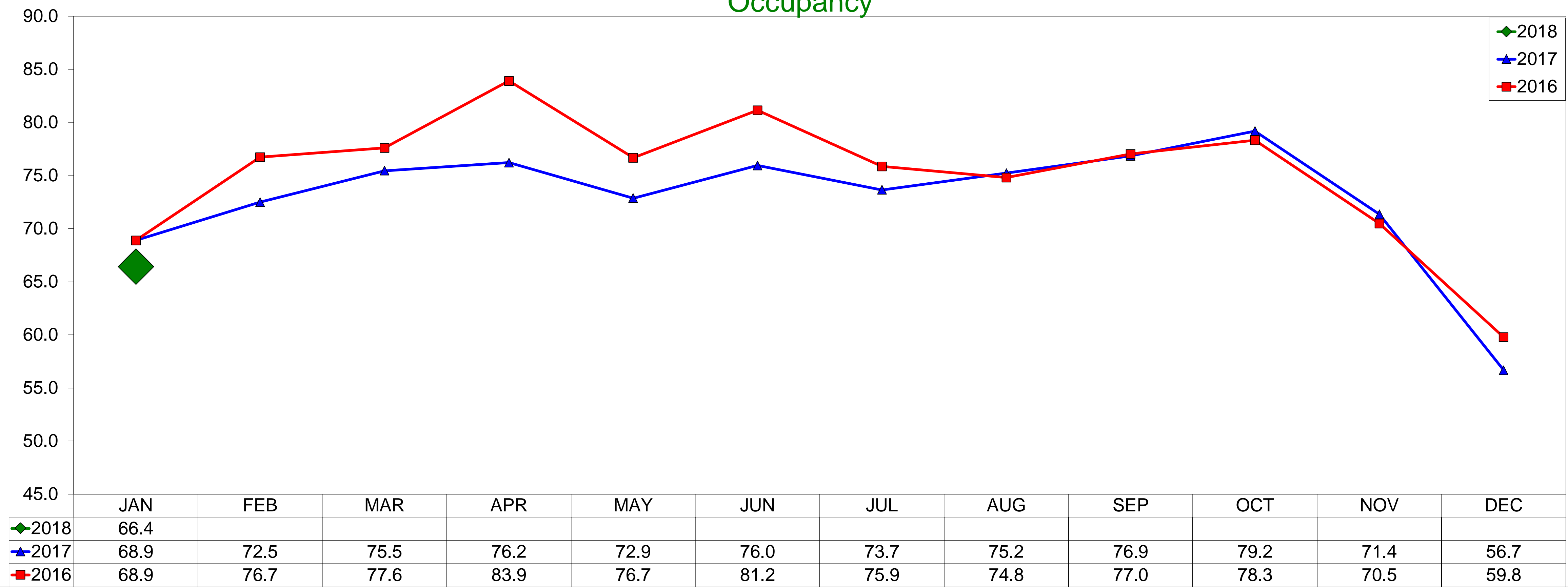
IRVING CONVENTION & VISITORS BUREAU  
Three Year Comparison - CITY OF IRVING - ALL PROPERTIES  
January 2018

Average Daily Rate



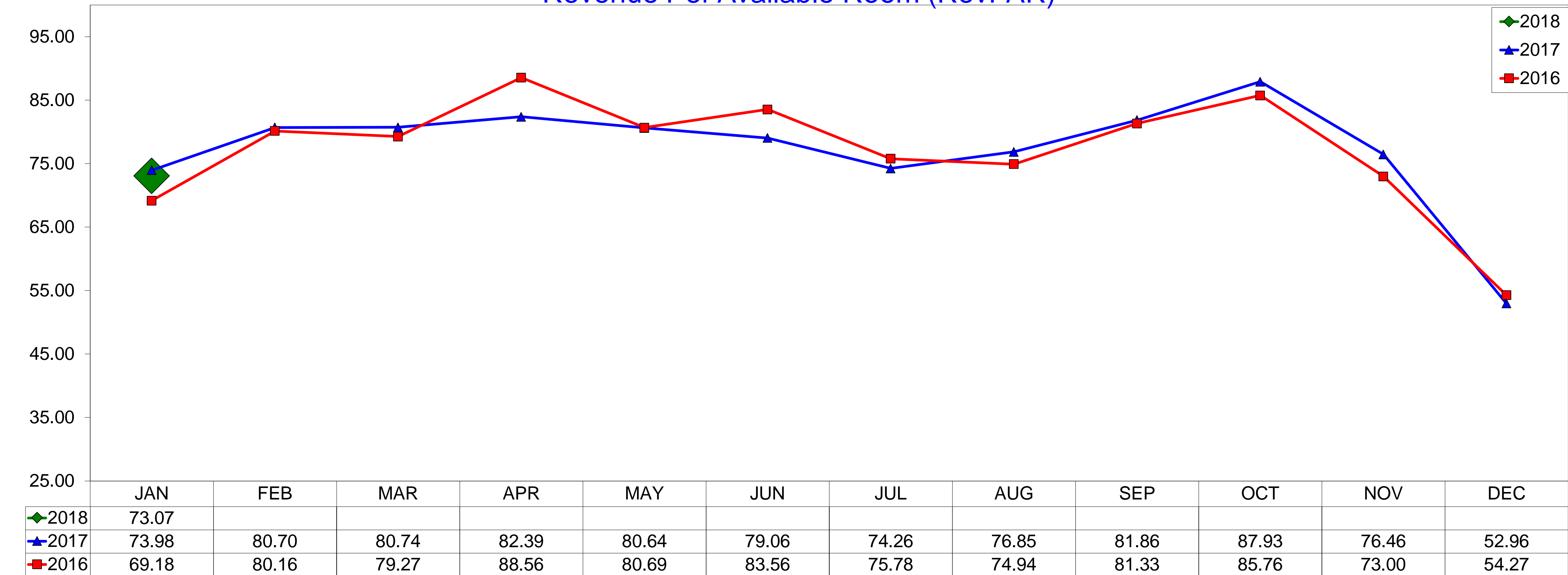
12 month ADR Rolling Average through January 2018 is \$106.2 with a change from last year of 2.8%

Occupancy



12 month Occupancy Rolling Average through January 2018 is 72.68% with a change from last year of -2.9%

Revenue Per Available Room (RevPAR)



12 month RevPAR Rolling Average through January 2018 is \$77.18 with a change from last year of -0.2%

# IRVING CONVENTION & VISITORS BUREAU

## Irving, Texas & United States Comparison

### January 2018

Irving	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	109.98	2.2%	109.98	2.2%	66.4%	-3.3%	66.4%	-3.3%	73.07	-1.2%	73.07	-1.2%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												
12 mo. rolling averages:      ADR    106.20      2.8%           Occupancy    72.7%    -2.9%             RevPAR    77.18    -0.2%												

Texas	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	101.95	3.8%	101.95	3.8%	59.1%	6.1%	59.1%	6.1%	60.23	10.1%	60.23	10.1%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

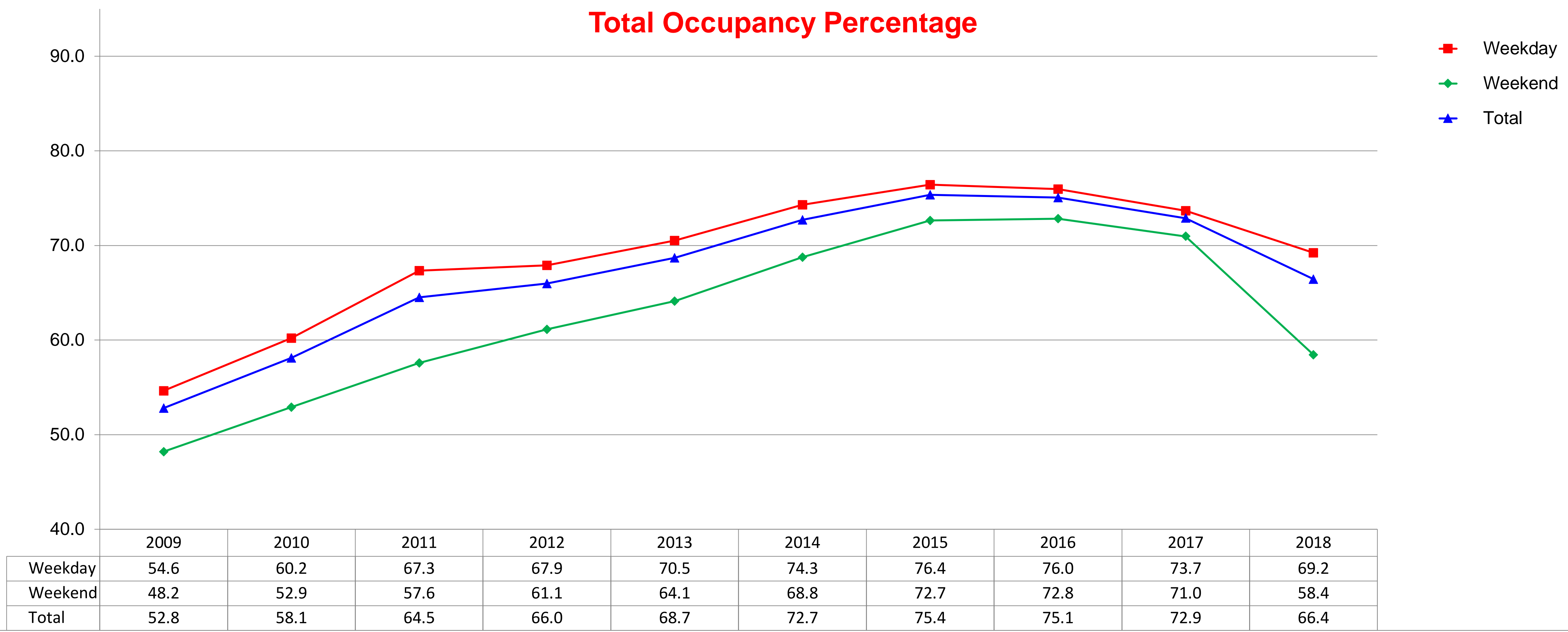
USA	A.D.R.				OCCUPANCY				RevPAR			
	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg	Current	% Chg	YTD	% Chg
JANUARY	123.33	2.0%	123.33	2.0%	54.5%	0.9%	54.5%	0.9%	67.17	2.9%	67.17	2.9%
FEBRUARY												
MAR												
APRIL												
MAY												
JUNE												
JULY												
AUGUST												
SEPTEMBER												
OCTOBER												
NOVEMBER												
DECEMBER												

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

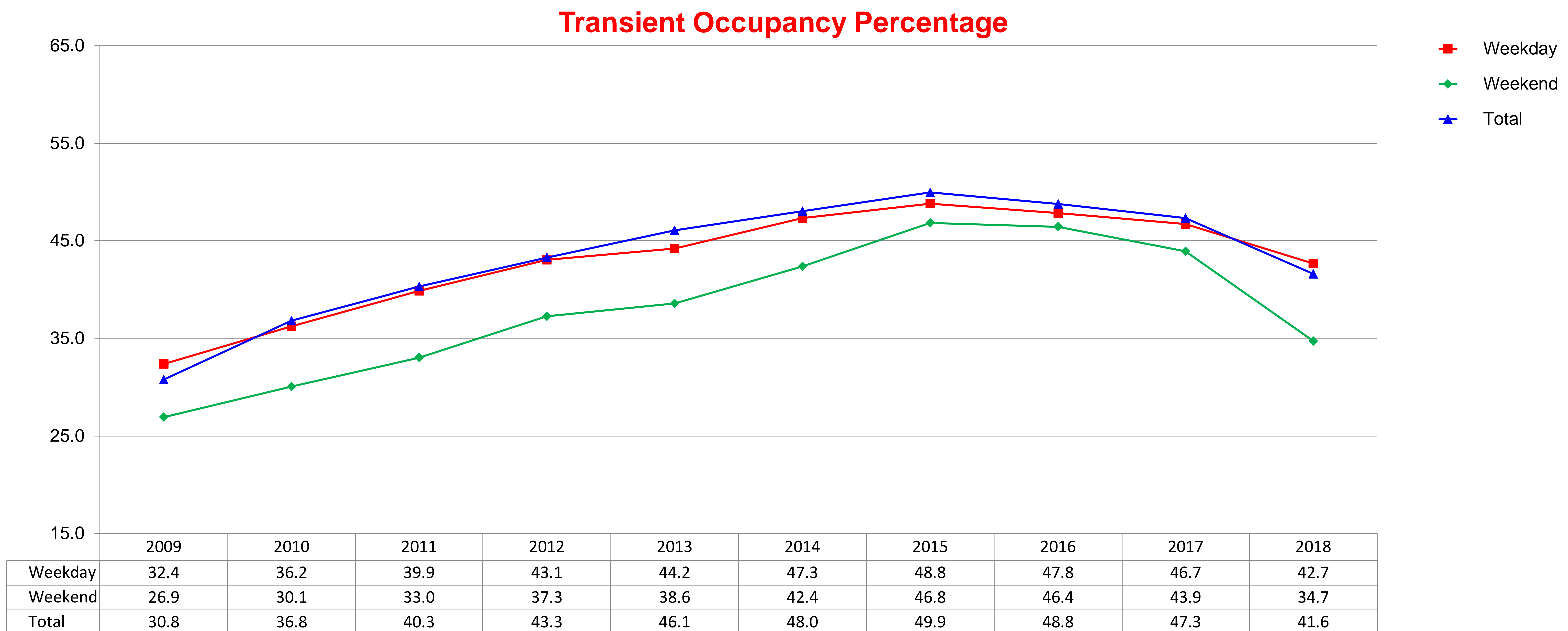


**IRVING CONVENTION & VISITORS BUREAU**  
Day of Week Detail  
Annual Year End Figures And YTD through January 2018

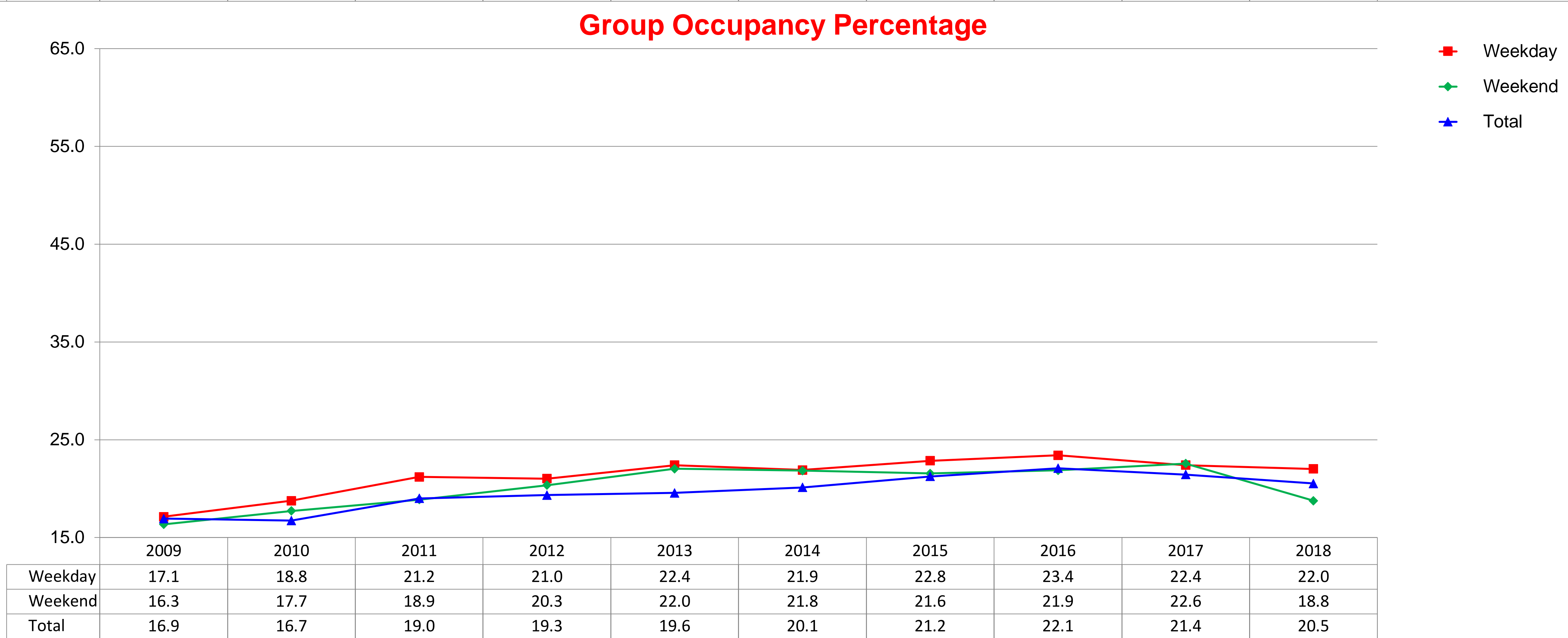
**Total Occupancy Percentage**



**Transient Occupancy Percentage**



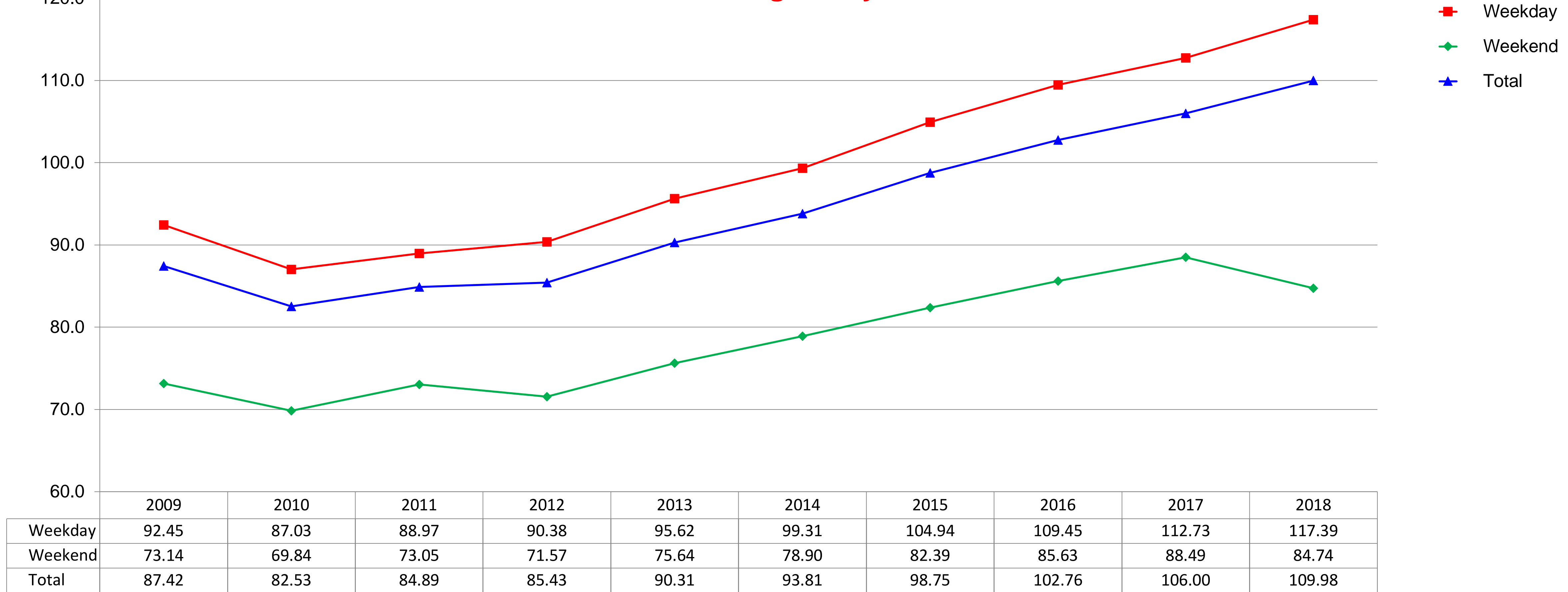
**Group Occupancy Percentage**



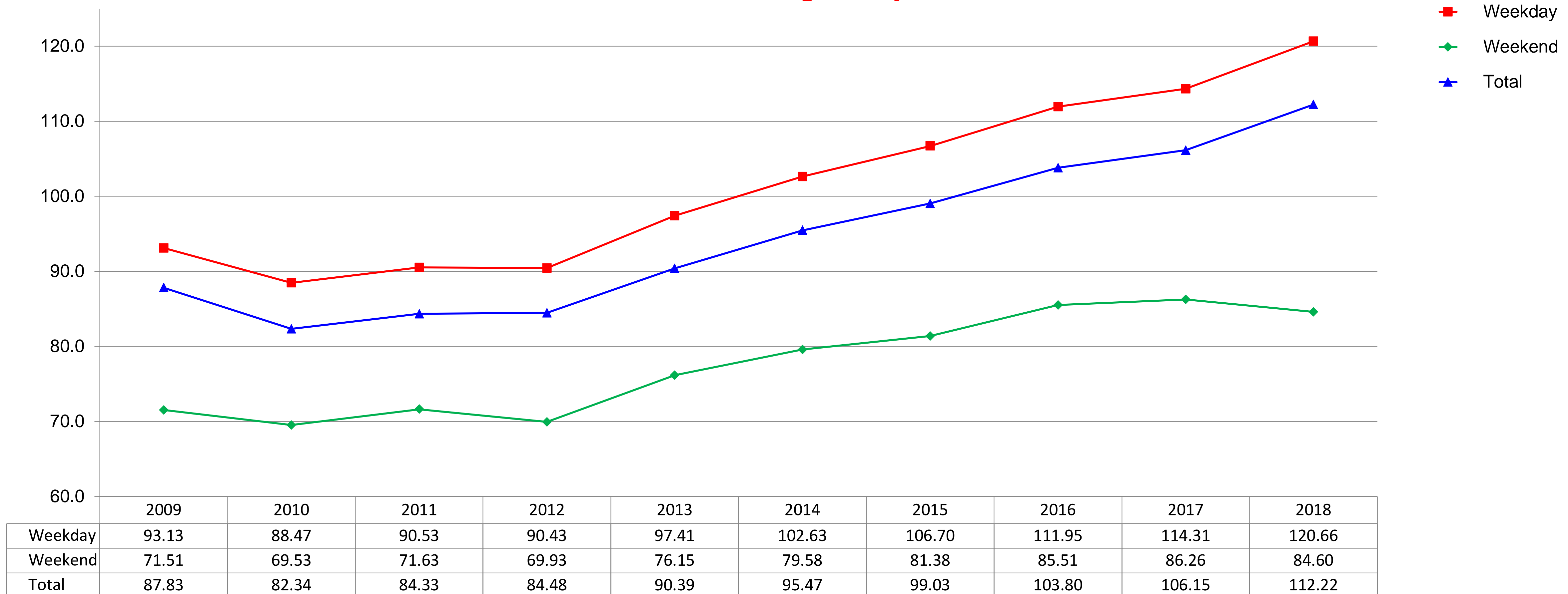


**IRVING CONVENTION & VISITORS BUREAU**  
Day of Week Detail  
Annual Year End Figures And YTD through January 2018

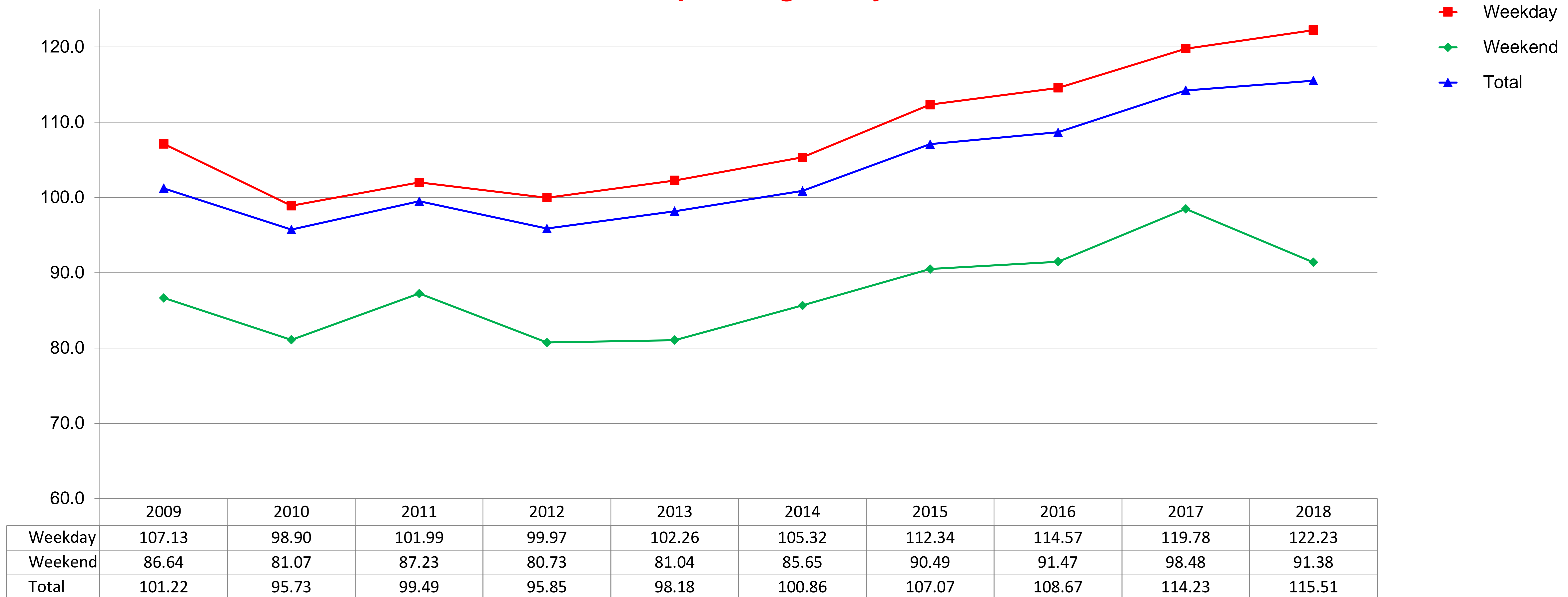
**Total Average Daily Rate**



**Transient Average Daily Rate**



**Group Average Daily Rate**

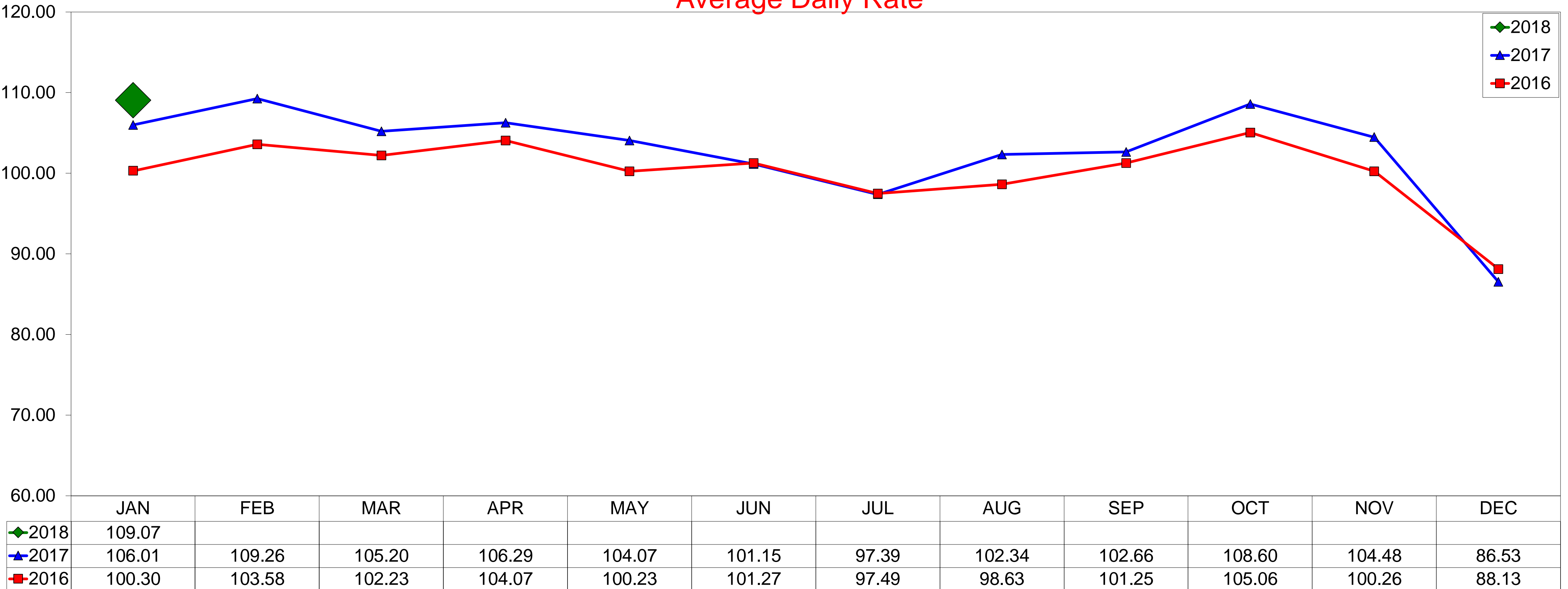


# IRVING CONVENTION & VISITORS BUREAU

## Three Year Comparison - DFW North

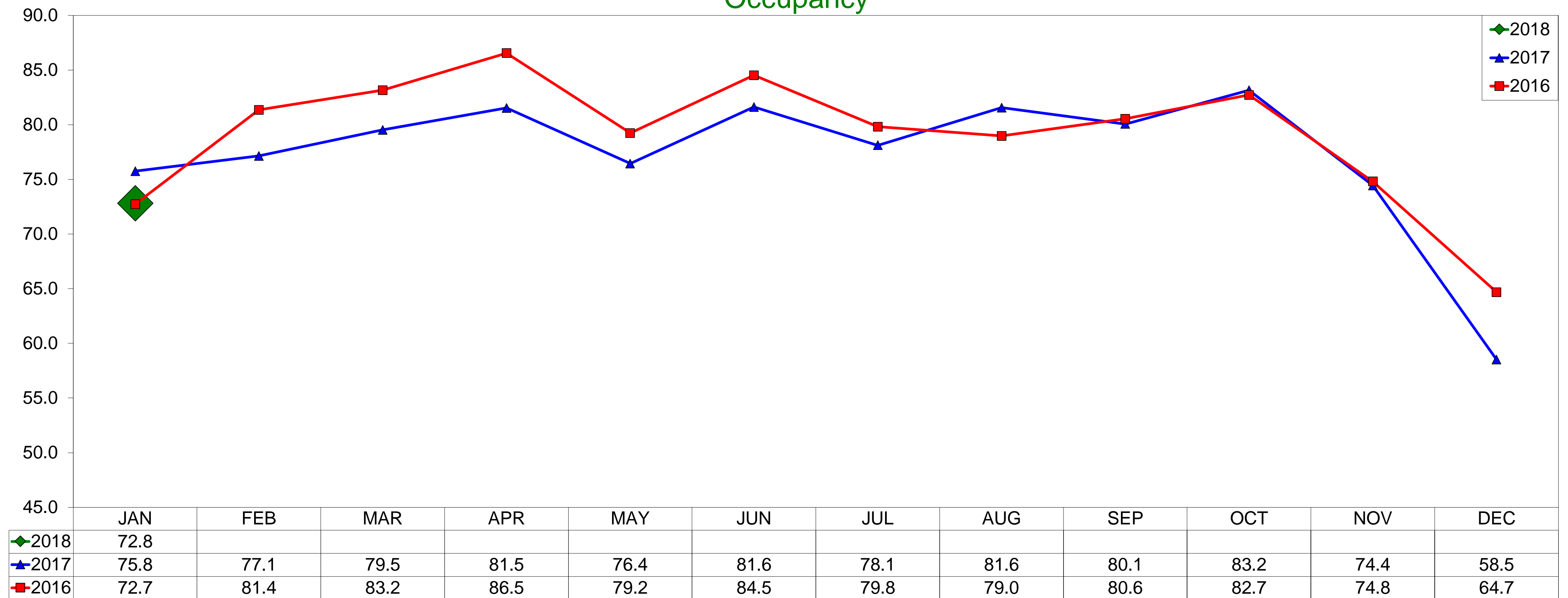
### January 2018

#### Average Daily Rate



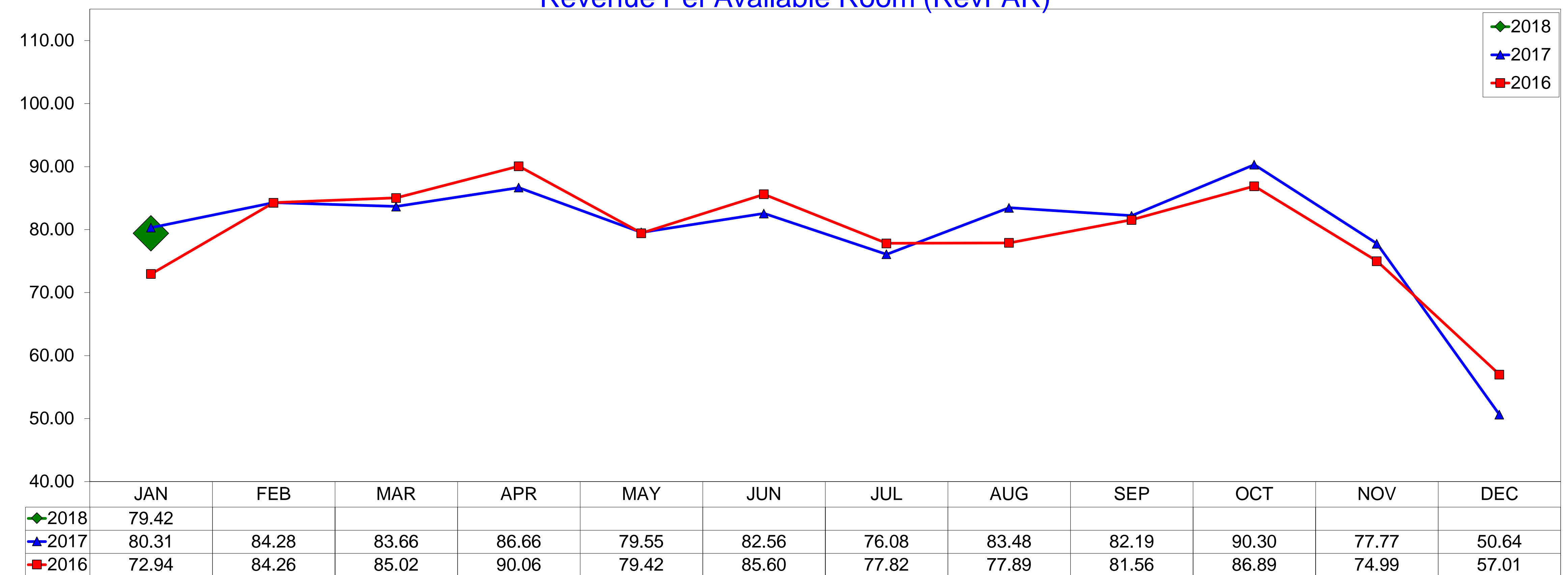
12 month ADR Rolling Average through January 2018 is \$103.37 with a change from last year of 2.5%

#### Occupancy



12 month Occupancy Rolling Average through January 2018 is 77.05% with a change from last year of -2.6%

#### Revenue Per Available Room (RevPAR)



12 month RevPAR Rolling Average through January 2018 is \$79.65 with a change from last year of -0.2%



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## ICVB MEMORANDUM

---

DATE: 3/14/2018  
TO: Maura Gast  
FROM: Mike Zumbaugh  
RE: AirBNB Data Reports

As you know, we have contracted with AirDNA to provide utilization data of AirBNB properties within the City of Irving. AirDNA analytics and reports are based on AirBNB data gathered from information publicly available on the AirBNB website. Their database tracks the performance of over 4 million AirBNB listings around the globe each day. More information about their data generation can be found at <https://www.airdna.co/methodology>.

Using AirDNA's data, I have compiled a few graphs in the similar-looking format to our STR graphs, for inclusion in the board packet. Here are some explanations of those graphs:

**Entire Place:**

This grouping includes all "entire place" listings such as a whole home/apartment with multiple bedrooms, 1-bedroom apartments, and studio apartments.

**Hotel Comparable Subset:**

This grouping has been broken out of the Entire Place data, and includes only listings with 1 bedroom, or is a studio apartment. AirDNA feels this is most comparable to individuals who may otherwise choose a hotel room.

**Total Available Listings:**

These are listings that were advertised for rent during the month, or had a booking even if they weren't advertised. They are broken out between Entire Place, Private Room and Shared Room graphs.

**Booked Listings:**

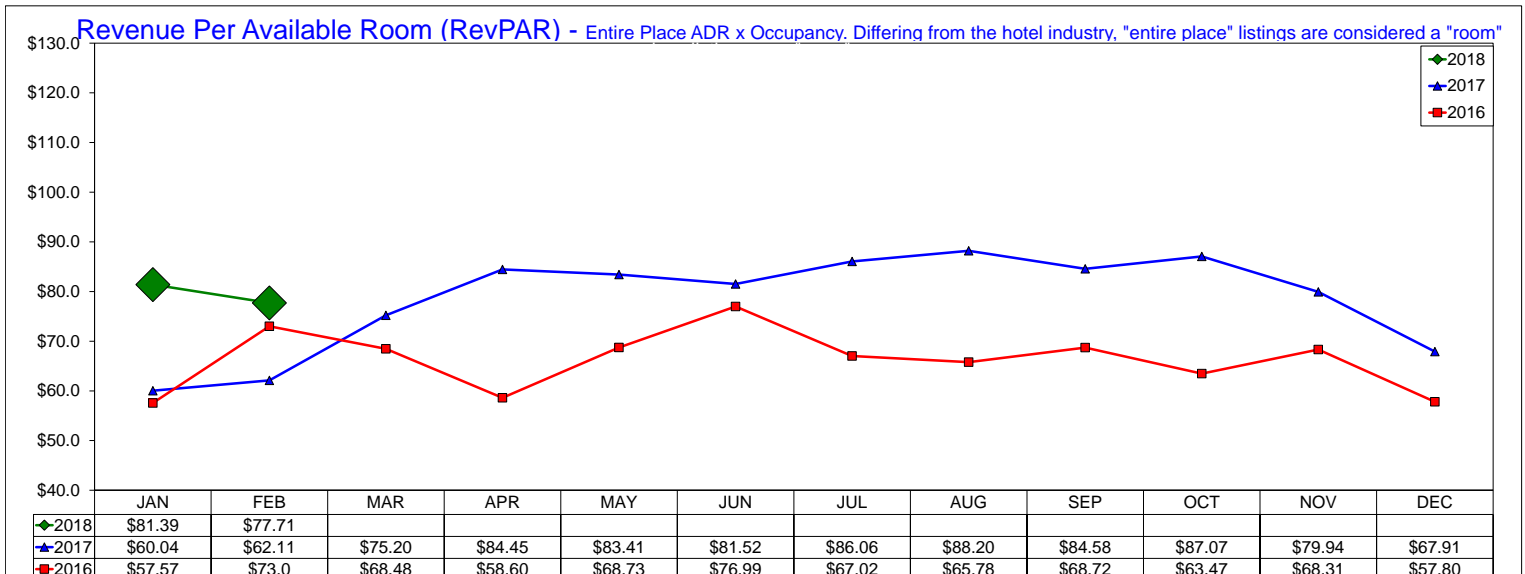
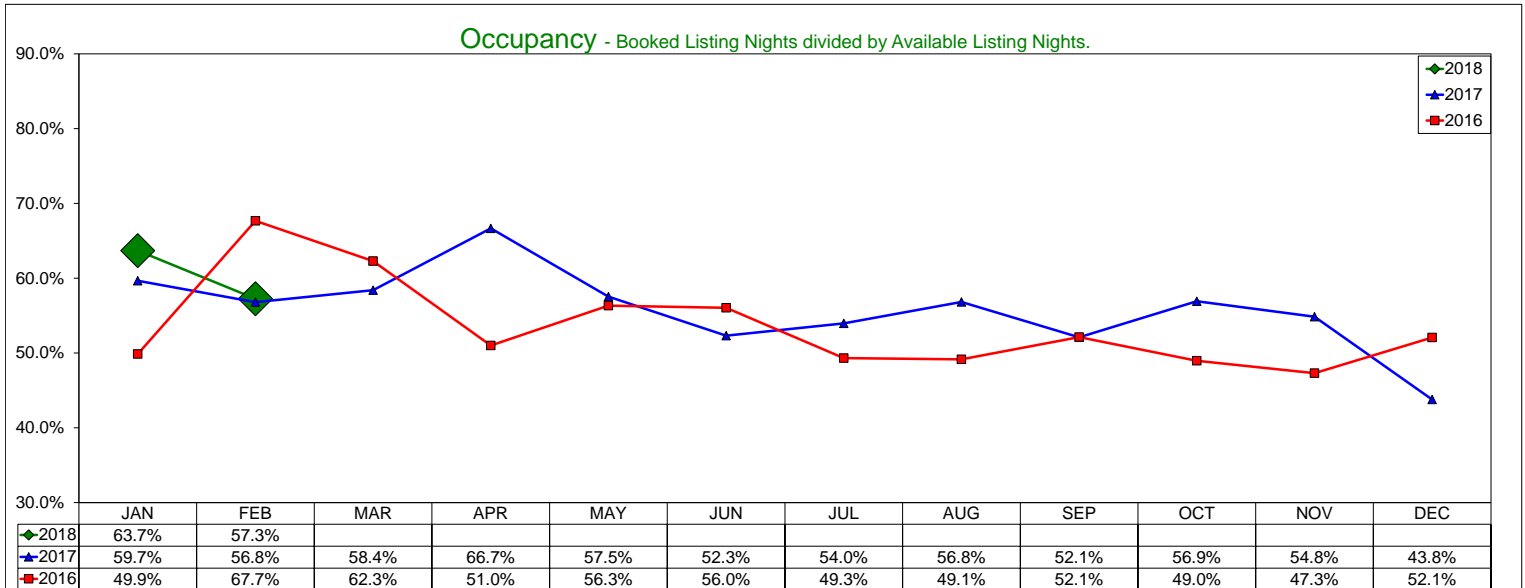
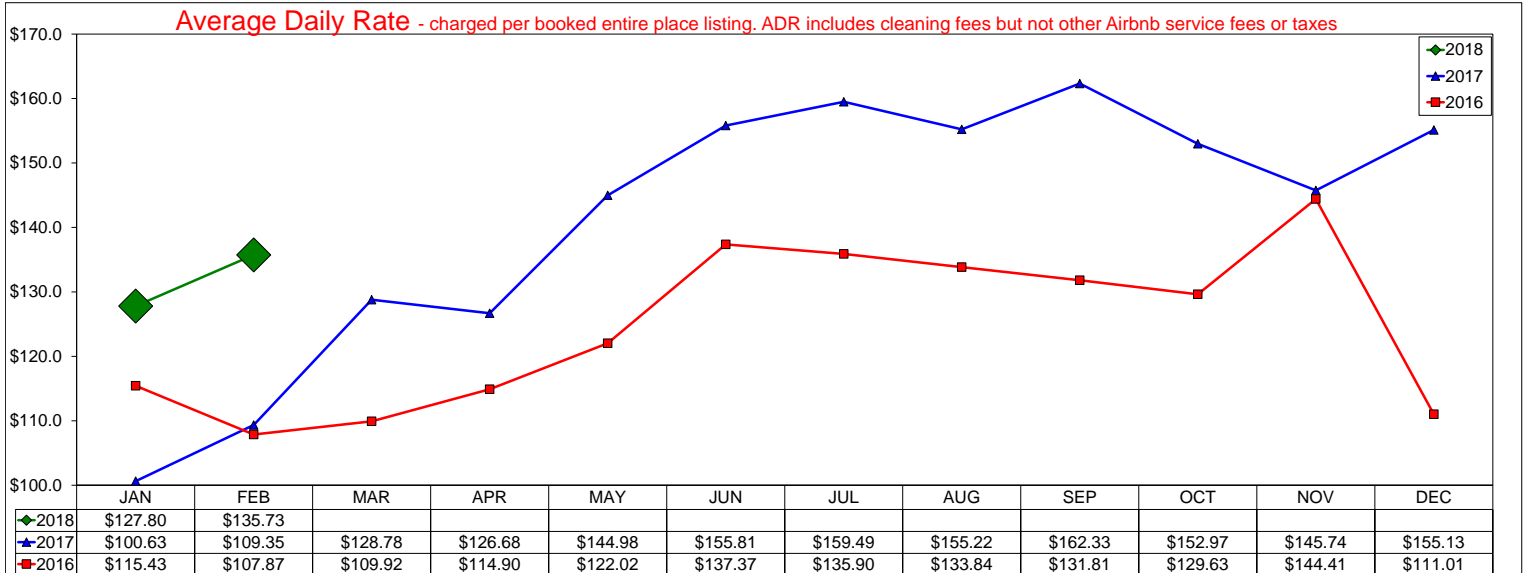
Also broken out between Entire Place, Private Room and Shared Room, these are the number of listings that had at least one booking during a month.

# IRVING CONVENTION & VISITORS BUREAU

## AirBNB - Entire Place

February 2018

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



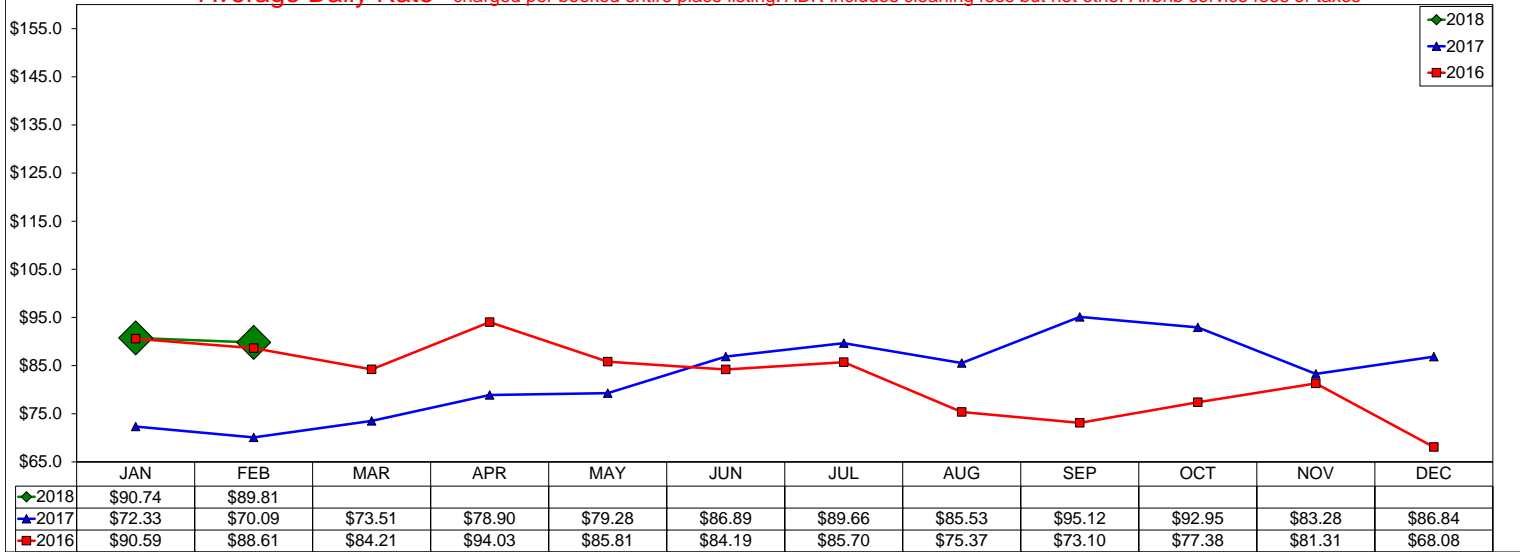
# IRVING CONVENTION & VISITORS BUREAU

## Airbnb - Hotel Comparable Subset

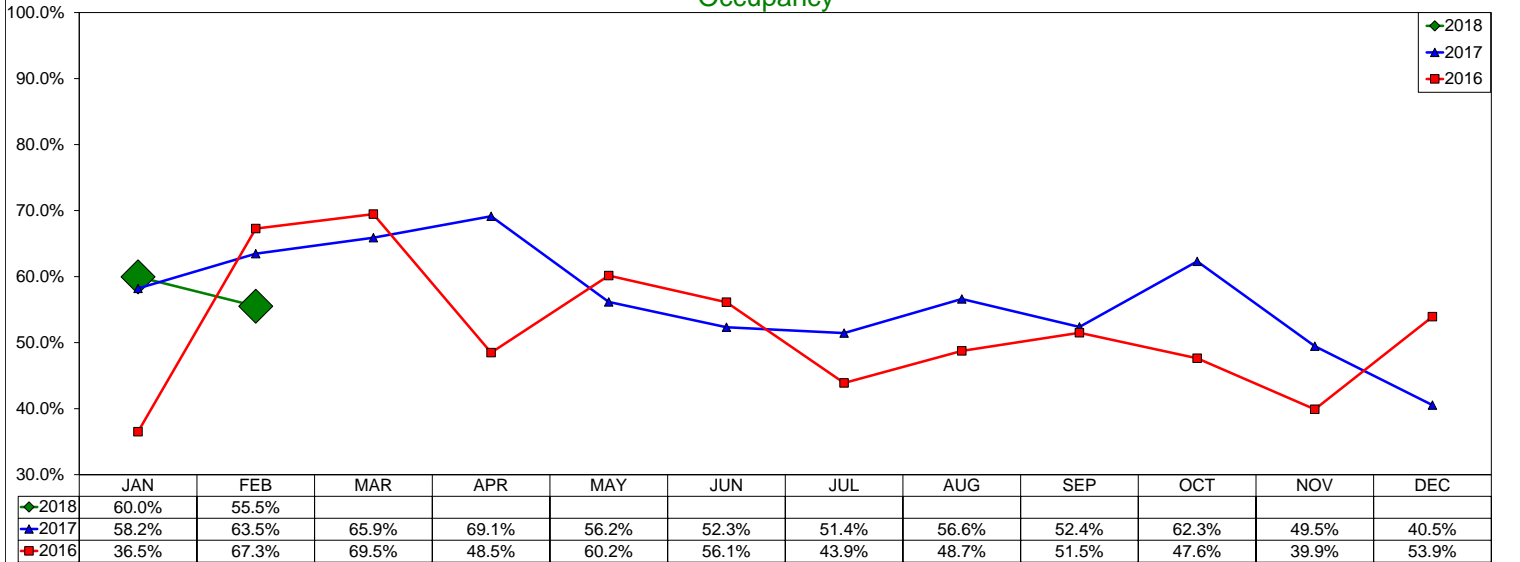
February 2018

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

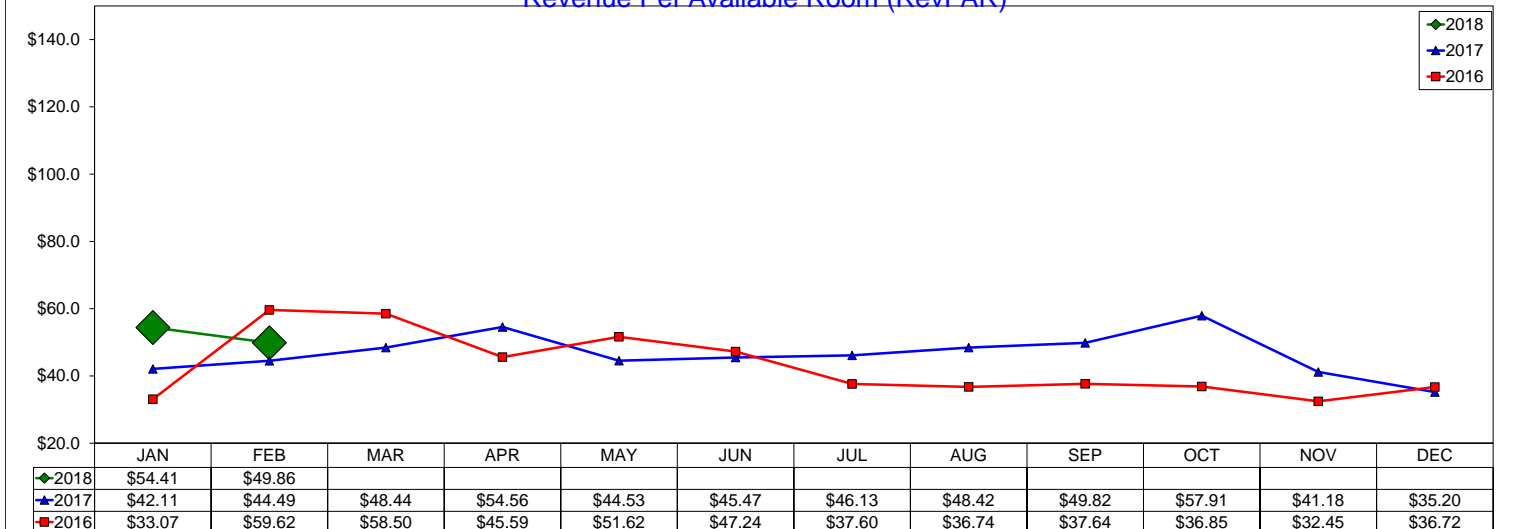
**Average Daily Rate** - charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes



## Occupancy



## Revenue Per Available Room (RevPAR)



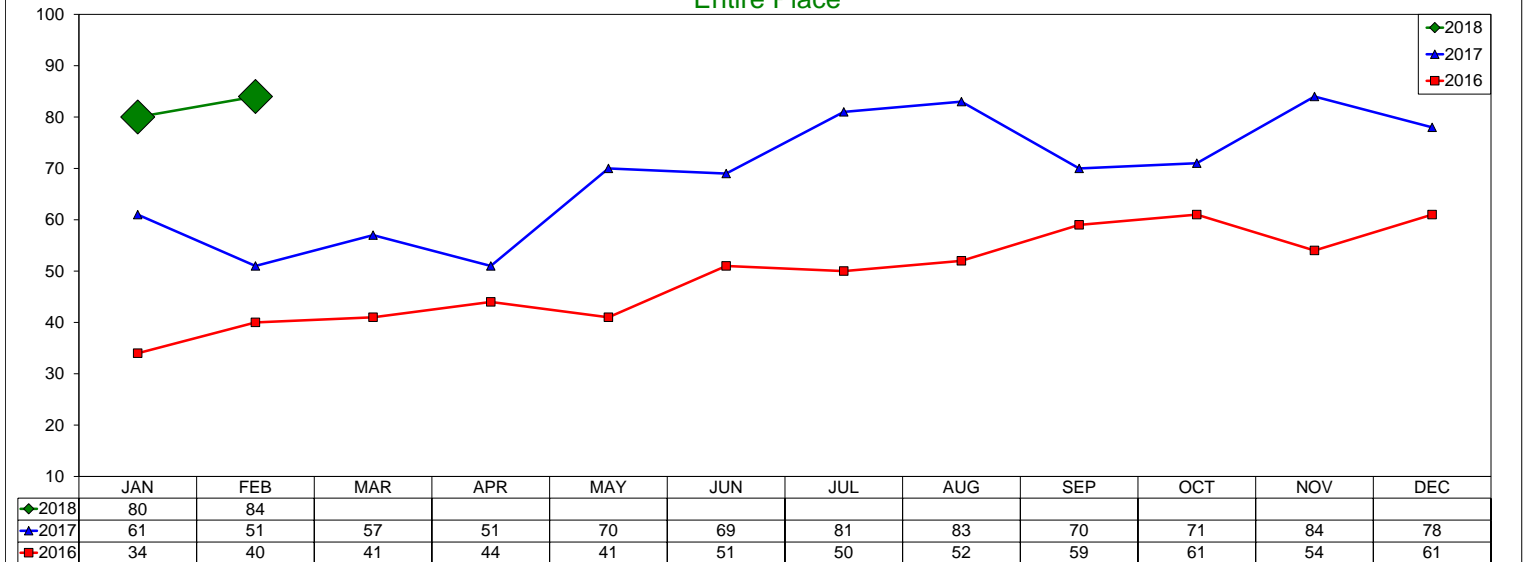
# IRVING CONVENTION & VISITORS BUREAU

## AirBNB - Total Available Listings

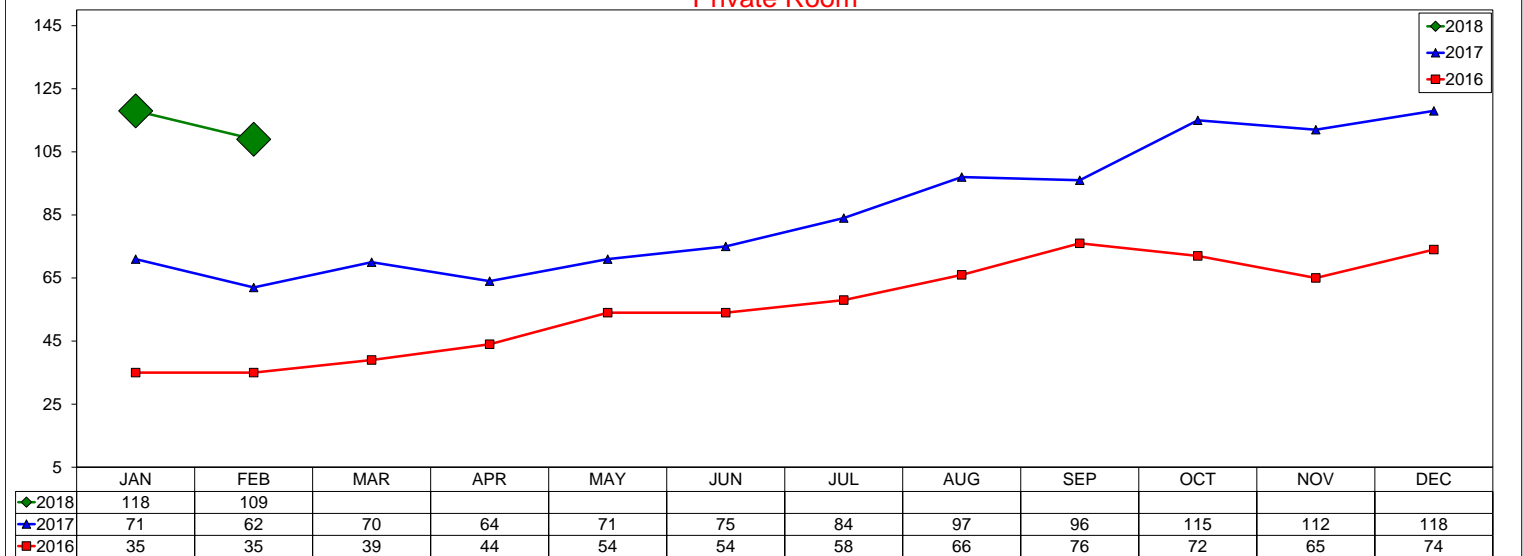
February 2018

The count of Airbnb listings that were advertised for rent during the month or had a booked day in the month

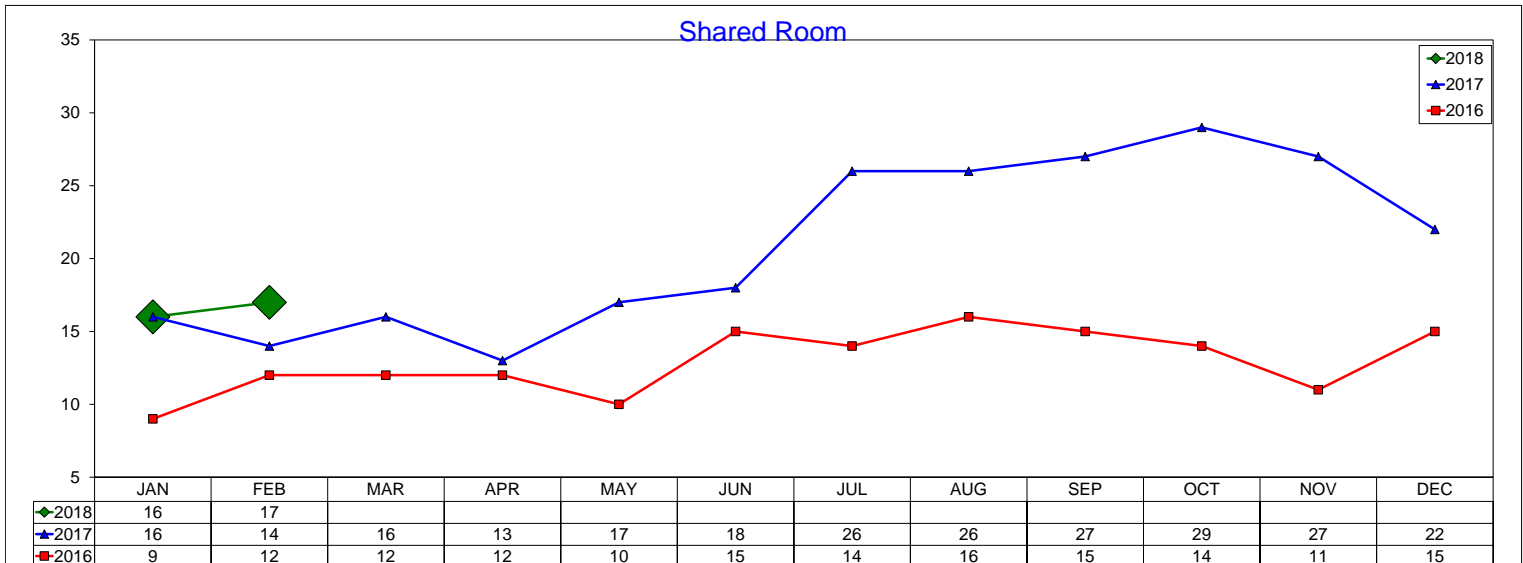
### Entire Place



### Private Room



### Shared Room



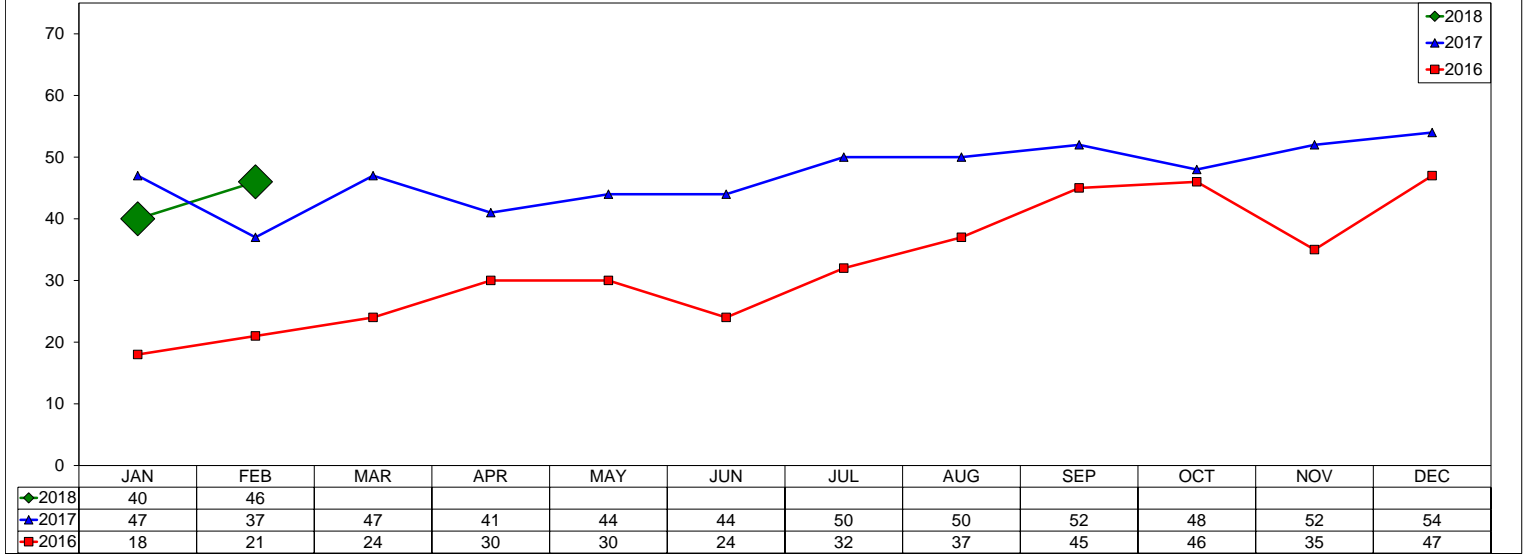
# IRVING CONVENTION & VISITORS BUREAU

## AirBNB - Booked Listings

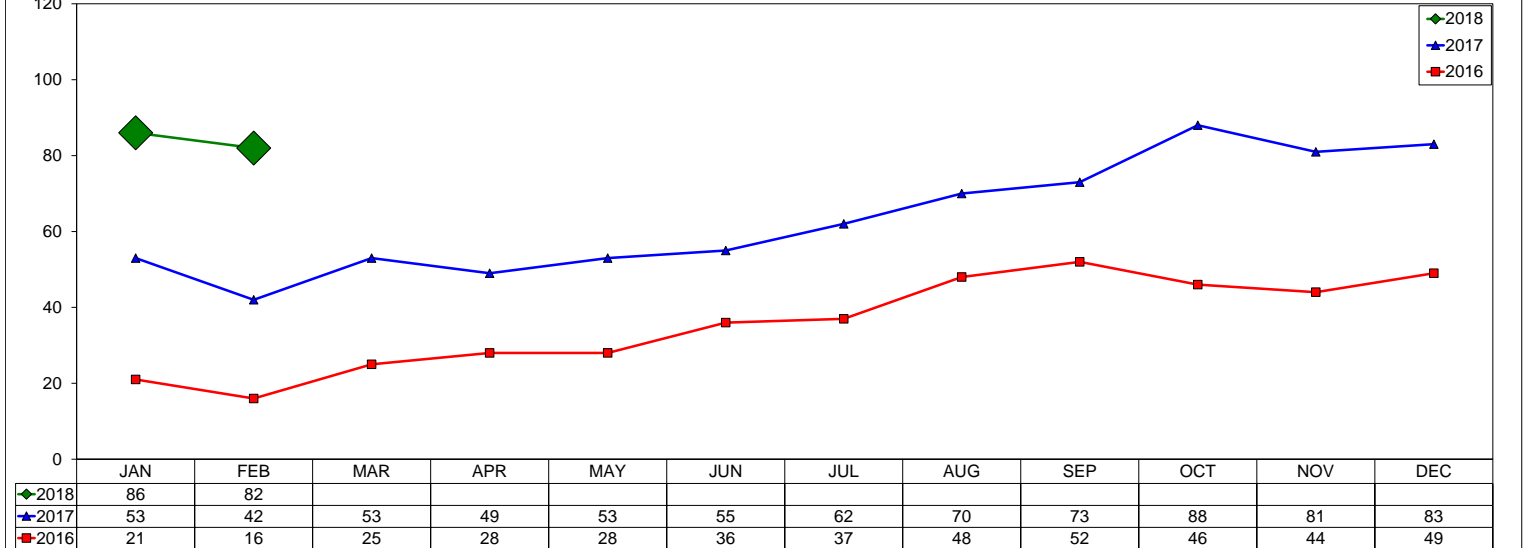
February 2018

The count of Airbnb listings that had at least one booked day in the month

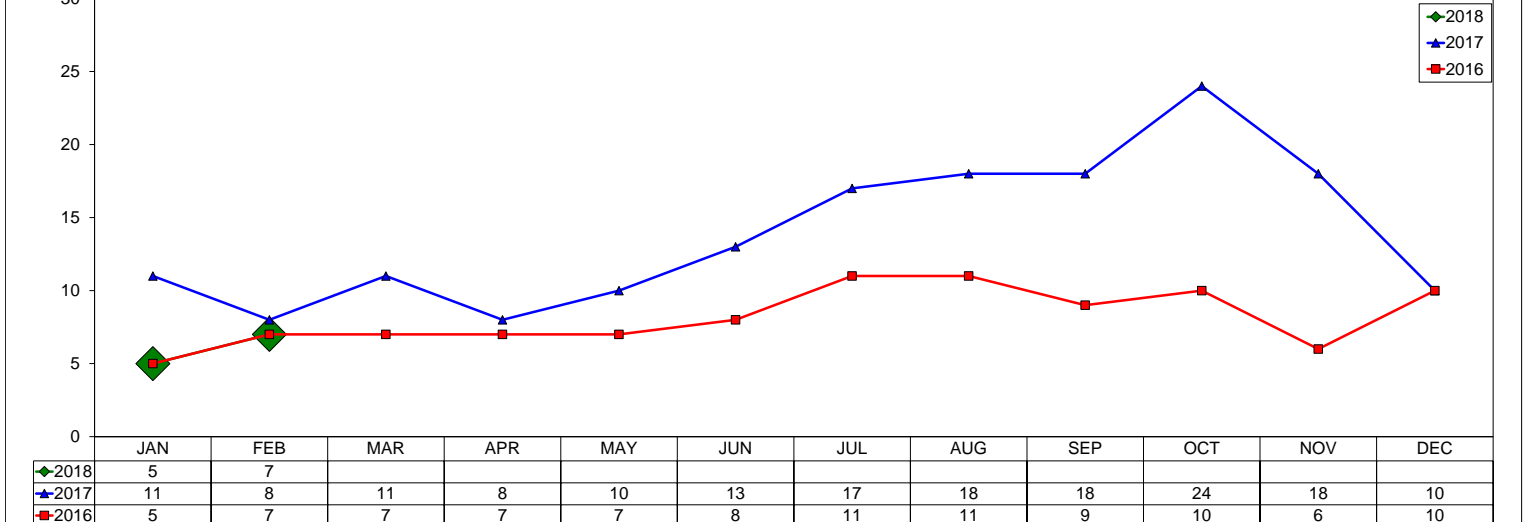
### Entire Place



### Private Room

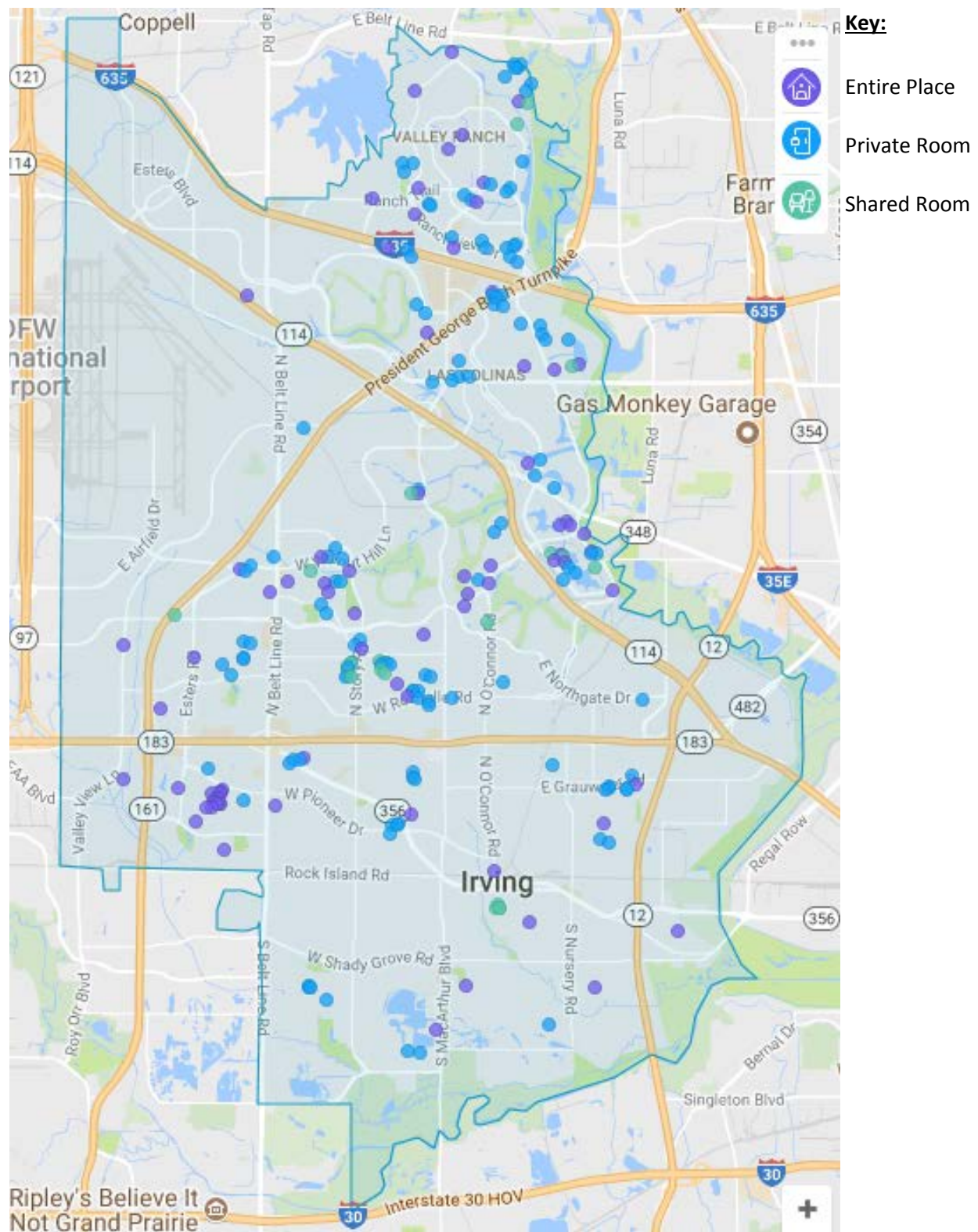


### Shared Room



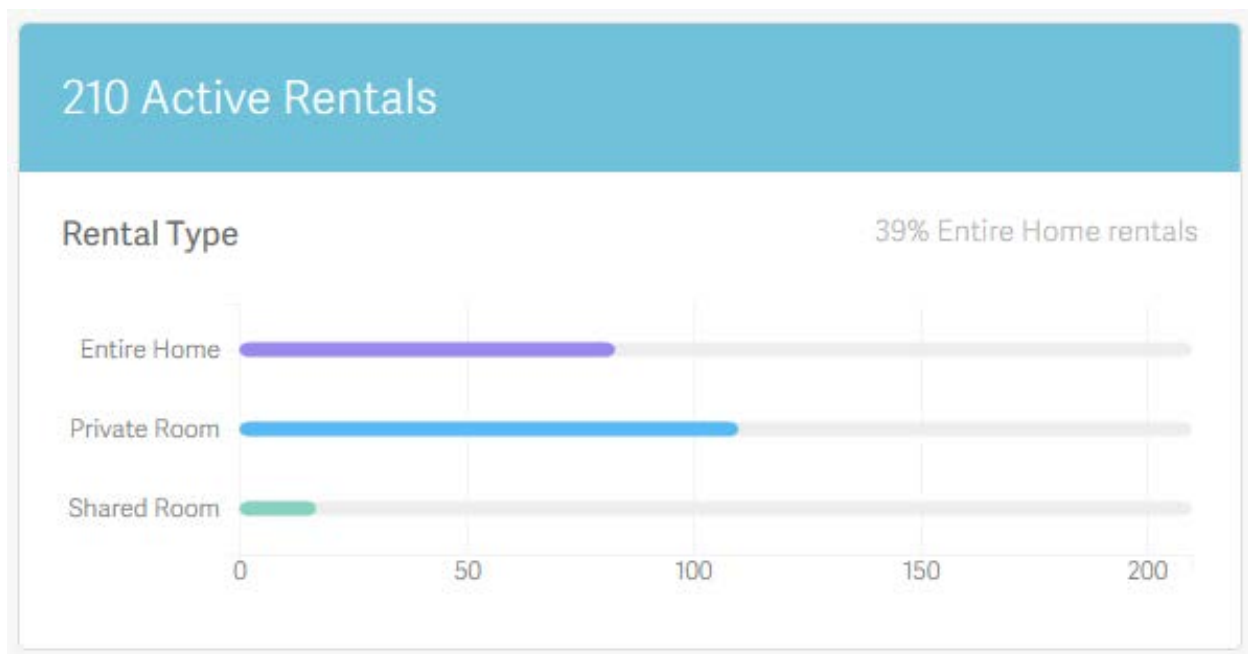


## Map of AirBNB locations within Irving





As of March 2018, there are 210 active rentals in Irving. “Active” means the host currently has their home or room listed available to rent. 83 (39%) of those rent the entire home, 110 (52%) rent a private room, and 17 (8%) rent a shared room.



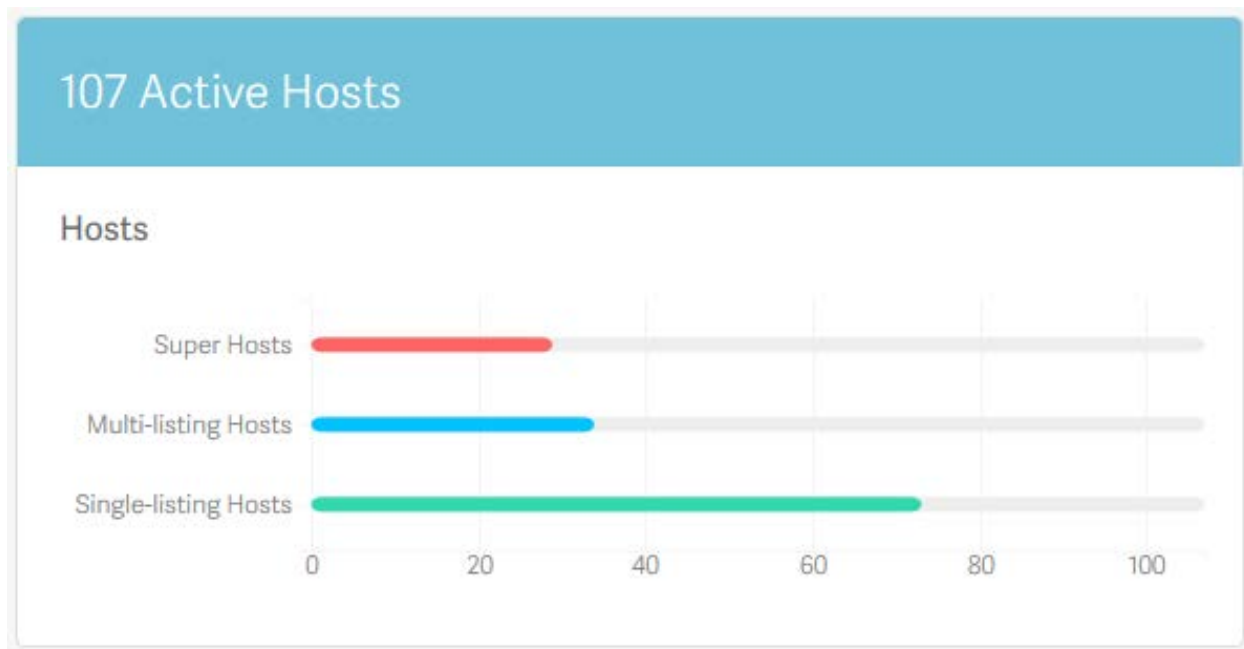
Of the Entire Home rentals, there are on average 1.8 bedrooms available. The chart below depicts the actual breakdown of bedrooms.



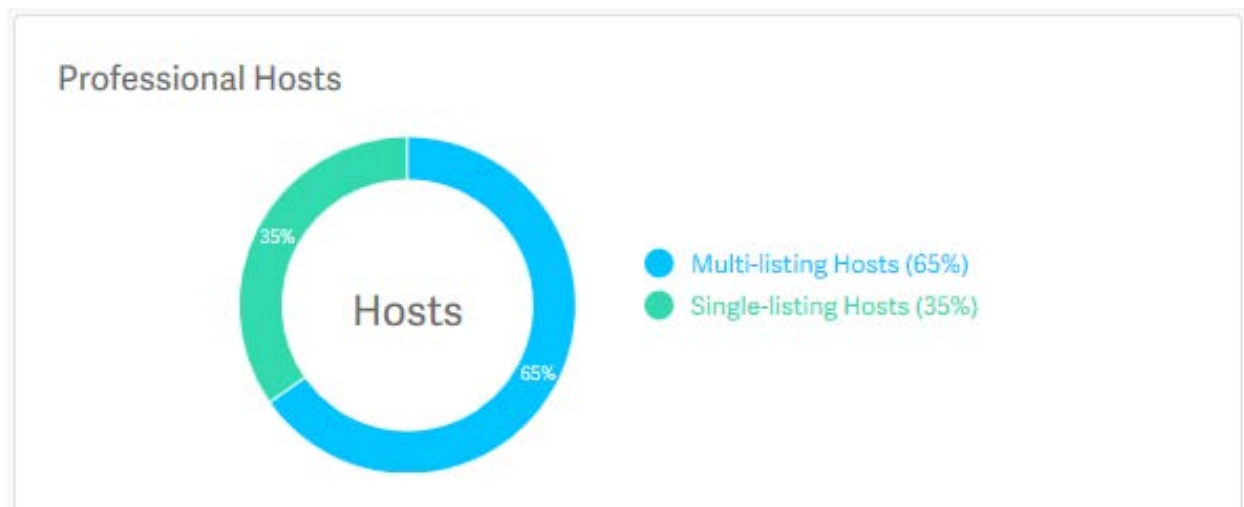
In Irving, there are currently 107 active hosts. Of those, 73 rent only a single property, while the other 34 rent multiple properties. Additionally, of the 107 hosts, 29 are considered Super Hosts by AirBNB.

Being a Super Host means they are:

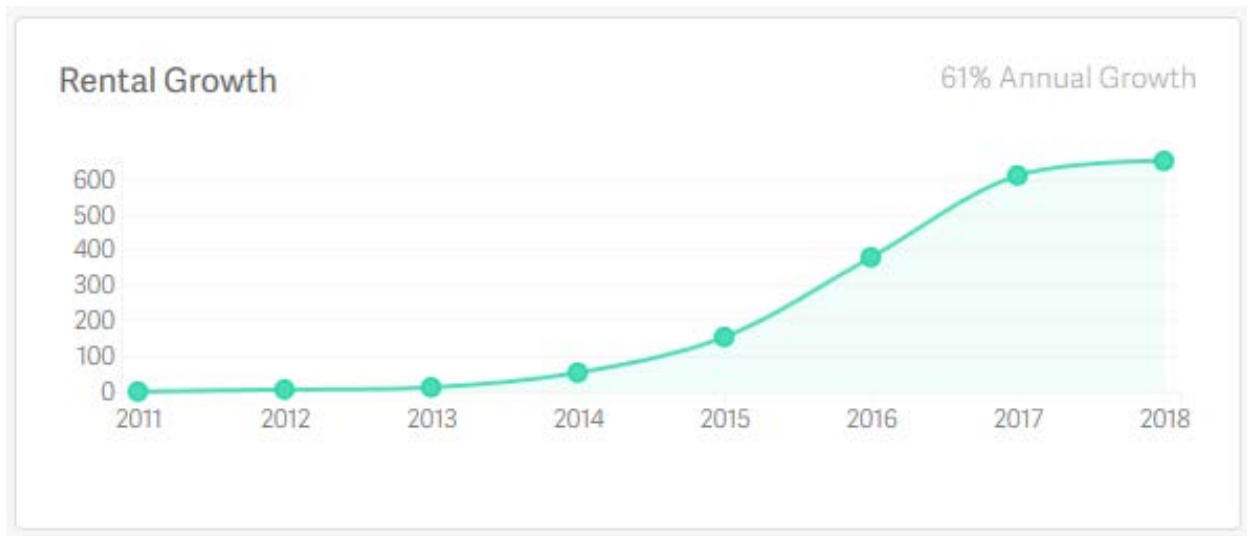
- Highly rated - achieving an overall 4.8 or better rating
- Responsive – responding to an inquiry within 24 hours at least 90% of the time
- Active – Hosting at least 10 stays per year
- Reliable – Honoring every reservation made, unless there's an extenuating circumstance



Nearly two thirds of the properties (137) are listed by multi-listing hosts. The remaining 73 properties are single-listing hosts.



There has been exponential growth in the past few years in the number of rentals, as depicted in the chart below. In 2017, there were 611 cumulative hosts, and already in March 2018, Irving is up to 651 hosts. Noted earlier, there are 210 active rentals. This means that 441 rental hosts currently do not have their property listed for rent, for a variety of reasons. Some rentals are only available for a single week/weekend (like Byron Nelson time), while others are full-time investment properties.





# SPIRIT

## OF LASCOLINAS

INSIDE: 19 LAS COLINAS APARTMENTS  
WIN PLATINUM AWARDS

Bi-Monthly Newsletter of LAS COLINAS ASSOCIATION

f e APRIL 2018

## CARROLLTON-FARMERS BRANCH ISD: IMPROVING LEARNING

It is easy to classify education with statistics; however, there is much more to the experience of young scholars. Relationships with caring teachers, diversity, strong family involvement and a range of extracurricular activities all positively mold the student from kindergarten to senior year. What makes Carrollton-Farmers Branch Independent School District unique is that they have International Baccalaureate (IB) schools within their district.

At Las Colinas Elementary, Bush Middle School and Ranchview High school, students can take the full continuum of the IB program. IB programs teach students to challenge assumptions, think critically, develop research skills that will help them in higher education realms, consider both local and global contexts and lastly, develop multilingual skills. While many schools are doing away with Arts programs, IB schools advocate a well-rounded education which includes students taking classes devoted to Library time (reading), Spanish (language), Art and Music.

Principal Ahveance Jones at Las Colinas Elementary School says that the school's strengths are diversity, parental involvement and close-knit ties within the community. Besides strong parental involvement, the school has a following of generous donors who have contributed gifts ranging from updated technology, and playground equipment, to sponsoring the school's monthly family



Statue of Ranchview High School's mascot.

CONTINUED ON PAGE 3



*The educational options for young Las Colinians are diverse, with three school districts serving the community aside from various private, charter and religious schools. In order to shine a spotlight on the character building institutions, this second of two-part series will highlight the Carrollton-Farmers Branch School District. Irving ISD was featured in our February newsletter. It is important to know that while Coppell was contacted via email and phone, we never received a response. We would love to feature Coppell ISD in an upcoming newsletter.*





## Property of the Month

6700 Las Colinas Blvd.  
Fluor Corporation



## APRIL & MAY COMMUNITY EVENTS

Yarn crafters, it's that time of year again! **DFW Fiber Fest** will take place April 5, 2018 - April 8, 2018, at the Irving Convention Center. For more info: <http://www.dfwfiberfest.org/>.

Toyota Music Factory will be the location for the **2018 Irving Marathon**. This event will be held on April 7th. More details can be found at [www.irvingmarathon.com](http://www.irvingmarathon.com).

**Brad Paisley's Weekend Warrior World Tour** is coming to the Toyota Music Factory Friday, April 13th at 7 pm. Get your tickets at <http://www.bradpaisley.com/tour-dates>.

The **North Texas Teen Book Festival** is coming to the Irving Convention Center Saturday, April 21, 2018, from 9 a.m. to 5 p.m. This free, one-day festival will highlight Middle Grade and Young Adult (YA) literature by connecting the North Texas reading community to well-known, best-selling, and emerging teen authors. To find out more about the festival, visit [www.northtexasteenbookfestival.com](http://www.northtexasteenbookfestival.com).

Get your helmet and your bike! **Irving's Annual Bicycle Fest** will take place Saturday, April 28, 2018, from 10 a.m. to 2 p.m. at North Lake College Campus (5001 N MacArthur Blvd, Irving, TX 75038). Details at: <http://www.cityofirving.org/2561/Annual-Bicycle-Fest/>.

**Kameha Con** will bring voice actors, animators, toys, games, and collectibles to the Irving Convention Center May 4, 2018 - May 6, 2018. Purchase your tickets at <https://www.kamehacon.com/>.

## LCA NEWS

The first **LCA Charity Bowl-A-Thon** benefitting **Irving Cares** will take place at PINSTACK on Thursday, April 26th 6pm-9pm. Find out more at <https://lascolinascharitybowlathon.eventbrite.com>.

For **Memorial Day weekend**, LCA offices will close at noon on Friday, May 25th and reopen on Tuesday, May 29th at 8:00am.



*The LC Property Compliance Department started a new Apartment/ Multi-Family Rewards program which highlights properties that reflect and maintain the aesthetic character that Las Colinas is known for. These properties had five or less compliance issues when evaluated.*

### Congratulations Platinum Award Recipients!

Alexan Urban Center  
AMLI- Escena  
AMLI – Riverside  
AMLI – Campion Trail  
AMLI – Las Colinas  
Bella Casita  
Colonial Reserve  
Crest at Las Colinas Station  
Delante  
Fountain Pointe

IMT Lakeshore Lofts  
Jefferson Riverside  
La Villita Lakeside  
Lakepointe Las Colinas  
Lakeside Urban Center  
Mission at La Villita  
Monterra  
Olympus  
Pure @ La Villita

## CONSTRUCTION

350 room **Westin Hotel** is expected to open this fall.

148 room **Texican Court Hotel** is expected to open late summer.

**Alamo Draft House** at Toyota music Factory is anticipated to open this month (March).

**FAST FACT: DID YOU KNOW THAT LAS COLINAS DEED RESTRICTED LAND TOTALS 12,000 ACRES OR 18.75 SQ. FT.?**

## CONTINUED FROM FRONT PAGE

events. Las Colinas Elementary School even has classes specifically for special needs students and for students with autism.

Barbara Bush Middle School, the CFBISD's IB Junior High, boasts a gifted population of 10% and an award-winning orchestra program. What is notable about the school, though, is their Kickstart Karate program which is occasionally visited by a very famous Hollywood star. Icon and overall superhuman, Chuck Norris, is known to attend belt ceremonies and present awards to Bush karatekas.

Karate doubles as self-protection and as an athletic activity, but parents may still worry about safety in public schools. Principal Matt Warnock says that there is "a strong safety presence" at Bush Middle School; one security guard and one uniformed officer on campus at all times. With only 663 students, the school is smaller than most middle schools. Because of the small number of students and the many programs and extra-curricular activities offered, students are often involved in several programs which allow for a sense of community. This keeps students too busy to become interested in drugs or other sordid activities that might plague the typical junior high student at other schools. Bush students are active in groups, but they spearhead philanthropic efforts that benefit food banks, animal shelters, amputees, and individuals afflicted with tetra-amelia syndrome through the Learning for Limbs program.

The last stop before college for the IB student is Ranchview High School which provides several rigorous college prep classes. In fact, Ranchview High School has six college-level classes for full IB diploma candidates, and they currently have around 30 full diploma students. Leadership/dual credit programs for juniors and seniors help propel their higher education aspirations by offering 24 credit hours for free.

Free college classes cut down the student's expense and time on education, but Ranchview High School also has a thriving athletics program. "Football, basketball, cross country, swimming, swimming and dive, tennis, golf, track, and this year we will have both girls' and boys' soccer. Everything but wrestling," Sherri Skruch, Ranchview Principal smoothly recalls. This lengthy list doesn't include all the other clubs on campus. There is a hobby and a place for every student at Ranchview, and teachers strive to get the students



Hallway featuring flags from all around the world at Barbara Bush Middle School.

connected to a club, sport or art.

Ranchview feels like a "private school in a public setting," Skruch says.

Everything unique and special about all CFBISD schools would be challenging to cover, but all in all, the mission, goal, and intent of the district is to continuously improve student learning, the learning environment, operational effectiveness, and community support. CFBISD schools are safe, dedicated to creating well-rounded, critically thinking, high achieving, college-bound students that will be able to perform and compete in global spheres.





## THE TASTE: FRESHII by Amanda Star Cline

Freshii at Toyota Music Factory is the superfoods destination for patrons with food allergies or those who prefer a whole foods diet approach. They have many different hormone free protein options and they also use natural sweeteners like honey and stevia. Freshii not only cares about what you're eating but they care about your carbon footprint. All packaging is either biodegradable or easily recyclable.

If you are "ferocious" hungry, I'd suggest the Pangoa Bowl which is layered with brown rice, avocado, cheddar, cherry tomatoes, corn, black beans, cilantro, BBQ sauce and topped with a lime wedge. Without meat, this bowl packs about 19 grams of protein but with so many protein options, why wouldn't you want to



add some chicken, falafel, tofu or steak?

If you are "I-had-breakfast-but-that-was-hours-ago" hungry, go with the Market Wrap. This wrap encompasses field greens, spinach, quinoa, avocado, feta cheese, beet slaw, dried cranberries, green apple, carrots, and honey Dijon dressing. Select a protein or go vegetarian!

While Freshii has many healthy bowl, salad and wrap options, they do have chips and sodas for those craving a crunch or sugar. This superfoods destination is the perfect spot for you to continue your New Year's Resolution of eating whole foods!

The Taste is a section highlighting local restaurants I've sampled to help you discover great experiences and great food.





## FEATURED BUSINESS Capitol Wealth Strategies



Take the first step in achieving financial stability and financial literacy with **Capitol Wealth Strategies** at Summit at Las Colinas located on the corner of Riverside Drive and East John Carpenter Freeway.

Financial representative, David Baird says, "We want to get peoples' houses in order. Once we have the house in order, then we look at their goals and what they want to accomplish. Not within the next thirty years! We take a smaller more conservative approach and look at what they want to accomplish in three years..."

Capitol Wealth Strategies takes a four-step approach to getting your finances in order. 1) Protection, protect what you have today, 2) Savings, learn how to become a world-class saver so you can set your rate of return, and not the marketplace, 3) have liquid assets available for life events and lastly, 4) Debt management.

Education is an important part of the approach. Capitol Wealth Strategies wants their clients, that range from individuals, couples, large businesses, and small businesses, to feel empowered and in control of their futures. Baird passionately says, "If you don't learn how to control your money, your money will control you!"

Controlling your financial future has to do



with peace of mind and relieving anxiety about the future. "You would be amazed at how much better you sleep at night, how more relaxed you are because that major stress of money is no longer a stress. It's being managed, it's being taken care of."

Capitol Wealth Strategies keeps your records on a secure database that can be accessed from anywhere. Your documents are safe from natural disasters and fire. They also offer specialized services like employee education workshops for businesses and depending on your needs.

Whether you want to purchase your own private island or invest in a 401k, David Baird at Capitol Wealth Strategies can help you plan your future.





# 2018 Flags Over LasColinas

## The Irving-Las Colinas Rotary

**Club** invites you to join your friends and neighbors in displaying the American Flag on the 5 major holidays of **Memorial Day, Flag Day, Independence Day, Labor Day, and Veteran's Day.** The "Flags Over Irving" Program gives Irving residents an opportunity to show their pride and love for our country. It gives our community a great patriotic spirit and at the same time helps so many people.

This is a service project, of the Irving-Las Colinas Rotary Club. Rotarians are dedicated businessmen and women who provide humanitarian service to people throughout the world and in the local community. 100% of the proceeds are used to support the Rotary scholarships and youth programs in our community of Irving.

We will place a PVC plastic sleeve in the ground, 15" from your front sidewalk or curb and



mark the curb with a small Blue Star.

On the 5 holidays, a 3' x 5' United States Flag, mounted on a 10' metal pole, is placed in sleeve. Rotary Club volunteers, with the help of Boy Scouts, will do all the work. We display and store the flags. The flags and the sleeves remain the property of the Irving-Las Colinas Rotary Club. There are no brackets or fixtures attached to your home and the plastic sleeve cap will be barely visible.

**2018 Annual Flag Lease is only \$45 for the year.**

**Memorial Day, Flag Day, Independence Day, Labor Day, and Veterans Day**

[www.FlagsOverIrving.com](http://www.FlagsOverIrving.com)

Please complete this form and mail it along with your payment to:

**Irving-Las Colinas Rotary Club**

P.O. Box 141714 Irving, TX 75014

Please make checks payable to: Irving-Las Colinas Rotary Club

**Thank you! We appreciate your support!**

If you have any questions, **Flag Hotline: 972-523-9616** [kchoward@verizon.net](mailto:kchoward@verizon.net)

**YES!** We want to participate in the **Flag Program of the Irving-Las Colinas Rotary Club.** It is my responsibility to advise in the placement for the plastic sleeve to avoid sprinklers, plumbing and electrical hazards or if the sleeve becomes a hazard to lawn equipment.

**Neighborhood** \_\_\_\_\_

**NAME:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_ ☐.com ☐.net

**ADDRESS:** \_\_\_\_\_ **PHONE:** \_\_\_\_\_

**Need Sleeve & Star** ☐ or **Renewal of Last Year** ☐ ~Home Flag(s) # \_\_\_\_\_ @ \$45 (\$40 prior to 4/5/18) = \$ \_\_\_\_\_

**YES, I also want to Sponsor a Flag(s) for our Gate or Common Areas** # 1 ☐ 2 ☐ or \_\_\_\_\_ @ \$25 = \$ \_\_\_\_\_

**By Check** ☐ MasterCard ☐ Visa ☐ Disc ☐ CC# \_\_\_\_\_ **Total Amount Paid** = \$ \_\_\_\_\_

**Exp** \_\_\_\_\_ **(CVC)** \_\_\_\_\_ **Billing Zip** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Memorial Day DEADLINE please: May 3rd, 2018**

## LCA UPDATES: NEW ONLINE VOTING OPTION, NEW ACC MEMBERS

With so many new commercial and residential developments in the community, the Association has been keeping busy. Gables Water Street is shaping up and Toyota Music Factory has revitalized the Urban Center. The community can also look forward to two hotels and many more restaurants soon.

The Architectural Control Committee, along with Plan Review staff, are responsible for reviewing submissions. This time of year, Plan Review staff receive a lot of submissions on landscaping, pools, decks and outdoor kitchens. Once the plans are received and approved, they are brought before the Architectural Control Committee (ACC) Residential Review Committee or the Commercial Review Committee for formal review. Both committees are made up of members from commercial and residential communities. This year two new members have joined the Architecture Control committee. Dinah Kirkpatrick has joined the Residential Review Committee replacing Nora McCaa who served 2 years, 3 months and Residential Review Committee member Cheryl Feigenbaum has replaced Chris Allen who served 5 years, 2 ½ months.

Security Services still boasts a 5-second response rate from Patrol personnel and the Alarm Monitoring Service is rolling out a new wireless mesh radio alarm monitoring system this year. Our Security Services Department monitors members' existing security alarms for free. Members must have a City of Irving Alarm Permit and the alarm systems must be installed by a Texas State licensed alarm company. When Patrol is not responding to alarms or incidents, they are monitoring our community and responding to calls on open garage doors. In fact, in

2017, Las Colinas Association Patrol responded to an average of 366 open garage door calls per month! That's 366 times an opportunistic thief could have shopped for a new bicycle, weight set or maybe even try to get inside your living room to claim your big screen. Don't forget to close your garage door at night and when you leave your home. Open garage doors are an open invitation to property theft and it can be a costly mistake.

The Common Property Department is responsible for the beautiful uniform appearance of our green spaces, medians, shorelines, and parks throughout our community. They know their trees, ground covers, shrubs, and flowers! Now is the time to plant! This is a great time to plant ground covers, trees, and warm-season annual flowers. LCA's Common Property Department suggests that new trees should be fertilized to stimulate growth.

LCA's Community Relations Department, along with the Irving Economic Development Partnership and Dallas Business Journal, recently sponsored Corridors of Opportunity: Las Colinas, A Master-Planned Masterpiece. This event was held at Toyota Music Factory on March 1st and featured local top executive panelists: Krista Bourne of Verizon, John J. Hedrick of Pei Wei, Noah Lazes of ARK Group, Bill Lucia of HMS and Steve Van Amburgh of KDC Real Estate Development & Investments.

This year, the Administrative Department upgraded LCA's proxy vote system to allow both paper and online voting methods to better assist property owners in casting their annual meeting votes. Now property owners receive a code and website address via USPS mail.

### JOIN US!

Be part of our newsletter and submit your story, photo or nomination via our Facebook page, Las Colinas Tex, or by emailing [acline@lascolinas.org](mailto:acline@lascolinas.org) before the 10th of the following month in order to be considered for publication. Thank you for helping us make Spirit of Las Colinas representative of our community.

### OUR COMMUNITY

#### GET OUR EXCLUSIVE EATING GUIDE

Download at [www.lascolinas.org](http://www.lascolinas.org) or call us at 972-541-2345 to request a hard copy.



### WEATHER APP

On your iPhone:  
 • Go to apps  
 • Search and add 'Weather Link' by Davis Instruments Corp.  
 • Click on the lower left hand icon.  
 • Search and add Las Colinas/Customer Way.  
 \*Also available on Android.





3838 Teleport Blvd.  
Irving, Texas 75039-4303

**"A renowned, self-managed,  
master-planned community."**

[liaisons@lascolinas.org](mailto:liaisons@lascolinas.org)  
[www.lascolinas.org](http://www.lascolinas.org)  
972-541-2345

## NEW MEMBER PROFILE

### CHRIS & PAM ORTIZ

#### Where did you move from?

Chris was originally from San Antonio and Pam from Grapevine. We met in College 22 years ago at Southwest Texas State in San Marcos. After graduating and living in Austin for 5 years, we decided to move back up to Dallas to start our careers and build our family. We previously lived in La Villita for 12 years until just recently, when we purchased our new home in the Lakes of Las Colinas. We just couldn't leave Las Colinas as it holds such a special piece of our heart especially given both our children were born in this city. Our daughter, Viva, is now 5 and our son, Paz, is 3. We look forward to staying in our new home for many years and raising our family here.

#### Do you have a favorite food?

Anything Mexican, we love Mexican food! Two of our favorite Mexican restaurants, the famous El Ranchito and El Calle Doce. Our local favorites now are the Thirsty Lion, Gloria's and Boi Na Braza.

#### Do you have any hobbies or are you involved in any groups?

We enjoy being members of the Four Seasons Resort and Club in Las Colinas. We also recently joined Orange Theory Fitness that just opened in Las Colinas. We love being members of La Cima Club as well. That view on the 26th Floor...always a must for everyone. We are "Wish Granters" for the Make-A-Wish Foundation and we treasure attending our church, the



Cathedral Guadalupe in Downtown Dallas.

But what we love most is spending time with our children. Becoming parents late in life, you realize just how precious time is and how fast your children grow. Anytime we can take them with us, our hobbies are traveling within the USA, Canada and Mexico; and spending time in what we love to call "our 2nd home in Cabo." We love living life and always try diligently to never take a day for granted, living and loving with gratitude knowing every day is a gift.





# benefitting Irving Cares

April 26th, 2018  
6:00pm-9:00pm

**PINSTACK**  
2750 W. Lyndon B. Johnson Fwy.  
Irving, Texas 75063

Awards for Most Team Strikes, Best Team Shirts & Most Team Gutter Balls

Team Registration: \$80  
Individual Player Registration: \$40



Spectators can register at:  
<https://lascolinascharitybowlathon.eventbrite.com>

Register to bowl at: <https://irvingcares.org/donate-now/>

# From Dairy to Dance, April Delights

## **2<sup>nd</sup> Annual Dallas Korean Music Festival, The Korean Traditional Music Association of Texas**

This annual event sponsored by the Korean Traditional Music Association of Texas features traditional Korean musicians and performers.

**April 1 @ 6:30 p.m. | Carpenter Hall | \$25-\$50**

## **Art with a Heart, Empower & Excel**

Experience an explosion of colors on canvas, an art miracle, heart pounding music, thought provoking and imaginative storytelling through dance at Art with a Heart! The event features world-renowned speed painter, Mr. Vilas Nayak and acclaimed Indian classical dancer Aarthi Sundar. Proceeds benefit "Empower And Excel" and their efforts to bring smile and color to the lives of underprivileged children.

**April 1 @ 4 p.m. | Dupree Theater | \$25-\$75**

## **JumpstART – Colors!**

Hop into spring and slide down a rainbow! Colors and shapes are the theme for this month's stories and art. Join us to explore new stories and fun art projects on the first Thursday of each month. Create a take-home art project and then browse the galleries with your kids as part of this fun and FREE morning activity.

**April 5 @ 10 a.m. | Suite 200 | FREE**

## **Gaite Parisienne & Other Ballets, Ballet Ensemble of Texas**

From the Director Allan Kinzie. Ballet Ensemble of Texas presents an evening of ballet. From the essence of the Imperial Palaces of Russia to the can-can girls of 19th century Paris, audiences will be transported through time on a journey from purely classical to neo-classical to post classical and even comic genres of ballet.

**April 6-7 @ 7:30 p.m. | Carpenter Hall | \$25-\$30**

## **The Fiddler on the Roof Jr., The Highlands School**

The Highlands School presents their annual school musical, Fiddler on the Roof, Jr. This special adaptation of the nine-time Tony Award-winning Broadway musical tells the classic story of Tevye, a poor dairyman, and his five daughters. Created by Broadway legends Jerome Robbins, Harold Prince, Jerry Bock, Sheldon Harnick and Joseph Stein, *Fiddler on the Roof JR.* tackles the universal theme of tradition in ways that reach across barriers of race, class, nationality and religion.

**April 6-8 | Dupree Theater | \$12-20**

*Evening Performances: April 6-7 @ 7 p.m.*

*Matinee Performances: April 7- 8 @ 2 p.m.*

## **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: April 7, 14, 21 and 28 from 10 AM to 2 PM | South Parking Lot | FREE**

## **Saturday School (Session 4): Sculpture: Explorations in the 3<sup>rd</sup> Dimension**

Meeting six Saturdays April 7 through May 4, students age 6-10 will explore 3D design and the dynamic medium of sculpture while creating works of art with various materials such as clay, wire, paper and wood.

**Saturdays 2-4PM (April 7 – May 4) | Suite 200 | \$75**

## **Second Sunday Funday: Grant Wood's American Heartland**

### ***Featuring Southwest Dairy Farmers Mobile Dairy Classroom***

Every second Sunday, Irving Arts Center hosts Family Funday – a free program that's fun for the whole family. This month we're featuring a very special guest! Southwest dairy farmers are bringing their mobile, or should we say "moo-bile," dairy classroom to Irving Arts Center, demonstrating how to milk a cow, and explaining the process of how milk gets from farm to consumer. Art projects are inspired by Grant Wood, the painter from Iowa (best known for his iconic painting, *American Gothic*) who depicted everyday life in small towns and the rural landscapes of the Midwest. An exhibit of Grant Wood's work runs April 7 through July 1 in the Dupree Lobby Gallery.

**April 8 @ 1-4 p.m. | Suite 200 | FREE**

## **Love Letters from Argentina, Mexico and Brazil, NPOI**

NPOI explores sensuous music by four composers – Ginastera, Villa-Lobos, Chavez and Moncoya – in this year's "Latino Connections!" concert.

**April 8 @ 3:30 p.m. | Carpenter Hall | \$10-\$20**

## **Big D Classic, American Classic Tours and Music Festivals**

American Classic Tours and Music Festivals specializes in international and domestic performance tours, festivals and educational travel. To learn more, visit [amclass.com](http://amclass.com).

**April 13 | Carpenter Hall**

## **Cirque De La Symphonie, Irving Symphony Orchestra**

Don't miss Irving Symphony's Grand Season finale with Cirque De La Symphonie. The world's most amazing acrobats, dancers, contortionists and aerialists bring a new program sure to mesmerize audiences in Irving. These acclaimed performers will interpret the music of Vivaldi, Debussy, Bernstein, John Williams and many more. It's a fitting and most spectacular finale to the season!

**April 14 @ 7:30 p.m. | Carpenter Hall | \$38-\$49**

## **Many Faces of Women, Irving Black Arts Council**

The Irving Black Arts Council presents *Many Faces of Women*, a Styling Diva Production. Featuring nine different monologues by nine different women, the monologues tell of the situations that the women are dealing with in their lives... the ups, downs, secret desires, sadness and personal triumphs. You may see yourself or someone that you know in one of these women.

**April 14 @ 7 p.m. | Dupree Theater | \$20-25**

## **Haasya Kavi Sammelan, International Hindi Association**

The Dallas Chapter of the International Hindi Association (IHA) presents a Hindi Haasya Kavi Sammelan, a gathering of comedic poets. To learn more, and to purchase tickets, visit [www.hindikavisammelan.com](http://www.hindikavisammelan.com).

**April 20 @ 6 p.m. | Carpenter Hall | \$25 - \$100**

## **Selections for Spring, Momentum Dance Company**

Momentum Dance Company returns with its Gala Evening of Dance with all new works from seven choreographers. Under the direction of Artistic Director, Jacquelyn Ralls Forcher, Momentum further stretches is

boundaries with even more styles of dance showcasing the many talents of the dancers. Come “Catch The Momentum!”

**April 20-21 @ 8 p.m. | Dupree Theater | \$13.50 - \$21.50**

### **Mahler No. 1, Las Colinas Symphony Orchestra**

Program features Strauss’s Der Rosenkavalier Waltz Sequence No. 1 and Mahler’s Symphony No. 1 in D Major (“Titan”).

**April 21 @ 8 p.m. | Carpenter Hall | \$16.50-\$46.50**

### **Esto Es Mexico, Sima Ballet Folklorico Mexicano**

Sima Ballet Folklorico presents a spectacular show featuring Pindekuecha, a band renowned for their take on traditional Purepecha music. It will be a spectacular show full of culture, color, and love... set to dance. This is Mexico!

**April 22 @ 2:30 & 7 p.m. | Carpenter Hall | \$26.50**

### **Hall of Fame Dance Challenge**

Competitors compete across five age divisions and 18 performance categories. Visit [HallofFameDance.com](http://HallofFameDance.com) to learn more.

**April 27-29 | Irving Arts Center**

## **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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### ***Artist of Hope: Steven Lavaggi***

March 3 – June 24, 2018  
Carpenter Lobby

Steven Lavaggi is an Austin-based artist who has been painting professionally for over 45 years. His large color field paintings contain a spontaneous energy that captures the imagination while evoking elemental imagery of earth, fire, water and the heavens. Known internationally as “the Artist of Hope,” Lavaggi’s core message is faith, hope and love.

#### **Gallery Talk: Steven Lavaggi**

*Dupree Theater, April 12, 7:30 p.m.*

Steven Lavaggi will give a gallery talk about the works on exhibition.

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

Dupree Lobby Gallery  
April 7 – 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 (1928-29).

**Gallery Talk: Teri Van Dorston**

*April 22, Suite 200, 2:30 p.m.*

Teri Van Dorston, acting director of the Veterans Memorial Commission and Building, Cedar Rapids, Iowa, will give a gallery talk: Grant Wood: Colorful Reflections on the Veterans Memorial Window."

**Gallery Talk: Lyle Novinski,**

*April 26, Dupree Theater, 7:30 p.m.*

Lyle Novinski, *professor emeritus*, University of Dallas, will give a gallery talk: "Grant Wood: Celebrating the Heart and the Heartland of America."

***Annual Exhibition of Irving ISD Student Artwork***

March 7 - April 23, 2018

Main and Focus Galleries

This annual exhibition showcases the work of students in the Irving Independent School District. Works by elementary, middle and high school students are displayed.

**Elementary**

Exhibition dates: March 7 – 19, 2018

Reception/Open House: March 8, 6 – 7:30 p.m.

**Middle School**

Exhibition dates: March 22 – April 4, 2018

Reception/Open House: March 29, 6 – 7:30 p.m.

**High School General**

Exhibition dates: April 7 – 18, 2018

Reception: April 12, 6 – 7:30 p.m.

**High School Senior Portfolio**

Exhibition dates: April 21 – May 6, 2018

Reception: May 1, 6 – 7:30 p.m.

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

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