

2020

Surveyor

THE IRVING VISITOR GUIDE

2020

Surveyor

City on the Rise

How Irving became the epicenter for global cuisine and international business in North Texas

Irving, Texas

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Creative dishes and bottomless mimosas are two of our favorite things at these local eateries that know how to celebrate the weekend.



PHOTO: DAVID HALLORAN

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FROM THE FOOD TO THE DECOR TO THE STAFF, HUGO'S INVITADOS IS A BRIGHT, ENERGETIC ESTABLISHMENT. OUR PHOTOGRAPHER, TERRI GLANGER, CAPTURED THE ESSENCE OF HUGO'S FOR SURVEYOR.

PHOTO BY TERRI GLANGER



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MUSIC FACTORY

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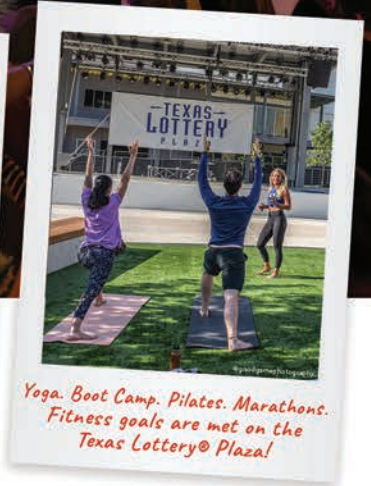
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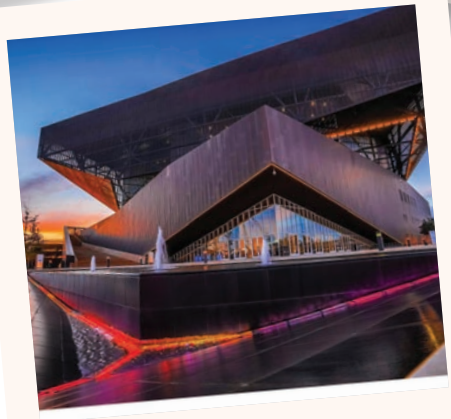
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Surveyor, published by Groom Lake Media, LLC, for the Irving Convention and Visitors Bureau, pays homage to the two young surveyors who founded Irving in 1903 when they happened upon the Three Forks Region of Texas. They settled near the Trinity River in the uniquely located crossroads between east and west, north and south. The magazine celebrates local corporations, workforce, residents and guests from around the world, giving Irving one of the most diverse ZIP codes in America and making it a truly global community.

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IRVING'S METEORIC ASCENT

On a long enough timeline, a seasoned traveler will find his or her go-to spot. It's unavoidable and inevitable. To wit, it doesn't matter if you are a three-weeks-out-of-the-month business traveler (or an I'll-take-to-the-road-every-chance-I-get leisure traveler). Sooner or later, when you have a large enough sample size to draw from, you'll find that certain destinations rise to the top and become the ones you visit — for business or pleasure — every chance you get.

Over the past 10 years, Irving and Las Colinas have emerged as the go-to spots on seasoned travelers' lists all over the world. That is a particularly amazing feat for two reasons. For starters, Irving had to emerge from the shadows of its sibling cities to the east and west and shed its middle-child stigma. Indeed, Dallas and Fort Worth are known for the explosive growth over the same amount of time, though travelers who did their research on either city realized that Irving was stepping into the spotlight and generating serious media buzz with the arrival of many new hot spots, like the Toyota Music Factory (page 36), one of the best live-music venues in the country. Also, the arrival of mixed use developments like Water Street (page 48) and open celebrations of the city's heritage and arts like the Irving Archives & Museum (page 22) and the statues in Las Colinas (page 26) have put Irving on an international map independent of Dallas and Fort Worth.

The other reason Irving's meteoric ascent as a go-to spot is so inspired is because a decade ago, many travel pundits predicted the city's demise. On April 11, 2010, the iconic home of the Dallas Cowboys, Irving's Texas Stadium, was demolished. As the last steel beam fell, so, too, did some people's expectation that Irving would recover as an autonomous destination. "Stick a fork in Irving" read one such editorial.

These days, there is tons of fork-sticking going on all over Irving, though it is fork-sticking of a booming culinary kind. Irving has become the most international foodie destination in the Metroplex (page 14), and it is continuing to grow. The food scene in Irving is so impressive that restaurants are bringing their new concepts here to test before rolling them out to the public (page 12).

On a long enough timeline, a city can be gauged by how often it appears on travelers' must-visit lists and how often that city is recognized by its peers as an award-winning metropolis. A quick visit to *Irvingtexas.com* will show you the laundry list of awards the Convention and Visitors Bureau has won over the past 10 years. And I'm pleased to say that the first two issues of *Surveyor* magazine won international APEX awards and a North American Travel Journalists Association award. Our third issue was up for more awards at press time.

We encourage you to spend some time in Irving and Las Colinas and see firsthand what so many seasoned travelers all over the world already know: This is a go-to spot.

Adam Pitluk

A stylized, handwritten signature of Adam Pitluk in black ink.

**Editor-in-Chief
Surveyor**



Western Charm Awaits

If you're nostalgic for the bygone days when travel was a true adventure, set your sights on a stay at Texican Court, by Valencia Hotel Group. Like the courts of yesteryear, our boutique hotel features western culture with modern elements.

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Itinerary

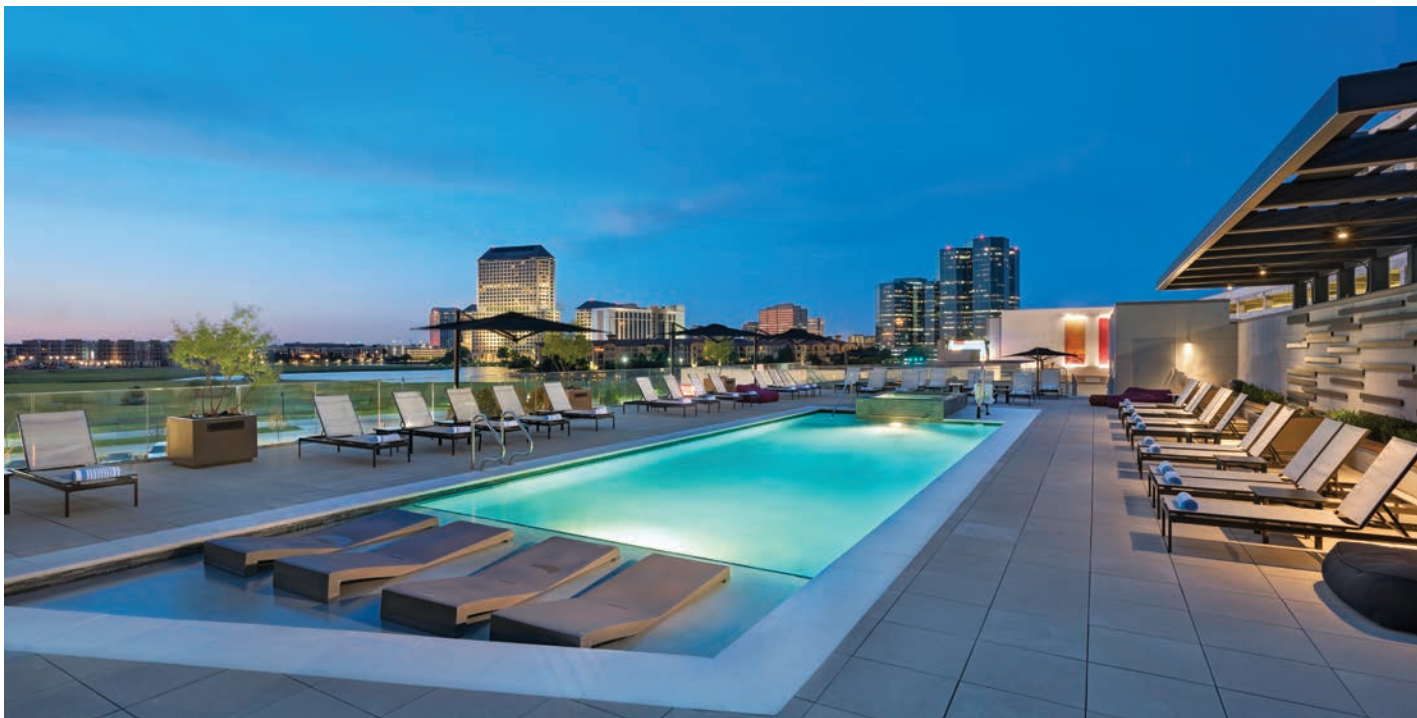
STAY

DINE

PLAY

LIVE





ABOVE: Gorgeous poolside views of Las Colinas.

RIGHT, CLOCKWISE FROM TOP RIGHT: Patio, pool bar, Melody conference room, presidential bedroom, cocktails on the lawn, patio, restaurant

Next-Level Lodging

The Westin Irving Convention Center offers luxury amenities and a coveted location in Las Colinas BY JACQUELYNE FROEBER

THE HIGHLY-ANTICIPATED WESTIN IRVING Convention Center opened late last year in the heart of Las Colinas. With the Irving Convention Center across the street (and the restaurants, bars and live entertainment at Toyota Music Factory a short walk away), the Westin's location is undeniably perfect for a night on the town.

Amid the excitement, the property itself maintains a relaxed, Zen-like vibe. In the lobby, a vibrant green living wall and chic modern furniture sets the tone. Rooms and suites are bathed in natural light thanks to the floor-to-ceiling windows overlooking Lake Carolyn and the cityscape. Soothing hues of gray and white and natural-wood accents surround the trademarked, award-winning Westin Heavenly Beds. The divine beds' secret? A pillow-top design for added support and comfort. And for yet another layer of bliss, all rooms feature custom-built doors designed to block outside noise.

Thoughtful perks continue throughout the hotel. At the seasonal Vibe Pool on the second floor, the unique positioning boasts views of Irving architecture, downtown Dallas, Lake Carolyn and the sprawling Festival Lawn from the chaise lounges surrounding the pool and the indoor/outdoor bar area. The Vibe

Pool menu offers a lighter take on modern Mexican cuisine, including tacos stuffed with pulled pork, housemade chicharron and ancho chicken wraps. Creative handcrafted cocktails include the Oaxacan Hurricane with passion fruit, Campari and mezcal, and the Del Rio Daisy with blanco tequila, St. Germain, grapefruit, lime juice and rosemary.

Downstairs, the Mesa Mezcal restaurant takes modern Mexican cuisine to the next level. For starters, pretty much everything is housemade. Appetizers feature homemade blue corn tortillas, homemade sopas and housemade tortillas. The innovative Oaxaca Mole Bar is an ode to the complex flavor profiles and the process of making mole. Exciting entrees include the ancho seafood stew with chorizo, mussels, clams, scallops, prawns, grilled corn and purple potatoes. The ancho reyes marinated bone-in ribeye is tender and decadent, enhanced by jalapeno cilantro butter.

By the time the cervezas are gone and things wind down at Mesa Mezcal, you may feel a twinge of guilt for not taking advantage of the hotel's amazing location. But there's always the view from your Heavenly Bed. Rates start at \$300. *Marriott.com*

At the seasonal Vibe Pool on the second floor, the unique positioning boasts views of Irving architecture, downtown Dallas, Lake Carolyn and the sprawling Festival Lawn.

STAY

DINE

PLAY

LIVE





Irving's Test Kitchens

What goes on behind the scenes with some of our country's biggest food names is happening right here in Irving. Here's a peek into the newest corporate test kitchens around town. BY ELLISE PIERCE

PEI WEI

When the fast-casual Pan-Asian restaurant chain moved its headquarters to Irving from Scottsdale, Arizona, two years ago, it also set up a test kitchen to perfect recipes for its 150-plus stores across the U.S. Located in a corporate office park not far from DFW Airport, the test kitchen is an exact replica of the kitchens found in each restaurant: wok stations against one wall, prep ingredients and cold storage across from it.

It's a space where recipes are developed, perfected, and then tweaked time and time again before they're finally approved for the menus. Only four to six new recipes are developed each year because the process of creating just one takes several months.

Besides original recipe development, the Pei Wei culinary team uses its Irving test

kitchen to perfect current recipes, to make them simpler to execute for the wok chefs in the restaurants and to shoot training videos for the field on how, for example, to know when a certain sauce has thickened enough in a recipe. Sometimes, the space is used for managerial training or a tasting of a new item that's being considered, in which case customers are invited to offer their opinions.

The test kitchen also serves to help with nuts-and-bolts questions that come up every now and then. "We were looking at one point to launch a new item that would require new equipment," says Chenin Reich, Pei Wei's senior brand manager. "That's why the test kitchen is really helpful, because we saw that we really didn't have the space in the restaurants." *Peiwei.com*





CLOCKWISE FROM TOP LEFT: Honey-seared chicken; chef Jessica Nevins speaks with a group of Pei Wei employees as they compare two dishes; the Pei Wei test kitchen



PHOTOS: DAVID HALLORAN (3)

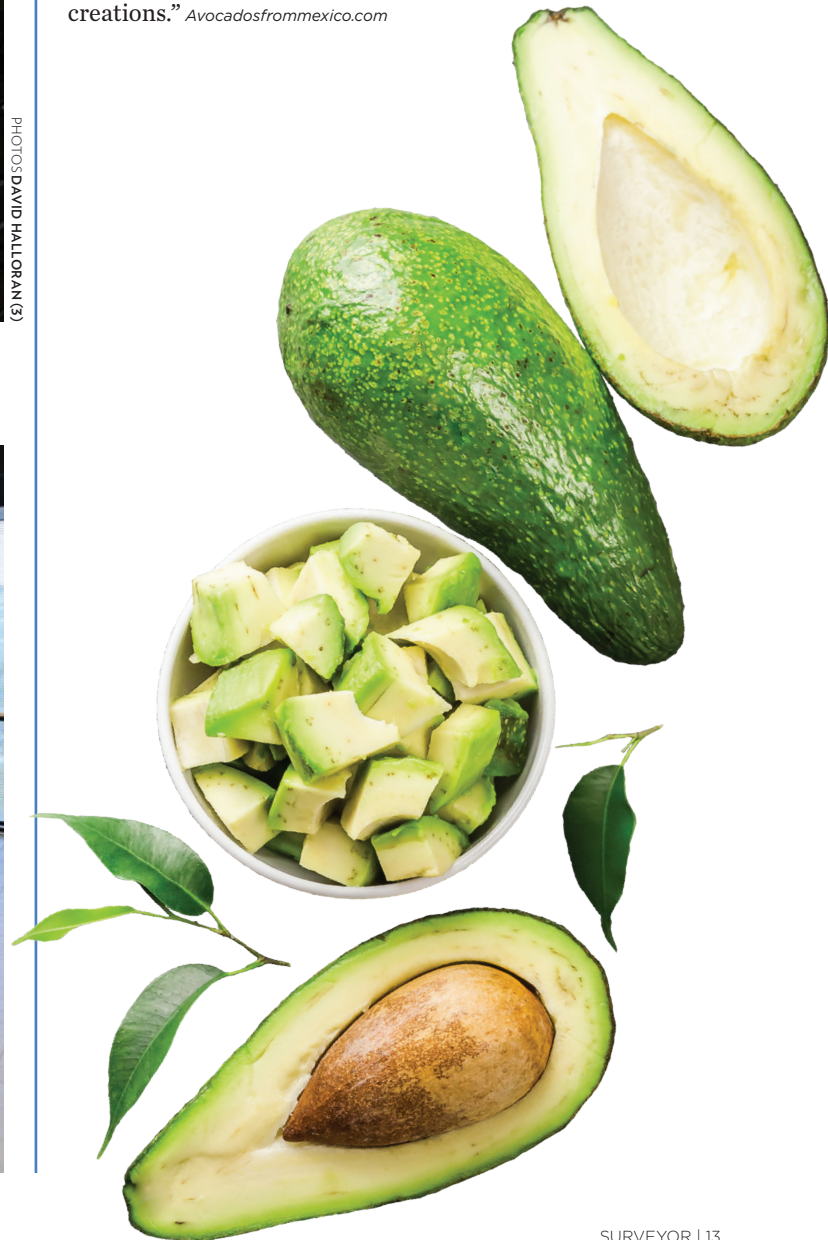
AVOCADOS FROM MEXICO

Headquartered at Urban Towers in Irving, Avocados From Mexico recently opened a state-of-the-art culinary center and test kitchen aimed at educating and showcasing all that the super-popular fruit from the state of Michoacán has to offer.

Named “Avocado University,” the gleaming demonstration test kitchen is outfitted with professional, restaurant-grade equipment and seating for up to 40 people. It houses interactive one- and two-day classes taught by its own team of chefs and culinary professionals to industry experts who want to know more about Mexico’s most-loved fruit.

Classes take guests through the history of avocados and how they’re grown before moving into recipes and nutrition. The idea is to show how to use avocados in unique ways, says Mark Garcia, director of foodservice marketing for Avocados From Mexico.

“The more ways we can show chefs how to use fresh avocados throughout their menu, the more we can showcase the versatility and profitability of the ingredient,” he says. “We are very excited to bring Mexico to the U.S. in this way, and to help chefs learn about Mexican avocados and inspire them to use the fruit in their creations.” Avocadosfrommexico.com



World-Class Cuisine

BY JACQUELYNE FROEBER

TAKE YOUR TASTE BUDS ON A TRIP AROUND THE WORLD WITHOUT EVER LEAVING IRVING.

One of America's most diverse ZIP codes supports a robust international food scene with Argentine, Nepalese and Asian restaurants along Belt Line Road, and the flavors of India and the Mediterranean close by. Here are five global greats that will expand your palate.

EMPA MUNDO

For a true taste of Argentina, step inside owner Raul Gordon's shop on Belt Line Road. Gordon, who is originally from Buenos Aires, crafts the traditional, gourmet empanadas he remembers from his childhood: warm, doughy Criollo stuffed with ground beef, olives, hard-boiled eggs and raisins. With 18 variations on the menu — and only \$2.99 per empanada — it's fun to taste-test in the shop if you can snag a table. Or take your order to go; the banana & Nutella with marshmallow is a sweet surprise anywhere you devour it. Empamundo.com



ANDALOUS MEDITERRANEAN GRILL

The bright flavors of the Mediterranean are well-represented at Andalous thanks to twin chefs Sam and Wassim Merched, who brought their mother's secret recipes to this Las Colinas restaurant. The menu features favorites including the colorful Greek salad tossed with olive oil and balsamic vinegar dressing, and the spit-roasted chicken shawarma sandwich with house-made cucumber sauce. The Andalous Lamb Shank — braised for hours for ultimate tenderness — is their family recipe at its finest. Can't decide? The Veggie Prince Platter appetizer offers a little bit of everything: tabouli, hummus, cranberry spinach salad, fattoush, couscous and dolmas. Andalousgrill.com



CAFEMANDU FLAVORS OF NEPAL

Cafemandu offers traditional Nepalese staples with a twist. For example, everyone in Nepal is obsessed with Daal Bhat: basmati rice, nine-bean daal, salad, sesame potato salad, salsa and a special sauce served on a metal tray. At Cafemandu, these ingredients are combined in a bowl. That may not seem groundbreaking, but the presentation is the first of its kind in the world. The dumplings — MOMOs — are also world-class delights made with Himalayan spices and individually hand wrapped daily. The Jyanmara Momo is pan seared and has a “world’s spiciest momo” label. You’ve been warned.

Cafemandu.com

**INDIA 101**

Inside the largest Indian restaurant in North America, India 101’s 18,000-square-foot complex features multiple event halls, a specialty sweet shop, fine dining bar and a second-floor patio. This may sound overwhelming, but the buffet-style dining room is easy to navigate and well-organized with a make-your-own chaat station, salad bar and dessert section. The tough part is choosing what to try first (Chicken Tikka Masala or Indo-Chinese Veg Hakka Noodles? Goat curry or the specialty Apollo Fish with ginger and garlic pate, chili powder and turmeric?). With more than 101 dishes representing North, South and Indo-Chinese cuisine, prepare for a delicious journey through India.

India101.us

**MR. MAX NIPPON CAFÉ**

The façade of the restaurant may be unremarkable, but the Japanese-style décor and authentic cuisine inside Mr. Max create a transformative experience. Traditional Japanese dining tables are low to the ground with recessed flooring — no shoes allowed. Or keep your Louboutins and take a seat at the bar to watch the chef create deep bowls of spicy miso ramen and plate the popular Takoyaki octopus balls with fish flakes. Each dish is artfully prepared and perfectly paired with a sake or a Japanese lager from the drink menu.

Facebook.com/pg/mrmax.mon



CLOCKWISE FROM TOP LEFT: A group of diners enjoying lunch at The Tasting Table; owner Hugo Miranda; Pork Belly Chicharrón with tomatillo de milpa sauce and crema oaxaqueña, and served with a side of fresh corn tortillas

Hugo's Happy Place

Mi casa es su casa is the vibe inside this modern Mexican restaurant

BY JACQUELYNE FROEBER | PHOTOGRAPHY BY TERRI GLANGER

WHEN HUGO MIRANDA MOVED FROM MEXICO TO DALLAS OVER TWO decades ago, he took a job as a busser to make ends meet. One night, a couple at the restaurant tipped him \$20. Miranda was shocked. Why him? His co-workers were not surprised: Miranda was friendly, professional and always smiling.

“So people were going to give me money for being well-mannered — being myself?” he asks. “I knew I could lead by that example.”

Miranda's positivity and effort took him up the ranks, working for and collaborating with numerous restaurateurs including Mico Rodriguez at Mi Cocina, Chris Ward at Mercury Grill, Tristan Simon at the Porch and Hibiscus, and Stephan Pyles and George Majdalani at Stephan Pyles, before he decided to follow his dream and open his own restaurant.

Fast forward to O'Connor Boulevard, where Hugo's Invitados is packed. Sunny yellow banquettes line the wall, with dining tables and chairs situated around twisted trunks of faux trees. At the communal table, a party of 14 swivels on bright emerald stools around the live oak countertop, scooping organic salsa into warm, just-baked tortilla chips.

Miranda's laughter carries over the sound of clinking margarita glasses as he presents his favorite handcrafted cocktail — the Grilled Pineapple Margarita — to the table, whose diners call him by name. “I was really attracted to this neighborhood because we are across from Williams Square,” Miranda says. “But night after night, I meet someone new and they bring someone new — the support has been overwhelming.”

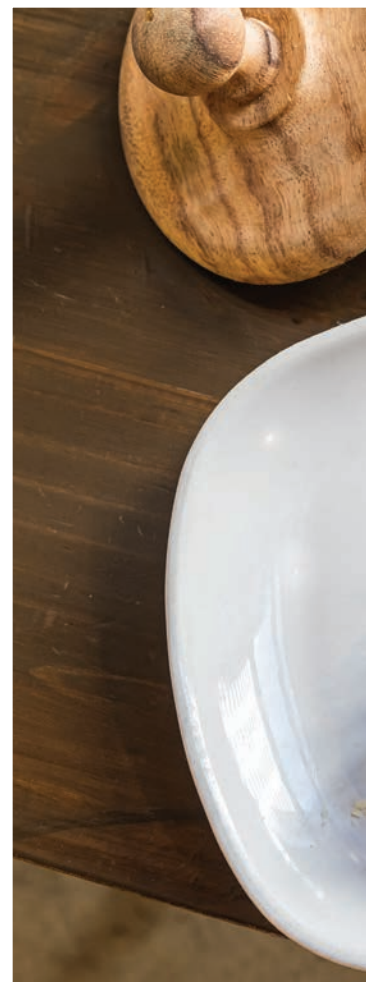
The restaurant has been in business for a year, and the organic, made-from-scratch menu offers an elevated version of Mexican cuisine. But to truly understand what makes Hugo's Invitados different, you have to go back to Miranda's hometown of Monterey, Mexico. When Miranda was growing up, his mother loved to cook, but they rarely had a full refrigerator — everything was bought

fresh at the farmers market. Miranda fondly remembers his mother wrapping 2 pounds of whole red snapper in foil, and when cooked, his father making tacos for the family. Diners today will find Miranda's take on this memory in the market fish dish — fresh-caught and delivered daily — served with Mexican quinoa and Veracruz salsa.

Miranda says executive chef and culinary creator Natalio Charles is the true genius behind the menu's vibrant dishes (the red beet Mayan Hummus practically glows upon arrival). After all, they have been collaborating since the beginning. “Chef understands all about fresh, organic ingredients and clean meats, and he does a great job translating our healthy, Mexican perspective in an interesting way,” Miranda says.

Charles' creativity also extends to the menu at the bar, where the handcrafted margaritas are also organic — replacing simple syrup with raw agave — and the frozen cocktail mixes are made by hand each day.

Like the menu, the future looks bright for Miranda and the restaurant: A second Hugo's Invitados is scheduled to open in late spring 2020 in the McKinney & Olive building in Dallas. Hugosinvitados.com





“I was really attracted to this neighborhood because we are across from Williams Square. But night after night, I meet someone new and they bring someone new — the support has been overwhelming.”



GOOD TASTE

For the ultimate VIT (Very Important Tequila) experience, email Hugo's Invitados to reserve The Tasting Table. This chic spot inside the restaurant is bathed in golden light and surrounded by walls adorned with exotic bottles of tequila. “The Tasting Table is the best of both worlds — you feel like you’re a VIP but it’s not private,” says owner Hugo Miranda. “You’re still part of the action.” A tasting typically includes samples of top-notch tequila and mezcal, or if you’re reserving all 10 seats at the table, dinner and margaritas can be arranged.



A Diva Old Fashioned being prepared; numerous burger options available (inset)

More to Love

Bar Louie adds a private dining room for large groups

BY JACQUELYNE FROEBER

AT BAR LOUIE ON LAS COLINAS BOULEVARD, the energy from the surrounding Toyota Music Factory adds an extra layer of excitement to the ambience. Since opening in 2017, the bar/restaurant has become the go-to spot for appetizers and shareable plates (Bourbon BBQ Pork Flatbread, anyone?) before heading into The Pavilion next door.

The restaurant maintains its legendary happy hour, and if you've ever looked around the bar with a Deep Ellum IPA in your hand and wished that all of your friends were there

with you, we have great news: Bar Louie recently added a private dining room that can accommodate up to 300 people.

The space was designed to bring the national chain's laid-back and social personality to any occasion that calls for a larger group. The private dining room also features a customized menu (depending on the size and budget of the event).

Bar Louie has demonstrated, if nothing else, that all groups, big and small, are always welcome. BarLouie.com



SUPER SPECIALS

Don't miss these weekly deals at Bar Louie:

Monday through Friday:
Happy Hour, 4 to 7 p.m.

The Deal: \$3.50 for all 14-ounce drafts, \$4.50 select glasses of wine, \$5.50 for all signature martinis, and half-priced select appetizers

Tuesday: Burger Night

The Deal: All craft burgers are half off with a side of fries or tots from 5 p.m. to 2 a.m.; \$9 Burger Nation combo includes a craft burger, side of fries or tots and your choice of a 14-ounce draft beer, glass of wine or non-alcoholic beverage until 11 p.m.

Friday: Weekly entertainment, 10 p.m.

The Deal: Free live music and room to dance

Saturday and Sunday:
Brunch, 10 a.m. to 3 p.m.

The Deal: Mimosas for \$2

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IrvingArchivesandMuseum.com

 Smithsonian Affiliate



Coffee Talk

Pax & Beneficia offers a traditional twist on java in a contemporary setting BY JACQUELYNE FROEBER

THE IDEA FOR PAX & BENEFICIA BEGAN PERCOLATING IN A TRAIN CAR far from Las Colinas. Best friends Mouyyad Abdulhadi and Mamdouh Khayat were traveling from Sweden to Norway and tossing around the idea of opening an independent coffee shop featuring the traditional Turkish coffee they loved. Abdulhadi, who has lived in the DFW area for years, saw the potential of the O'Connor Boulevard location and the possibility of serving the residential developments, Toyota Music Factory and visitors to Lake Carolyn. *Surveyor* caught up with Abdulhadi for more on what's brewing at this chic coffee shop.

Why was it important for you to offer traditional Turkish coffee? Growing up, Turkish coffee was an important part of social gatherings. I would watch my mother make it on the stove, also my father, and I would get on the stove and want to make it as well. Mamdouh was the same way — we are both Turkish-American and wanted to honor that experience and share the tradition we grew up with.

What makes Turkish coffee unique at Pax & Beneficia?

It's not just the taste — it's the aesthetic. Ours is served traditional with handcrafted metallic urns and hammered plates from Turkey we found earlier this year. We encourage people to enjoy it in the shop — it's a full experience.

The shop is gorgeous. What was your style inspiration?

We wanted to make it modern and open with subtle Turkish influences. When you walk in, the tile has a geometric design you will see everywhere in Turkey or Morocco. We wanted a place to be comfortable — like being in our living room — and we literally designed our dream shop.

Traditional Turkish coffee (right) is the specialty of Pax & Beneficia; Mouyyad Abdulhadi (below right) and Mamdouh Khayat enjoy coffee in their cafe.



Future plans for the shop?

We have a monthly hip hop DJ night, and we hope to do more live events like professional speakers and podcasts. We are always open for event bookings, and our menu will continue to feature new items every month.

Given your past success on trains, do you take DART to come up with new ideas?

No. But that is a good idea. Paxandbeneficia.com



TEXAS'-MEX!

Lupe Tortilla Is Texas'-Mex! Any trip to Dallas isn't complete without a visit to Lupe Tortilla, now a Texas institution that first opened their doors in 1983. Opening daily for breakfast, lunch and dinner with 15 area locations, there's a location just a short Uber ride away. A bustling spot to see and be seen, unlike some restaurants with multiple locations, Lupe Tortilla makes everything by hand at each chef-run restaurant. Their culinary team uses only high-quality, premium cuts of meat and the freshest locally sourced produce and ingredients to create their unique offerings, including fresh crafted salsas, crispy thin corn tortilla chips and warm, hand-rolled flour and handpressed corn tortillas that are always made to order.

The scene at "Lupe's" as the locals call it, is lively but relaxing and perfect for any occasion, from meeting clients for lunch to happy hour on the patio with friends or a casual dinner. Ask the seasoned and knowledgeable staff to start you out with an artfully-prepared, hand-shaken margarita made with only freshly-squeezed juices and some tableside guacamole, made with hand-hulled, large Haas avocados. Lupe fans and critics alike will tell you not to miss the self-proclaimed "world-famous" lime-pepper marinated beef and chicken fajitas, brought to yet another level when you add the bacon-wrapped Pepper Shrimp. Have a large gathering? Their intimate private dining rooms and off-site catering services can accommodate any type of event for 10 guests or as many as 1000. After one visit to Lupe's you're sure to recognize what Texans have known for over 35 years. Lupe Tortilla isn't just ordinary Tex-Mex, as they say, they're "Texas'-Mex, and proud of it y'all".



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A New Spark

The Irving Archives & Museum debuts a history-focused program for kids from the Smithsonian BY TYLER HICKS

TODD HAWKINS WAS WALKING THROUGH THE Museum of American History in Washington, D.C., when he saw it. Nestled between world-renowned exhibits about our country's history and culture, the Spark!Lab was bustling with activity and excitement from an unlikely group: elementary-school children.

The kids were building and working together via interactive activities and participating in history lessons that felt more like entertainment and less like schoolwork. Sure, field trips to museums are usually part of early education, but these kids seemed to relish the Spark!Lab experience. They seemed, to Hawkins' amazement, to relish history.

That was in 2016. Hawkins, executive director of the new Irving Archives & Museum,

was in D.C. for a Smithsonian conference. The city of Irving had created a department for arts and culture in 2015, so Hawkins was acting as a sponge, eager to learn anything and everything that might make the Irving Archives & Museum a must-see attraction for people from Irving and beyond. Of everything he saw in the nation's capital, the Spark!Lab stood out.

"I realized this was something that would make our museum an active place, and a place where citizens would want to come back to over and over again," he says. "Plus, it fit the vision of the museum as a whole: We're highlighting individuals who had big ideas, the will to act on them and how those ideas shaped the city."

IRVING ARCHIVES & MUSEUM

Calling all history buffs: The now-open Irving Archives & Museum (IAM) is the place to go for all things Irving. The former Central Library building has been transformed into a living museum with rotating exhibitions, artifacts and interactive installations that bring new life to the city's storied history. Highlights include:

- Archive space for records, newspapers, photographs and other materials from the mid-nineteenth century to the present
- 4,000 square foot permanent exhibition space
- Artifacts from longtime residents
- Cultural community space
- Audio recording studio
- Smithsonian Spark!Lab for kids



Those individuals include trailblazing councilwoman Jackie Townsell and businessman John W. Carpenter. Through them, the museum strives to show how Irving has become the place it is today — a diverse town of innovation and entrepreneurship.

“We’re here to show that innovation isn’t always an ‘aha!’ moment,” Hawkins says. “It’s work. It’s trial and error. But it’s fun.”

The Spark!Lab will be an integral part of telling that story. Like the lab in D.C., the museum will engage patrons with activities designed to get them thinking about how their city was formed and how they can create opportunity.

For example, one activity asks participants to build a structure using the tools of the time. As time advances, so do the materials they have at their disposal.

“We’re highlighting individuals who had big ideas, the will to act on them and how those ideas shaped the city.”

“It’s all about the evolution of our city,” Hawkins says. “We’re asking questions like, ‘How did we get here? How did we become an international city, a headquarters of headquarters?’”

The lab also includes a Build-a-Vehicle activity. Visitors assume the role of farmer and must build a vehicle that will get their crops to market.

Irving’s Spark!Lab was carefully engineered to walk patrons of all ages through the journey that made the city what it is today. But Hawkins knows the work is far from over, and that makes the Spark!Lab all the more important.

“History is a process that we gather every day and are making every day,” he says. “We’re empowering individuals to change their lives and their city, and in doing so, change the world.” Irvingartscenter.com/museums-and-archives/





Hit the Links

Irving's only daily-fee golf course reopens with a new layout and updated facilities BY TYLER HICKS

THEY ARRIVED EARLY IN THE MORNING, WHEN the green was still sprinkled with dew and the fall temperature had not yet reached 70 degrees. In other words, it was perfect golf weather, the kind of weather that Joe Moses dreams about. Moses, Irving's director of parks and recreation, needed this weather, especially on this day.

It was Saturday, October 19, 2019, and after a long wait, the city was reopening the Irving Golf Club. The club, a public course located off of Loop 12, was closed for a year while undergoing renovations by Colligan Golf Design. The club is Irving's only daily-fee golf course, which means its absence was felt by golfing aficionados.

But Moses believes it was worth the wait.

"It's a phenomenal layout, a phenomenal facility," he says.

The course includes new turf grass, a new irrigation system, an updated clubhouse and an updated food and beverage operation. The front nine and back nine were switched, and improvements were made throughout the links-style course. The end result is a course

that is challenging yet playable, and one that feels familiar to locals but has enough exciting improvements to pique a newcomer's interest.

"People that have been with us a long time were really happy to see that it is back, and had a good time on the course they know," Moses says. "At the same time, I think this is going to be popular with people who might have never played at the old course. It's challenging, but not too challenging."

Accessibility was the name of the game when Irving decided to renovate the golf club. They wanted a course that looked crisp and classic but was inviting to people unfamiliar with the course formerly known as Twin Wells. That focus on accessibility guided the renovations and is the reason the club set a \$35 weekend rate for Irving residents and a \$45 rate for nonresidents.

"One guy, an avid golfer, came out on Saturday and I watched him look around," Moses says. "I wasn't sure what he was thinking, then he turned to me and said, 'This is great!' So, mission accomplished."

Irvinggolfclub.org

A view of the 10th hole (and downtown Dallas) from the practice putting green at the newly renovated Irving Golf Club, a public course.

"I think this is going to be popular with people who might have never played at the old course. It's challenging, but not too challenging."



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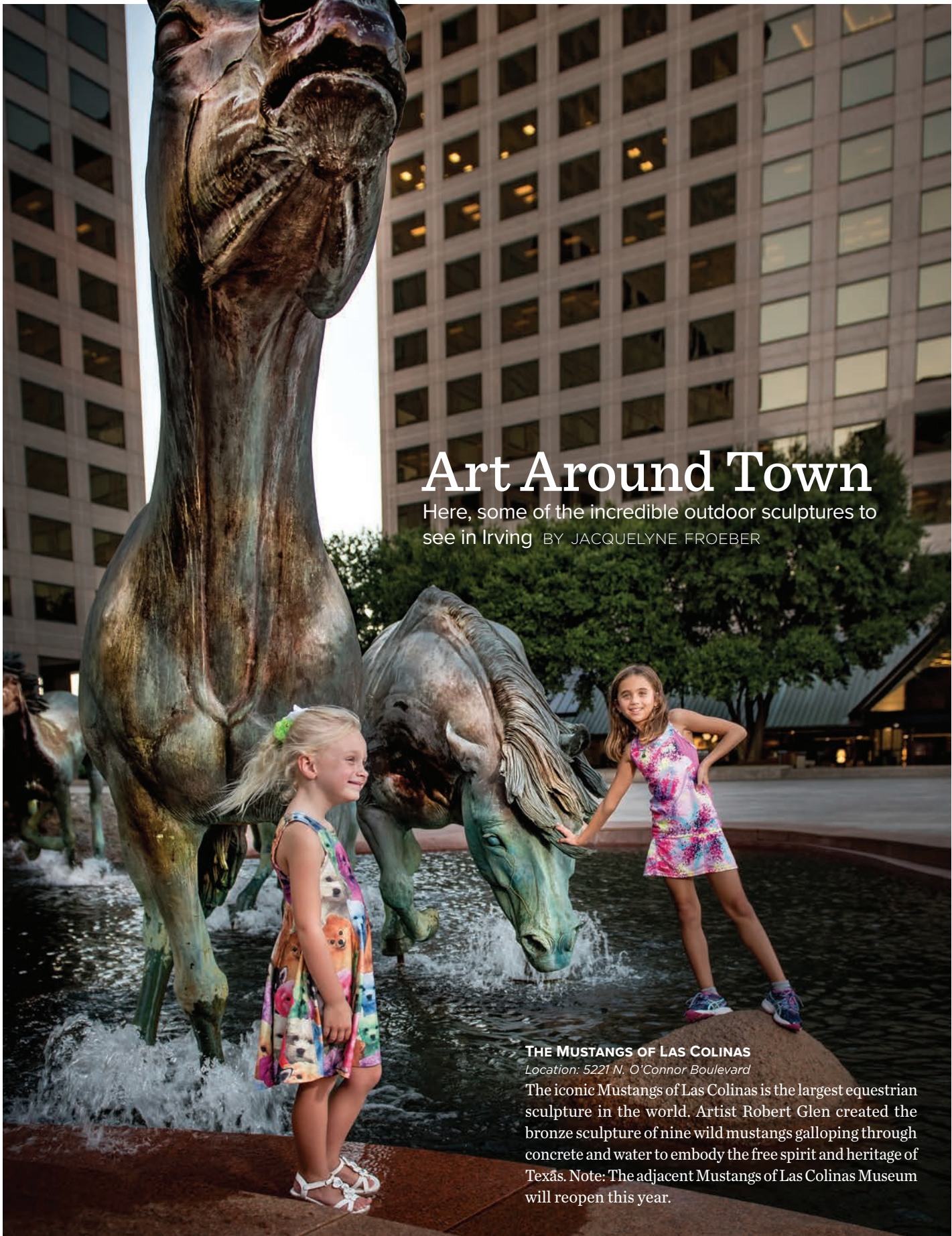


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Art Around Town

Here, some of the incredible outdoor sculptures to see in Irving BY JACQUELYNE FROEBER

THE MUSTANGS OF LAS COLINAS

Location: 5221 N. O'Connor Boulevard

The iconic Mustangs of Las Colinas is the largest equestrian sculpture in the world. Artist Robert Glen created the bronze sculpture of nine wild mustangs galloping through concrete and water to embody the free spirit and heritage of Texas. Note: The adjacent Mustangs of Las Colinas Museum will reopen this year.

BYRON NELSON

Location: Four Seasons Resort and Club Dallas at Las Colinas, 4150 N. MacArthur Boulevard
 The bronze statue of golf legend and Texas native Byron Nelson stands at nearly 10 feet tall at the TPC Four Seasons Las Colinas. The resort hosted the charitable AT&T Byron Nelson golf tournament for 35 years, and Nelson was a player consultant for the championship course.



SCULPTURE GARDEN

Location: Irving Arts Center, 3333 N. MacArthur Boulevard

The permanent collection features three sculptures, a mosaic mural and unique limestone benches from Texas-based artists in the 2-acre garden. Throughout the year, artwork on loan from the Arts Center’s affiliation with the Smithsonian Institution add to the portfolio.



MARBLE COWS

Location: Rochelle Boulevard just northeast of E. John W. Carpenter Freeway
 Travel to the top of Brune Hill, where you’ll find Lucy, Margaret, Ruth, Elsa and Annette: the marble bovines handcrafted by artist Harold F. Clayton. Each replicated bluebonnet cow is made from a different marble; the installation is a tribute to the generations of ranchers and their families who lived here.

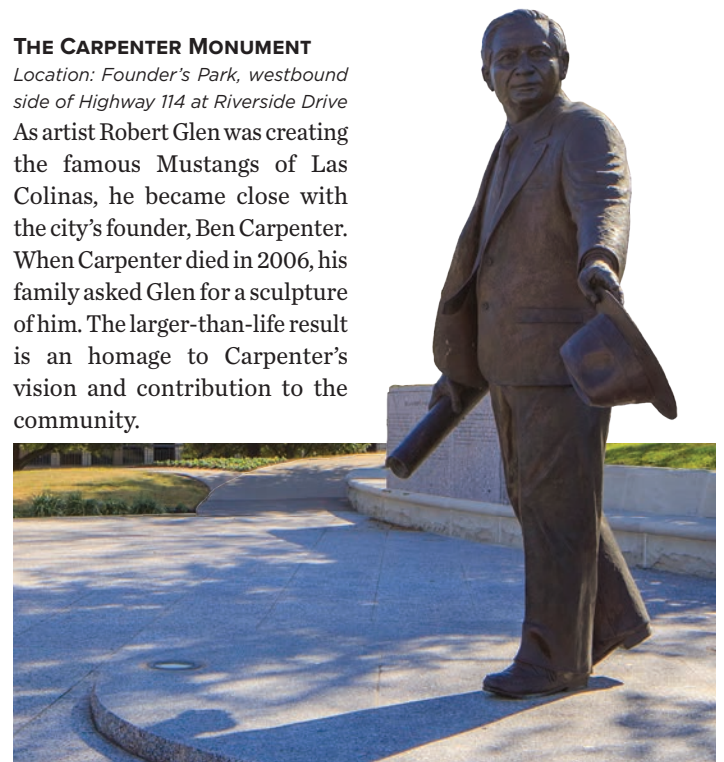
LIONS AT CAMPIÓN TRAIL

Location: Corner of Northwest Highway and Riverside Drive
 These two lion sculptures were a gift from wildlife artist Robert Glen (Mustangs of Las Colinas) to Las Colinas founder Ben Carpenter. Carpenter originally displayed them at the entrance to his ranch before donating them to the city.



THE CARPENTER MONUMENT

Location: Founder’s Park, westbound side of Highway 114 at Riverside Drive
 As artist Robert Glen was creating the famous Mustangs of Las Colinas, he became close with the city’s founder, Ben Carpenter. When Carpenter died in 2006, his family asked Glen for a sculpture of him. The larger-than-life result is an homage to Carpenter’s vision and contribution to the community.





On the Right Path

Irving's growing Campión Trail connects surrounding communities with miles of bike-friendly pathways BY TYLER HICKS

I WAS ALWAYS AFRAID OF RIDING A BIKE.

Each Christmas, when kids across the country begged their parents for some new wheels, I hoped that anything but a bike would appear underneath the tree. When one did, I kept the training wheels on as long as my parents would permit. Years later, when Mom and Dad prepared to move out of my childhood home, I found that bike collecting cobwebs and dust in a dark, dank corner of the attic. Naturally, I took it out for a spin only to discover that it was, of course, way too small. However, I never shed the notion that I was missing out on some seminal experiences not just of childhood, but of life. What makes matters worse is that all along, I've had the perfect trail in my backyard.

Campión Trail spans a little over 12 miles along picturesque sections of the Trinity River. The goal is a greenbelt: a scenic connection of the Trinity's West and Elm forks. If you were to run or stroll through the trail as it exists today (which I recommend), you see some of the lushest scenery in Dallas-Fort Worth. Furthermore, the well-manicured foliage provides just enough shade to make your Irving venture enjoyable in any and every season.

Assuming my fright would get the best of me, I didn't expect to enjoy Campión's beauty as much as I did. But if anything, the soothing nature of, well, nature helped me realize everything was going to be okay — even if I had minimal experience on two wheels.

I began my adventure in Trinity View Park,

where I rented a bike. Intermittently walking and biking (overcoming fears is hard, mind you), I navigated multiple miles of tightly trimmed, tree-lined paths winding through the heart of North Texas. The beauty was constant and the views were eclectic. At times, I was able to see large swaths of urban life up front in Irving, as well as of my hometown of Dallas in the distance. Alternatively, I saw a countryside consumed by the constant reminder of nature's beauty. Campión Trail winds through parks like the Sam Houston Trail and Trinity View and affords many moments of solitude: just me, the trail and my two-wheeled companion.

My fear faded with each rotation of the wheels. When I was on the trail, surrounded by open spaces and Texas nature, I felt comfortably surrounded. It wasn't just the nice weather, it was the people. Every time I passed a soccer team at play or a couple enjoying a picnic, I was greeted with a wave, a smile and even shouts of encouragement (clearly I still looked like a newbie).

These interactions reminded me that Irving's beauty extends far beyond its nature. Soon, Campión Trail will become even more expansive, and the greenbelt will connect my hometown with Irving, Grand Prairie, Fort Worth and Arlington. But in many ways, the Campión Trail project has already accomplished its goal of building community and getting first-timers like me to connect with nature the we didn't even know was there.

Cityofirving.org/1127/Trails

Campión Trail winds through parks like the Sam Houston Trail and Trinity View and affords many moments of solitude: just me, the trail and my two-wheeled companion.

STAY

DINE

PLAY
.....

LIVE



A City for All Seasons

From Texas bluebonnets in the spring to holiday parades in December, you won't want to miss these unique photo ops around Irving BY JACQUELYNE FROEBER



SPRING

The sweet smell of Texas bluebonnets means spring is in the air. The vibrant blue flowers bloom every March and April across Texas. The beautiful color and bonnet-shaped petals have made them popular since 1901, when the bluebonnet was designated the official state flower of Texas. Today, there are festivals and parks devoted to the bluebonnet, and a drive along Irving's Highway 114 provides endless views of these wildflowers. Here are three sweet spots around Irving to appreciate the bluebonnets:

- **Las Colinas Boulevard:** At the popular intersection of Las Colinas Boulevard and Colwell Boulevard, there is a vast field teeming with bluebonnets. Also try Las Colinas Boulevard and West La Villita Boulevard for more beautiful blooms.
- **North Lake College:** More than 270 acres of natural landscape surround North Lake's Central Campus, and the bluebonnets are storied alumni here. From the main entrance on MacArthur Boulevard to the tree-lined trails through campus, you're never far from a field of blue.
- **Irving Convention Center:** With a prime location in the heart of Las Colinas, the Irving Convention Center is within walking distance to restaurants, attractions and some impressive bluebonnet views. Follow Promenade Parkway adjacent to the ICC and behind Williams Square for one of the best spots in Las Colinas.

**SUMMER**

Walking along the Mandalay Canals feels more like you're in Venice than Texas. Old World-style office buildings, restaurants, cafes and shops line the waterfront in Las Colinas, and a cobblestone pathway winds around the canals and Lake Carolyn. Or get in the water and don't forget your waterproof camera: Romantic gondola rides and stand-up paddle boarding keep the canals busy all summer long.

FALL

On Sept. 26, the annual Park Place Luxury & Supercar Showcase treats automotive lovers to a 360 experience at the Four Seasons Resort and Club at Las Colinas. Coveted brands including Rolls-Royce, Bentley, McLaren and Maserati show off the latest models, while the Collectors' Concours Invitational Car Show honors classic, rare and exotic vehicles. The ticketed event also includes live entertainment, pop-up shops from Highland Park Village and gourmet cuisine.

**WINTER**

The Heritage District of town is positively glowing in December. Festivities for the Holiday Extravaganza start with a parade of themed floats adorned with lights. There is also a float contest before the tree-lighting ceremony. Bring a wide-angle lens to capture the 30-foot tree outside of City Hall, and no filter needed for the surrounding neighborhoods with elaborate light displays.



The Rise of Shared Spaces

Corporations are looking to Irving to support a professional work environment outside of the office BY SAM OSTERLING

EARLY IN 2019, IRVING'S OFFICE DEPOT OPENED the doors to a Workonomy Hub — a shared workspace within one of its many nationwide retail stores. Though there are more than 1,000 Office Depots in the United States, this store is one of the few with a Workonomy Hub.

In September, VariDesk, best known for electronic standing desks, opened its second VariSpace location in Las Colinas. The 305,000-square-foot compound, formerly home to the Zale Corp. headquarters, offers spaces starting at 10,000 square feet with short-term leases.

Both companies are hoping to build on a burgeoning industry within Irving and the world at large: shared working spaces, or co-working spaces. These companies operate offices where startups, large companies and independent workers can rent space for the short term.

While the exact services offered by each co-working company vary, they all offer the same appeal to their clients: flexibility, simplicity and a higher degree of control over the workspace.

At Irving's WeWork location in Las Colinas, clients can choose a space as small as a desk or as large as a private office containing more than a dozen seats. At The Study, a collaborative workspace created by the city of Irving and supported by partners like Microsoft, members can reserve a podcasting space, an entire auditorium or dozens of options in between.

The idea of co-working spaces began in 2005 as a way for independent software engineers in San Francisco to save money and capture the collaborative feeling of working in a larger office. Growth came quickly, and by 2012, there were more than 2,000 shared workspaces in the world.

For single-employee companies, these spaces provide inexpensive access to all the resources you would expect in a traditional office setting, minus the assembly. Co-working spaces come furnished and set up

with computers, printers, dining areas and overhead already built in to the price. Instead of trying to build a business in a home office, entrepreneurs can work from a well-lit, fully-furnished space often including amenities like an outdoor workspace or fully functional cafe.

For growing companies, the variety of space means that upsizing won't require moving the entire office. Many of these shared spaces have customizable wall configurations, allowing for rearrangement or expansion of spaces in the event of growth within an individual team.

The more established companies offer incoming talent the professional, openly collaborative workspace they would expect in a Silicon Valley startup, right here in Irving.

With a quickly growing population, an unemployment rate below the national average and seven Fortune 500 companies with campuses or headquarters in the area, Irving is perfectly set up to take advantage of the co-working trend. Plus, the easy access to Dallas, Fort Worth and both airports make these shared spaces even more appealing to the short-term, travel-centric business world.

The more established companies offer incoming talent the professional, openly collaborative workspace they would expect in a Silicon Valley startup, right here in Irving.





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Then & Now

Las Colinas has evolved from quiet ranch land to master-planned success BY JACQUELYNE FROEBER

WHEN BUSINESSMAN JOHN CARPENTER purchased the Hackberry Creek Ranch in 1928, his wife, Flossie, affectionately referred to the land as “El Ranchito de Las Colinas,” or the little ranch in the hills. But Carpenter had big plans: As Dallas continued to acquire land, Carpenter did the same, hoping he could attract the burgeoning population, and expanded the ranch to more than 6,000 acres by 1959. Carpenter died that year, but his son Ben took over and broke ground on the Las Colinas master-planned community in 1973.

Today, Las Colinas continues to attract those who dream big. The community ultimately expanded to 14,000 acres and is home to seven *Fortune* 500 companies, 12 *Fortune* 1000 companies, 13 *Inc.* 5000 companies and eight of the largest public companies in the Dallas-Fort Worth area. The 960-acre Urban Center also provides offices for some of the most esteemed firms in the country, including Verizon, Citigroup, AT&T, Microsoft, CVS Health and Neiman Marcus.

In Williams Square, the world’s largest equestrian sculpture is one of the most popular tourist attractions in North Texas. There’s also an abundance of natural surroundings, including more than 190 acres of parks and greenbelts and miles of canals that attract visitors and residents to this former little ranch in the hills.

Just like John wanted.

Las Colinas today (right) and under construction in 1979 (below).



STAY

DINE

PLAY

LIVE





GROWING

GAINS

Two years in, Irving's Toyota Music Factory has developed into a national destination entertainment complex. Now major players from Dallas and Fort Worth want in.

BY PETE FREEDMAN



SHE

WOULDN'T EVEN PICK UP

THE PHONE

when he called — and to hear him tell it, he called a lot.

Truth is, Brooke Humphries simply wasn't interested in listening to what Noah Lazes kept trying to pitch her. Not at first, anyway. Not for years, Lazes says. It was only within the last 12 months or so that Humphries decided to hear out the eager businessman who'd been repeatedly dialing her from his Charlotte-based cell phone number.

At a certain point, taking Lazes' call was, at minimum, the proper diligence. Humphries has held major influence over Dallas' nightlife realm for decades; she'd smartly parlayed the club infamy she'd earned in the '90s into an empire that saw her, as recently as just a few years ago, owning and operating as many as eight successful area bars and restaurants simultaneously. Lazes, president and COO of the North Carolina-based real estate development firm The ARK Group that operates the city of Irving's Toyota Music Factory entertainment complex, was angling to get Humphries to open up a spot within his enclave out in the suburbs — a market that she had willfully ignored for so long. Doing so no longer made much sense, though.





An aerial view of the Toyota Music Factory during the night. The ARK Group president and COO, Noah Lazes (below)

Since opening in September 2017, the Toyota Music Factory has, by most any metric, established itself as a major player in the entertainment sphere — and not just in Irving. It's made Irving a major entertainment destination thanks to its many bars and restaurants, which now account for the majority of the 10 highest-ranking alcohol-selling establishments within the city limits. Another undeniable statistic: Per the concert industry trade publication *Pollstar*, the complex's star anchor tenant — the state-of-the-art, convertible indoor/outdoor, 8,000-capacity Live Nation-operated concert venue known as The Pavilion at Toyota Music Factory — ranks as the No. 1 amphitheater in the U.S. in terms of ticket sales throughout 2019 to date. Just as impressive, it ranks as the No. 2 venue in the entire world in this same category.

Stats like those can't be overlooked. Neither, it seems, can first-person eyewitness accounts of the complex's draw. Remembers the persistent Lazes: "Once we finally got Brooke out here, she was immediately like, to quote her: 'This is unbelievable! I want to be a part of this. Where do I sign?'"

In October, Humphries formally opened up shop in Irving. Just a year after she'd unveiled her latest concept — a Nashville-inspired honky tonk called Mama Tried — in Dallas' red-hot Deep Ellum neighborhood, she opened its second location at Toyota Music Factory. Mama Tried arrived at TMF as part of a distinct second wave of tenants at the complex, which will collectively raise its tenancy to a full 95 percent. It joins the likes of the Cajun-themed sports bar Green Gator, the elevated gastropub Reservoir and the ax-throwing establishment Stumpy's Hatchet House. The majority of these

new establishments are also operated by experienced locals like Humphries. Perhaps even more than his development's undeniable liquor and ticket sales, Lazes says getting local power players like Humphries invested in Toyota Music Factory's long-term success is a clear sign of its health.

"It beyond a shadow of a doubt shows that we've become part of the fabric of the community," Lazes says.

There's additional evidence of that, too. Last summer, The Pavilion at Toyota Music Factory hosted a back-to-school rally for the 4,000 teachers and staff members of the Irving Independent School District.

"That's how we should, and want, to be used by the greater community," Lazes says.

Ultimately, Humphries says, it's the impressive community spirit that the Toyota Music Factory has developed in its first two years of operations that sold her on joining in on the action.

"The ecosystem here is already established," she says. "A lot of

"It beyond a shadow of a doubt shows that we've become part of the fabric of the community."

— Noah Lazes, president and COO of The ARK Group, which operates Toyota Music Factory



PHOTOS: DEREK MALONE; JONATHAN ZIZZO

CLOCKWISE FROM TOP: A packed house at Reservoir; The Green Gator; Roger Creager performs at Mama Tried's sneak peak party at the Texas Lottery Plaza



these guys here have been open for two years, which is a long time in this industry. We're the new kids on the block, but nobody has been anything but friendly to us, and it's really a great feeling, being welcomed like that."

Naturally, Humphries looks forward to the perks of Mama Tried operating less than a minute's walk from one of the premiere music venues around. But what she is most impressed by in her early goings in Irving is the support her establishment has received from the people who call the city home.

"There's a lot of people that we've seen every night that we've been open," she says. "I've learned that there are a lot of people that just do not leave Irving. They do not go into Dallas. Why would they? There's a whole thing out here — so they stay out here."

That's music to Lazes' ears, as those crowds were what sold him on developing a complex like Toyota Music Factory in Irving in the first place.

"There are all these jobs in Irving," he says. "And this new generation, they live first and work second — but they want both of those things to be nearby one another. That's only going to continue in the future. So you've got to have entertainment, food and beverage options — and



just excitement in general — to keep them employed in your city. If not, they're going to go get a job with somebody else who does have those things near their offices. These people don't want to drive out somewhere else to find all that. They want it near them. It's all about convenience. That's what everybody wants now, in every manner. How can we make it easier to get from one point to the next?"

It's a question cities across the country are asking themselves — and a query, Lazes says, he hears regularly in the wake of what Toyota Music Factory has been able to accomplish in such a short span in Irving. Its success is something they hope to replicate.

"We get calls literally weekly from cities inquiring about us maybe trying something in their market," he says, sounding like the guy at the poker table who knows he's holding the winning hand. "We just tell them we're focused at the moment on perfecting Irving first."



STAGING A COUP

Thanks to a new star tenant, downtown Irving should soon see a dramatic increase in cultural cache

BY PETE FREEDMAN

For the past quarter-century, Irving Community Theatre has been rehearsing for and managing its award-winning productions out of a modest home within a mostly nondescript shopping center in North Irving. Imagine what it could do with a spot built to help it grow.

Actually, no need to daydream: In early October 2019, the company cut the ribbon on an upgraded, modern facility right in the middle of downtown.

After months of planning, city officials joined the board of directors for the nonprofit theater company at that ceremony to celebrate the opening of the theater troupe's new space on East Irving Boulevard. The opening represents an immediate win for the city's thriving arts community. As the former home of the Texas Musicians Museum, this prominent downtown building remained vacant for more than a year before the Irving Community Theatre moved in. Its 17,000 square feet will provide the new tenant more than four times the space it occupied at its last home.

"We're super excited about this," says Tom Ortiz, marketing chair for the company and a regular producer of its shows (including last fall's production of *A Chorus Line*). "We're a little scared — but we're also super excited. That's exactly the feeling."

Called MainStage 222, Irving Community Theatre's new facility offers the group a wide array of improved amenities. They include an upgraded black box theater space, which comes complete with new lighting and sound gear, and an oozing-with-potential outdoor performance setting that can seat crowds of up to 600 people. On those two stages, the company hopes to host additional theater performances beyond its biggest productions, which have traditionally been — and

will continue to be — hosted by the Irving Arts Center.

Other new comforts include dressing rooms, green room spaces, a small art gallery space and even a café that boasts a fully functioning commercial kitchen.

"It's also just really aesthetically pleasing," Ortiz says, sounding giddy at the thought. "And the fact that it's in the historic district of downtown, that also just crazy appealed to us."

All this excitement has certainly been appreciated by the city. Ortiz says moving into the desirable new space — and reaching a five-year lease agreement for it — wouldn't have been possible without the support of Irving's elected officials and their commitment to the arts.

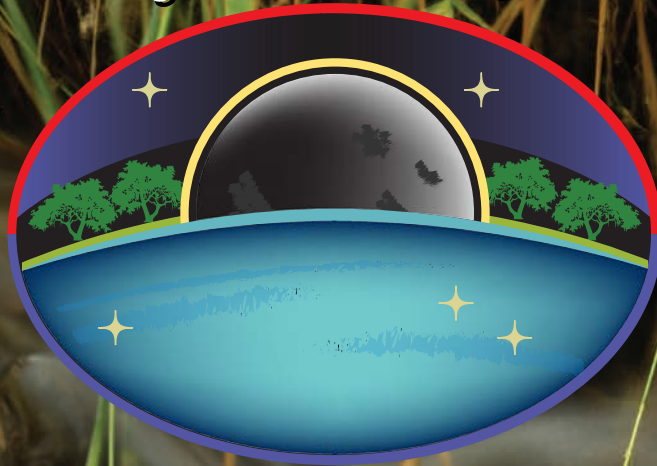
"They were very generous in the way that they worked out the lease with us," he says.

In turn, MainStage 222 hopes to spread that love around to other Irving artists — and not just those within the theater community. Part of the ambitious plan for the new address, Ortiz says, is to open up its space to musicians, comedians and performance artist showcases of all stripes.

And they've already booked such talent. "Mama's Party" — a long running variety show that started in Dallas — recently moved locations from Grand Prairie to MainStage 222. "Mama" is Irving native Amy Stevenson and this is her "child." She loves getting other people up in front of audiences to do what she loves to do — entertain. Every Monday night you can find professional singers, dancers, and performers of all variety entertaining both a loyal and new following.

"We're not just a theater group anymore," Ortiz says. "This feels like a new chapter. We just can't wait to share everything about our new home — with everybody." *Mainstageirving.com*

groom lake



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OTHERWORLDY COMMUNICATIONS AND MARKETING SOLUTIONS

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Texas.

What's attracting some of the biggest nightlife players in Dallas to open up new concepts in Irving? Mama Tried owner Brooke Humphries breaks it down.

BY PETE FREEDMAN | PHOTOGRAPHY BY DAVID HALLORAN

Outside Mama Tried; a row of pool tables line the back of the bar (below)



Brooke Humphries has been one of the most influential bar and club owners in Dallas for over a decade, operating such esteemed hot spots as Beauty Bar, Barcadia and the It'll Do Club, just to name a few.

About a year and a half ago in Deep Ellum, she opened her latest concept, Mama Tried — her first country-music-dedicated spot — which now boasts a second location within Irving's Toyota Music Factory.

If anyone understands the inner workings of North Texas' thriving (yet complicated) nightlife dynamics, it's Humphries, who was willing to entertain our questions about why she thinks Irving represents an exciting new frontier for entertainment aficionados like her.

TO SOMEONE WHO HAS NEVER BEEN, CAN YOU EXPLAIN THE IDEA BEHIND MAMA TRIED?

Mama Tried was always meant to be a Nashville-style, seven-days-a-week, come-as-you-are spot where you could eat, drink and listen to country music. Sometimes, that music is live. Sometimes, it isn't. But it's always centered around rowdy country music — country music all day, every day. It's just so easy to sing along to country music, to tap your foot to it, to dance to it. There's no better vibe than being in a crowded, packed bar scene with a bunch of country music fans all singing along to the same song, you know? There's nothing but love there. That's what we wanted to create.

HOW ARE YOU APPROACHING THE IRVING LOCATION OF MAMA TRIED DIFFERENTLY FROM ITS ORIGINAL SPOT IN DEEP ELLUM, IF AT ALL?

We're not going to stray from what we are. I'm going to do live music here just like we do in Deep Ellum. We are going to be doing lunch and expand our menu a little bit, which is new. But outside of that, we're still just the same rowdy bar. The first weekend we were open, I was actually a little concerned about that — like, "Oh, we might be a

little bit too rowdy for here!" At one point, I was looking around and going, "Oh, jeez ..." because a couple of crazy things were going down in the bar. And, right then, I look next to me, and one of the higher-ups at The ARK Group [developer of the Toyota Music Factory] was right there. I was worried, but he was like: "I love it here! We've been waiting for this! We've been waiting for this energy!"

HAS THAT KIND OF OPEN-ARMED ACCEPTANCE IN IRVING SURPRISED YOU?

Well, as much as I've enjoyed running spots on notable Dallas strips like Henderson Avenue and Lower Greenville, I've found that there is life outside of those areas. Like, there's a lot of people out here in Irving, too. I just think there are lots of great opportunities here. I'm excited about it. We are ecstatic to be here. This Toyota Music Factory complex is like its own city. We're excited to bring country music to it, and to be part of the whole ecosystem.



Don't
mess with
Texas.

CLOCKWISE FROM TOP: Restaurateur Brooke Humphries; the Dinosaur Beef Rib (bottom right) and The Fried Elvis, a batter-dipped peanut butter and jelly sandwich fried to perfection

“There’s no better vibe than being in a crowded, packed bar scene with a bunch of country music fans all singing along to the same song.”



Texas Tech

Microsoft's Las Colinas campus director talks technology, the recent expansion of the facility and Irving's future with the largest software company in the world

BY JACQUELYNE FROEBER | PORTRAIT BY DAVID HALLORAN

Raamel Mitchell grew up in Dallas, but he's always had his tech-savvy eye on Irving — especially when Microsoft opened a facility in Las Colinas in 2001. Today, Mitchell is citizenship and public affairs director for Microsoft and oversees the Las Colinas operations and more than 2,000 employees. And that number is growing: Microsoft recently announced it will expand employee presence by 575 jobs and invest more than \$31 million in capital in the Las Colinas site. *Surveyor* asked Mitchell for more on the development and what this means for North Texas.

AFTER 19 YEARS, WHAT IS IT ABOUT THE CITY OF IRVING TODAY THAT MAKES MICROSOFT WANT TO EXPAND THE FACILITY HERE?

It goes back to the reason why we came to Irving to begin with. It's a great environment to work and there's a great talent pool from a higher-education standpoint — there's a fantastic higher-education system here for new talent. And we found that our current employees find Irving a favorable place to work and live and grow their families.

WHAT TYPE OF JOBS WILL BE PART OF THE EXPANSION?

Right now we have our support services, sales and digital sales team. We are looking to grow substantially our U.S. delivery center. The skill set ranges from sales and services, but a number of those jobs are pretty technical.



GOVERNOR ABBOT SAID IN A STATEMENT THAT THE INVESTMENT BY MICROSOFT IS EVIDENCE OF TEXAS' RISE AS A GLOBAL TECHNOLOGY HUB. SPECIFICALLY TALKING TECHNOLOGY, TELL US WHY YOU THINK TEXAS IS DRAWING THESE COMPANIES HERE.

Again I go back to Texas being a favorable place to work, live and play. We have a very diverse workforce, and Texas has a young workforce as well. So besides the fact that Texas is one of the fastest-growing states — and Dallas is diverse in terms of industry to population — Texas provides a favorable business environment and, being a Texan, I have to say it's a great place to live.

AROUND TOWN

Where to dine, play and stay near the Microsoft facility, according to the Las Colinas campus director, Raamel Mitchell

BREAKFAST

The Four Seasons Resort and Club Dallas at Las Colinas

POWER LUNCH

Toyota Music Factory

BUSINESS DINNER

Benihana

MUST-SEE ACTIVITY

Golf at the Four Seasons

STAY

NYLO Dallas Las Colinas,
Four Seasons and Marriott
Dallas Las Colinas



GROWING UP IN DALLAS, ARE YOU SURPRISED BY THE GROWTH OF IRVING?

The entire Dallas-Fort Worth area has expanded dramatically — like the fourth-largest metropolitan area — [and] represents a significant economy here. So it's been on a growth trajectory for years. But to see the growth and activity in Irving has been amazing to witness. And I think it's also because as the mayor of Irving or the chamber will say, they strive to be the “headquarters of headquarters.” I think that energy and that vision and that focus has played a role in also ensuring that everyone from start-ups to large corporations really consider Irving, consider North Texas, consider Texas in general when starting a company, relocating a company or expanding a company. And I think we see that with the amount of growth that's occurred particularly with corporate interest moving from other states to Texas and also expanding where they are. That's what we are seeing.

WHAT TECHNOLOGY ADVANCES ARE YOU SEEING THAT EXCITE YOU?

We still see a ton of advancement occurring. In artificial intelligence, in quantum computing, in other cloud services, and 5G is also another technology we will continue to see growing in 2020 and beyond. We are at a point where the technical capabilities of devices, of our products and our services, just continue to grow at an expedient rate. It's extremely exciting to see some of these technologies continue to evolve and mature, and then it's extremely exciting to see the amount of interest taking place at universities — and even high school — and other corporations around these concepts as well. I think we are at a fantastic place where we see this amount of development taking place.

SO IS IRVING POISED TO BE THE SILICON VALLEY OF THE SOUTH?

I believe that Irving has a future in tech. It's a great place to start a business for entrepreneurs, it's a great place to expand a business for companies that already exist, but it's also situated in a location that encourages collaboration in North Texas and beyond. The access to the airport is huge. Being able to fly from DFW to almost every corner on the earth on a direct flight is an amazing opportunity. It's great to see what is happening; becoming the next Silicon Valley is probably not their goal. I think their goal is becoming the best — back to the mantra that we are the “headquarters of headquarters” — and that's the goal. And the ability to communicate and work and partner with the city when you're starting a company or expanding a company and connecting with others in the area — the future is unlimited.



A ROOM WITH A VIEW

After years of progress, Irving's lakeside mixed-use development is complete and open for business
BY JACQUELYNE FROEBER

IF the English poet Lady Mary Montgomerie Currie was window shopping and looking at an apartment in Irving's new Water Street development, she would probably say her famous phrase: "All [good] things come to those who wait."

After all, the highly-anticipated mixed-use Water Street project has been in the works for more than a decade. The journey began as plans for a unique place for North Texas visitors and residents to experience waterfront living — retail and residential — near the new Toyota Music Factory entertainment district. Delay upon delay kept the project in limbo until Gables Residential, the company behind Dallas' urban chic Uptown development, stepped in to make the waterfront vision a reality. That particular decision was one Irving Mayor Rick Stopfer supported 100 percent.

"They've seen the vision that we saw, and the opportunity to create a new pedestrian experience at street level for the Urban Center, to build on the statuesque presence of Williams Square and what would be coming with the convention center and entertainment district," says Stopfer. "They've created a visual and pedestrian connection to the Lake Carolyn waterfront, which is one of our most distinctive assets."

As the name suggests, Water Street is on the shores of Lake Carolyn

and tucked between Las Colinas and O'Connor boulevards. Today, the 60,000-plus square feet of residential and retail space are near capacity.

"There's a wide variety of dining options and some really unique retail in an incredibly compact and easily walkable setting," Stopfer says. "And not just a view of water from a distance, but settings that put you right up next to it, in the heart of an incredibly urban setting."

Local favorites including El Famoso and Olivella's pizza were among the first to open, with The Ginger Man and Big Little Market not far behind. On-site tailoring services, Ciel Nail Lounge and a yoga studio are also within steps of the modern Gables Residential apartment homes.

The completion of Water Street and its multi-use design is a first for Irving, but as Stopfer notes, it was part of Ben Carpenter's original vision to build a legacy and help define what an Urban Center would be. "The area continues to evolve as its corporate tenants, residents and visitors do — and because of his foresight and the figurative cornerstones he laid, those evolutions will continue to be successful," Stopfer says.

As an Irving resident since 1988, the mayor has certainly seen the city evolve, but his favorite Lake Carolyn pastime has not changed. "There are a lot of exciting new activities on the lake, but I'll take a romantic gondola ride with my wife over them all," he says.

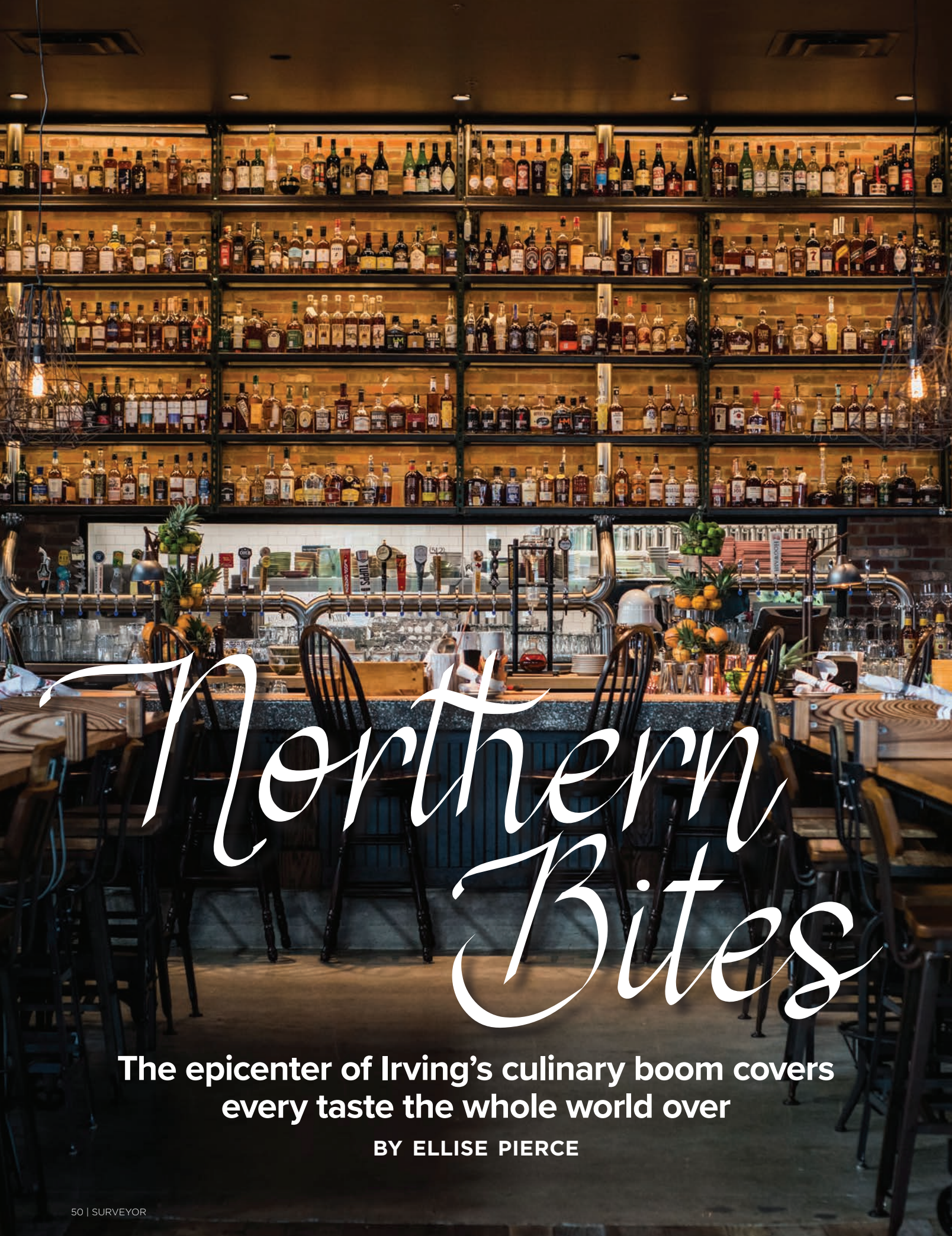


CLOCKWISE FROM TOP: An aerial view of Water Street; libations at El Famoso; inside Big Little Market; the outside of Cork & Pig Tavern

“There’s a wide variety of dining options and some really unique retail in an incredibly compact and easily walkable setting.”

— Irving Mayor Rick Stopfer





Northern Bites

The epicenter of Irving's culinary boom covers every taste the whole world over

BY ELLISE PIERCE



WHISKEY CAKE

It's one thing to ride the coattails of the "buy local" movement, but it's a whole other deal when you actually do it. From the mesquite wood it sources for its wood-fired grill to the honey that's drizzled on the biscuits, the North Texas-based Whiskey Cake takes its commitment to buying local seriously. They proudly post a long list of local suppliers on their website. The menu features a farm-fresh philosophy; it's American comfort food, made by hand, from the craft cocktails to the bowls of turkey chili. The vibe here is like hanging out in your best friend's living room: comfy, unpretentious and easy. The food, equally so. Standouts include the chicken and cheese melt, built with on-site rotisserie chicken; garlic grilled ribeye, served with charred broccoli and candied cashews; shrimp and grain salad made with local greens, freekeh and root vegetables. Either way, dessert's de rigueur, and the Whiskey Cake is recommended.

WHISKEYCAKE.COM

CHICKEN SALAD CHICK

For the Southerner who wistfully dreams of childhoods filled with chicken salad, the Irving branch of the Alabama-based chain Chicken Salad Chick has what you're craving. With a dozen versions and served by the scoop — and naturally, on a bed of curly lettuce — each order is made from scratch daily with shredded white meat chicken. Feeling old-fashioned? There's the Classic Carol, mixed with celery and mayo. Fancy: Lauren's Lemon Basil is made with pecans, fresh basil and lemon. Fiery: Kickin' Kay Lynne is a chicken salad not for the faint of heart, zapped with buffalo sauce, jalapeños and Sriracha. There's also homemade pimento cheese and egg salad sandwiches, and soup, which comes by the ladylike cup, but you already figured that out, right?

CHICKENSALADCHICK.COM



BURGERIM

A flight of burgers? In DFW, heck yeah! Traditionally, burgers in Texas are served in two sizes: big and bigger. Burgerim, a Tel Aviv-based hamburger chain, has deviated somewhat from the Texas “big-and-bigger” way and upped the burger game in the process. There are Burgerim's classic burgers, which are small and meant to be ordered in twos. (The word burgerim translates to “many burgers” in Hebrew, which also might be “mini burgers.”) The 2.8 ounce burgers come in six patties, including Angus beef, lamb, chicken and “uncut,” which is plant-based. There are bigger burger options as well (but not the kind that you have to cut in two) reasonable one-third and even quarter-pounders, which, like the minis, are a fancier take on the usual ketchup-and-mustard versions. There's also a Greek lamb burger with Tzatziki sauce; a Hawaiian salmon burger with pineapple and a barbecue glaze; and for the vegetarians, a falafel burger served with tahini and baby greens. Lest we forget where we are, there are also burgers made of angus and dry-aged beef, barbecue sauced or covered with American cheese. BURGERIM.COM





WALK-ONS BISTREAUX & BAR

When Drew Brees first started playing football for the New Orleans Saints, he fell in love with Walk-Ons, a Baton Rouge-based cajun restaurant and sports bar. Now he is co-owner and partner in the chain with locations throughout the South. The menu reads like an homage to Louisiana's famed spicy, shrimpy and crawdaddy-centric cuisine. Specialties include cajundillas, which are tortillas stuffed with chicken, andouille sausage and boudin and served with red beans and rice; catfish atchafalaya (blackened filets served with crawfish étouffée); duck and andouille gumbo; and of course, po' boys. You know dessert is coming, and how on earth will you choose between beignets and Krispy Kreme bread pudding? You'll find a way, just like the under-6-foot quarterback does every Sunday.

WALK-ONS.COM



LUPE TORTILLA

This isn't just another Tex-Mex place, it's the first DFW outpost of the wildly successful Houston sit-down restaurant chain, and there's a good reason why it's so popular (besides fresh, fluffy 10-inch flour tortillas). The menu here goes beyond the regular fajitas-and-enchiladas option, although you can certainly find those as well. Lupe's serves an elevated take on Tex-Mex, with a menu that doubles as a miles-long laundry list of culinary treats: lobster tacos, crab and avocado enchiladas, salmon with roasted red pepper butter, grilled mahi-mahi and three-pepper cheese steak. Vegetarians also have more than the usual spinach quesadillas to choose from: Mushroom tacos al carbon, spinach and artichoke enchiladas and vegetable fajitas are all delicious options. TEX-MEX.COM

Top Brunch

Brunch is the weekend's mini-holiday, a slice of time that you can carve out to do absolutely nothing but enjoy a long, easy meal with your friends and family. Where to go, though? No worries. Irving boasts some of the best spots in North Texas. BY ELLISE PIERCE

GLORIA'S LATIN CUISINE

Chicken or egg? At Gloria's, a most-loved Salvadoran and Mexican cuisine restaurant, they have both. And boy, do they have huevos here. Some are meant for absolutely no sharing whatsoever, such as the Egg & Spinach Tostadas, or the Migas, and even one dish made with just egg whites if that's how you roll. However, the star may just be the Chilaquiles, done absolutely right, with shredded chicken, crispy tortilla chips and served with salsa verde or salsa de Chile Guajillo and sprinkled with queso fresco. Sip along with a fancy pomegranate mimosa, which for just \$2 means that yes, you ought to just go ahead and order two. Saturdays and Sundays. GLORIASCUISINE.COM





LAW RESTAURANT AT THE FOUR SEASONS LAS COLINAS

Aimed at highlighting Texas cuisine by serving what's in our state's land, air and water (hence the name, LAW), brunch here is no different. First of all, it's a buffet, with stations ranging from omelets to prime rib, snow crab claws, shrimp and raw oysters. There's even a make-your-own ramen bowl and poke station. It's hearty. It's big. It's Texas. Biscuits and gravy, hash browns, bacon and sausage. And we're not even to the just-baked pastries and muffins. Sundays. FOURSEASONS.COM



CORK & PIG TAVERN

Like any other time of day or night, brunch at the Cork & Pig is — dare we say it? — fun, which isn't the first word that comes to mind when being anywhere on the weekend before noon. Set your alarm, slide into your comfy pajamas and check out the banana oatmeal pancakes if you're a health nut, and the Fruity Pebbles French toast if you're not, made with homemade bread and topped with cinnamon ice cream and maple syrup. Try the piglet, half frosé, half mimosa, or a spicy bloody mary. Here, brunch is served on Saturdays and Sundays; double-trouble cool, we say. CORKANDPIG.COM

VIA REAL

Via Real is a great place to take someone you're trying to impress. The brunch situation is serious, and it's a very good idea to make a reservation and arrive early because it would be crazy not to take advantage of the unlimited mimosas that are part of the deal. Also, indulge in endless trips for made-to-order waffles and omelets, signature items like the Southwestern eggs benedict (where queso is swapped out for hollandaise) and entire stations for carved meats, salads and, drumroll please, desserts. Every Sunday. VIAREAL.COM



LAMBERTI'S RISTORANTE AND WINE BAR

Not your typical brunch buffet, this one's heavy on the Italian, as in chicken piccata, chicken parmesan, lasagna, pasta diavolo, fettuccine alfredo, spaghetti with meat sauce and ravioli. There are also pizzas to choose from, by the slice, and salad, too – but it's honestly the cheesy, carby goodness that gets all the attention. Bread pudding and chocolate mousse come later, and even though neither is Italian, we're not going to complain about that. Or the unlimited mimosas. Sundays. LAMBERTIRISTORANTE.COM



Irving Life

These facts and figures highlight one of America's most diverse ZIP codes

IN THE COMMUNITY

- The city of Irving has 240,373 residents, making it the 13th largest city in the state.
- ZIP code 75038, which includes communities Broadmoor Hills and Song, was named one of the Most Diverse Neighborhoods in America — with nearly equal percentages of black, white, Hispanic and Asian residents — by real estate website Trulia.com.
- As an international business hub, Irving and Las Colinas support seven Fortune 500 companies and 8,500 businesses — more private and public companies than any other city in North Texas except Dallas.

12.9%



Increase in population over the decade

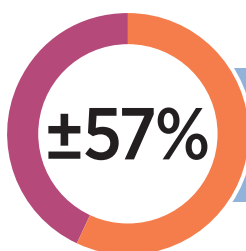
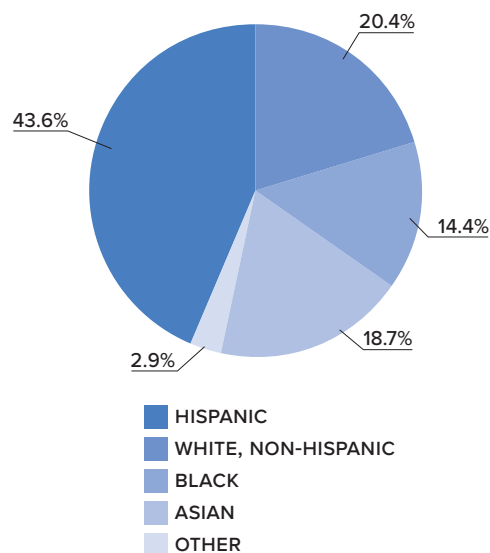
400+

Restaurants celebrating global fare including Argentinian, Indian, Asian, Nepalese and more

30+

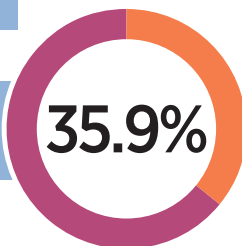
Places of worship

COMPREHENSIVE IRVING DEMOGRAPHICS



Of residents speak another language besides English

Foreign-born Irving residents



124K

People employed by the Irving economy

TOP 10 EMPLOYERS



*Per most recent 2017 Census data

AROUND TOWN

Upcoming events and nearby attractions

ALL YEAR

EVERY SATURDAY

LAS COLINAS FARMERS MARKET

MACARTHUR PARK
FOURSEASONSMARKETS.COM

Mild winters in Texas allow local farmers to grow a variety of fruits and vegetables year-round. This country market also offers gourmet foods, artisan crafts and fresh produce.

EVERY MONDAY

MAMA'S PARTY

MAINSTAGE 222
MAINSTAGEIRVING.COM/MAINSTAGE-222

Every Monday night, Mama invites some new and some not-so-new-to-DFW talent. You may see opera singers, belters, comedians and maybe even a juggler or two.

EVERY MONDAY - SATURDAY

LIVE MUSIC AT THE RANCH

ThERANCHLc.COM

The Ranch at Las Colinas doesn't just source neighboring towns for fresh ingredients, they also farm Texas for great musicians. Expect the best up-and-coming Texas artists at The Pavilion at The Ranch.

SELECT DATES

PARTY ON THE PLAZA!

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM

This free concert series brings entertainers to the open-air venue that sits amid restaurants and bars. Beginning in March, Party on the Plaza! will run every Friday and Saturday night.

JANUARY

11 MORGAN WALLEN'S WHISKEY GLASSES ROAD SHOW

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Wallen received his first-ever CMA Awards nomination for New Artist of the Year after earning a CMT Breakthrough Video of the Year award nomination for "Whiskey Glasses."

12 LAS COLINAS BRIDAL SHOW

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

Featuring more than 100 wedding businesses, including fashion shows and amazing door prizes, this show is a must attend to plan the perfect wedding!

14 SEVENTEEN - ODE TO YOU TOUR

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

After producing their own music, Seventeen has gone from being known as "super rookies" to "self-producing idols." They have all the synergy to captivate fans throughout the world.

19 MARTIN LUTHER KING, JR. OBSERVANCE

IRVING ARTS CENTER
CITYOFIRVING.ORG

The observance features a variety of music and dances performed by the Dallas Black Dance Theatre, as well as an essay contest themed "Moving Forward" for students in Grades 3-12.

24-26 ZESTFEST

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

Featuring some of the hottest foods from around the world, this event offers three days of cooking demos by celebrity chefs, live music, interactive contests and thousands of food samples.

24 - FEB 8 PRIDE & PREJUDICE

IRVING ARTS CENTER
IRVINGTHEATRE.ORG

Bold, surprising, boisterous and timely, literature's greatest tale of latent love has never felt so full of life that in this effervescent adaptation. Directed by Dennis Yslas.

FEBRUARY

1 FROST FEST

CIMARRON PARK
CITYOFIRVING.ORG

The annual Frost Fest is a free festival featuring rarely seen fluffy snow and fun activities. Enjoy the cool side of winter weather with a snow tubing hill, train rides and more.

9 DAZZLING MUSIC

IRVING ARTS CENTER
NPOIRVING.COM

The New Philharmonic Orchestra of Irving performs Gioachino Rossini: Overture to the opera; The Barber of Seville with conductor Stephen Pandolfo; Mikhail Glinka: Capriccio brillante on the Jota Aragonesa; and César Franck: Symphony in D Minor.

9 ANA GABRIEL

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Known to her fans as La Luna de América, Ana Gabriel is a legendary Mexican singer who is an important global ambassador and influencer of Mexican and Latin music.

14 LA ARROLLADORA

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Led by clarinetist René Camacho, this banda group from Sinaloa quickly rose to the top. Over a dozen band members perform a range of Mexican regional music including rancheras, corridos and cumbias.

15 WILLIAM SHATNER

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

An unforgettable night with the one and only William Shatner. Following the screening of Star Trek II: The Wrath of Khan, enjoy a conversation with Captain James T. Kirk.

15 IRVING VALENTINES 5K/10K

TOYOTA MUSIC FACTORY
IRVINGMARATHON.COM/IRVINGFROST5K

Run the popular Irving Marathon USATF Certified 5K & 10K course through scenic Las Colinas. The event includes post-race party at the Texas Lottery Plaza with race photography, finisher's medal and more.

15-16 NORTH TEXAS COMIC BOOK SHOW

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

Your friendly neighborhood Dallas comic book show returns to the Irving Convention Center with a great guest list of comic artists, comic dealers and a cosplay contest.

22 MARDI PAWS

TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM

An adopt-a-thon party including a doggie Mardi Gras parade, and more. Entry money raised goes to the DFW Humane Society.

22 TORI KELLY

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

A gospel- and R&B-influenced singer/songwriter, Tori Kelly embraces her Christian faith in her 2018 album Hiding Place, which won the Grammy Award for Best Gospel Album.

22 RACHMANINOFF WITH A TWIST

IRVING ARTS CENTER
IRVINGSYMPHONY.COM

The Irving Symphony Orchestra brings together ballet and piano. From waltzes to movie music and concluding with a famous piano concerto, this concert will thrill you!

29 OPETH WITH GRAVEYARD

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Sweden's Opeth is an influential heavy metal band from Northern Europe. After hitting Sweden's Top 10, they recently released Pale Communion.

MARCH

5 TEXAS LOTTERY LIVE THURSDAY SERIES

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM

This open-air concert series begins on the first Thursday in March and runs every Thursday evening, featuring live, local talent and plenty of nearby restaurants to eat and drink.

6-7 NORTH TEXAS TEEN BOOK FESTIVAL

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

This free festival highlights Middle Grade and Young Adult (YA) literature by introducing well-known, best-selling and emerging teen authors, along with book signings, panel sessions and more.

7 HOLI FESTIVAL ON THE PLAZA

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM

In India, Holi announces the arrival of spring and the passing of winter. This festival breathes an atmosphere of social merriment featuring music, culture, food and COLORS!

20 - APR 4 INHERIT THE WIND

IRVING ARTS CENTER
IRVINGTHEATRE.ORG

A fictional dramatization of the notorious 1925 Scopes "Monkey" trial when a Tennessee teacher was jailed for teaching Darwin's Theory of evolution to his pupils. Directed by Harry Friedman.

28 IRVING MARATHON

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM

A Boston Marathon qualifier, this event includes a full marathon, half marathon, 10K, 5K and Fun Run. There'll be live music and fun for the whole family!

28 THE TEXAS TENORS

IRVING ARTS CENTER
IRVINGSYMPHONY.COM

The famed trio comes back to Irving with their high energy show, packed with great music and high-class entertainment. It's a fitting conclusion to a blockbuster season of great music!

29 SINGING VOICES

THE IRVING ARTS CENTER
NPOIRVING.COM

The New Philharmonic Orchestra of Irving presents Paul Dukas: Fanfare from the ballet; La Péri. Béla Bartok: Violin Concerto No. 1, Sz. 36 with soloist Dr. Adrian Demian; NPOI concertmaster. Andrew Weliver: There Will Come Soft Rains (world premiere) with conductor Dr. John Wayman; and Antón Bruckner: Te Deum with UTA University Singers

APRIL

4 CITYWIDE EGG HUNT

LOCATIONS PENDING
CITYOFIRVING.ORG

Children ages 10 and under participate in egg hunts in select area parks and recreation centers featuring thousands of eggs, as well as inflatable rides and craft activities. The Easter Bunny is present for pictures.

4-5 FIBER FEST

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

Visit DFW's largest fiber festival serving the knitting, crochet and spinning craft community. Along with classes and exhibits, the vendor hall offers tools and supplies for the novice to the professional.

10 CINDERELLA PRESENTED BY BALLET NORTH TEXAS

IRVING ARTS CENTER
IRVINGARTSCENTER.COM/EVENTS

Cinderella is transported from her wistful fireside dreams to a dazzling palace ball where she will meet her prince.

16 TEXAS LOTTERY LIVE CELEBRATES SELENA!

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM

Part of the Texas Lottery Live! Thursday series, this open-air concert celebrates the life and music of Texas' own Selena.

17-18 SCRAPBOOK EXPO

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

Create a fabulous project, learn a new technique or brush up on your skills at a variety of workshops. The Scrapbook Expo has a little something for everyone.

18 DISNEY DANCE UPON A DREAM

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Celebrate the dazzling world of Disney with dancer, social media and television sensation, Mackenzie Ziegler, and the Disney Dance Company.

19 RICARDO MONTANER

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

Named Singer of the Year by Billboard magazine, Montaner has written and edited more than 300 songs, including "La cima del cielo" and "Besame."

MAY

1 THE AVETT BROTHERS

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

In 2017, the Avett Brothers released their documentary May It Last: A Portrait of The Avett Brothers, which followed the band as they wrote True Sadness. Their new album Closer Than Together is out now.

1-2 KAMEHA CON

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

Kameha Con focuses on the Dragon Ball universe! Bringing voice actors, animators, toys, games and collectibles from all over the world to Irving.

1-15 IRVING CONCERT SERIES

WHISTLESTOP PLAZA
CITYOFIRVING.ORG

For three consecutive Saturdays in May, Irving's annual open-air concert series showcases musicians from across the state. Food trucks on site. Parking and admission are free.

1-15 IRVING CONCERT SERIES 4 KIDS

CIMARRON PARK RECREATION CENTER
CITYOFIRVING.ORG

For three consecutive Saturdays in May, this popular indoor music series for children ages 5 and younger features performances by top children's music groups. Parking and admission are free.

2 RAIN: A TRIBUTE TO THE BEATLES

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

This mind-blowing performance takes you back in time with the legendary foursome delivering a note-for-note theatrical event that is "the next best thing to seeing The Beatles!" (Associated Press).

8-23 DISASTER! THE MUSICAL

IRVING ARTS CENTER
IRVINGTHEATRE.ORG

Disaster! is a new musical from Broadway featuring some of the most unforgettable songs of the 70s. Paying homage to the era of bell bottoms and the hustle, Disaster! will have you dancing in your seat.

17 A WINDOW ON RUSSIA

IRVING ARTS CENTER
NPOIRVING.COM

The New Philharmonic Orchestra of Irving with Irving ISD Orchestra students presents Dimitri Shostakovich: Festive Overture, Opus 96; Modest Mussorgsky: Introduction to the opera; Khovanshchina. Aram Khachaturian: Suite Masquerade; and Modest Mussorgsky: Night on Bald Mountain

MAY

29-30 LUCKY LEAF EXPO

IRVING CONVENTION CENTER
IRVINGCONVENTIONCENTER.COM/EVENTS

With 50 expert speakers and a full showroom of exhibitors, this CBD, Hemp and Cannabis Expo includes topics on science, health and wellness, business strategies, policy reform and more.

JUNE

6 TASTE OF IRVING

LEVY EVENT PLAZA
CITYOFIRVING.ORG

This free outdoor festival features offerings from area restaurants and food trucks, live music and family-friendly activities. With a variety of menu options and entertainment, this event is a town favorite.

TBA CANAL FEST 2020

MANDALAY CANALS
MANDALAYCANAL.COM/EVENTS

Showcasing the diversity of Irving, Canal Fest celebrates all things multicultural. Entertainment includes more than 30 groups performing ethnic dances and music. This free festival is fun for the whole family.

16 CHILDREN'S DAY AT THE THEATER

IRVING ARTS CENTER
IRVINGARTSCENTER.COM

This fun and interactive show features marionettes with storytelling from local puppet theaters. All shows are free and rated G for "Great for all audiences."

JULY

4 INDEPENDENCE DAY CELEBRATION

HERITAGE DISTRICT AND LEVY EVENT PLAZA
CITYOFIRVING.ORG

The City of Irving holds an annual two-part celebration of America's independence each year. Thousands of attendees enjoy the award-winning parade, community reception and evening festival with fireworks display.

4 UNCLE SAM JAM

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM/EVENTS

Keep the party going with the official 'after party' for the Irving 4th of July fireworks celebration. This free concert will keep you rocking all night long.

17 HOW THE OTHER HALF LOVES

IRVING ARTS CENTER
IRVINGTHEATRE.ORG

How The Other Half Loves is a farce following the consequences of an affair between a married man and his boss's wife. Results are a chain of misunderstandings, conflicts and revelations.

AUGUST

7 DAVID GRAY

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

During the span of his career, David Gray holds the best-selling album record in Ireland with *White Ladder*, a BAFTA nomination, two Ivory Novellos and a Grammy nomination.

13-15 ORIGINAL SEWING & QUILTING EXPO

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM/EVENTS

This Expo is a place to find the latest and coolest techniques and products and learn new skills with cutting-edge education. It's three days of classes and workshops, fashion shows, shopping and more.

22 BLOODCARE DRIVE TO BENEFIT KIDD'S KIDS

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM/EVENTS

Kidd's Kids and Carter Bloodcare invite you to save lives by donating blood. Stay for the free concert to celebrate Kidd Kraddick and the life-saving gift of blood.

28 LAUGHS BY THE LAKE

LEVY EVENT PLAZA
CITYOFIRVING.COM

Lake Carolyn is the backdrop for the largest outdoor comedy show in North Texas. Enjoy the line-up of comedians and sample fare from food trucks. Attendance and parking are free.

SEPTEMBER

12-13 ULTIMATE WOMEN'S EXPO

IRVING CONVENTION CENTER AT LAS COLINAS
IRVINGCONVENTIONCENTER.COM

Explore your personal style, renew your soul and uncover your passions while you relax and rejuvenate. Connect with keynote speakers, shop among hundreds of vendors and try spa treatments.

26 PARK PLACE LUXURY AND SUPERCAR SHOWCASE

FOUR SEASONS RESORT & SPA
LUXURYSUPERCARSHOWCASE.COM

This unique luxury lifestyle and auto showcase takes place on the 1st and 18th Fairway of the famous Four Seasons' Tournament Players Course. In addition to the Car Show and Expo, guests enjoy a VIP lounge, fashion displays, a Beer Garden, live entertainment, Kids Zone and meets and greets with industry experts.

26 IRVING MAIN STREET EVENT

HERITAGE DISTRICT
CITYOFIRVING.ORG

This free event returns to downtown Irving featuring food vendors, a kids' play and craft area, music, vintage car show and Hot Sauce Fest, where participants compete for the best recipe.

OCTOBER

9 THE DOOBIE BROTHERS

THE PAVILION AT TOYOTA MUSIC FACTORY
THEPAVILIONTMF.COM

The Doobie Brothers were recently nominated for the 2020 Rock & Roll Hall of Fame. This 50th Anniversary tour will feature Tom Johnston, Michael McDonald, Pat Simmons and John McFee.

10 TEXAS-OU WEEKEND CELEBRATION

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM/EVENTS

Come by and cheer on your favorite team, north or south of the Red River. Quench your Sooner thirst or quell your Bevo appetite with a variety of area restaurants and bars.

16-18 DALLAS FAN DAYS

IRVING CONVENTION CENTER
IRVINGCONVENTIONCENTER.COM/EVENTS

Dallas Fan Days is an annual comics, sci-fi, horror, anime and gaming event. Packed with family-friendly activities and celebrity guests, this pop culture extravaganza is host to thousands of fans.

31 HALLOWEEN ON THE PLAZA

TEXAS LOTTERY PLAZA AT TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM/EVENTS

Come celebrate Halloween with a free concert featuring fiendish food and devilish drinks at the Factory's large variety of restaurants and bars.

NOVEMBER

23 FARM TO FORK SHOWCASE

THE RANCH AT LAS COLINAS
THERANCHLCLC.COM

Enjoy fresh food and drink samples as The Ranch at Las Colinas honors local farmers, ranchers and growers during its annual Farm To Fork Showcase.

28 TOYOTA MUSIC FACTORY HOLIDAY MARKET & TREE LIGHTING

TOYOTA MUSIC FACTORY
TOYOTAMUSICFACTORY.COM

Enjoy a day of holiday shopping, live music, Santa and a 30-foot, outdoor Tree Lighting ceremony.

DECEMBER

5 HOLIDAY EXTRAVAGANZA PARADE AND TREE LIGHTING CEREMONY

HERITAGE DISTRICT
CITYOFIRVING.ORG

Traditionally, over 100 entries make up the themed parade, and Old Saint Nick will officially mark the start of the season. Afterward, City Hall's Christmas tree lighting ceremony concludes with fireworks.

FOR THE MOST CURRENT CALENDAR OF EVENTS, VISIT IRVINGTEXAS.COM

Taste the In-N-Out® Difference



Since the first In-N-Out Burger® opened in 1948, we've been doing fresh differently. And you can taste it in every bite. Our burgers are grilled to order—made with juicy 100% beef patties and freshly toasted buns. We only use crisp, fresh produce that's grown locally. Our fries are made right before your eyes from whole potatoes. And our shakes are made from real ice cream. Experience *Freshness you can taste®* for yourself.

Visit us at **190 E. Stacy Rd., Allen** or In-N-Out.com for more Texas locations.



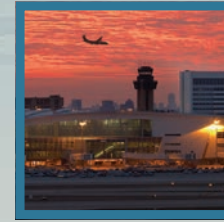


Texas Motor Speedway

Offers many national events, including NASCAR & IndyCar.



Dallas/Fort Worth International Airport



SOUTHLAKE

FORT WORTH



NORTH RICHLAND HILLS



121

HURST

360



ARLINGTON

360

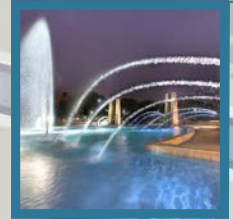


Six Flags Over Texas

Family-friendly 200-acre amusement / theme park with over 50 rides.

IRVING

Millennium Fountain
100 feet in diameter, the geyser rises to 30 feet.

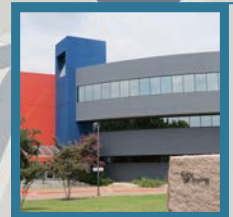
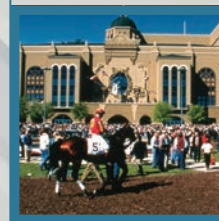


SPUR 408

GRAND PRAIRIE

Lone Star Park at Grand Prairie

Horse racing track with dining & private penthouse suites.



Irving Archives and Museum

Innovative exhibits and programs.



AT&T Stadium

Home of the Dallas Cowboys and host to big-name events.



Fort Worth Stockyards

Experience FW's Western heritage in this popular historic district.



Sundance Square

Dozens of options for shopping, dining, and entertainment.

972.252.7476

irvingtexas.com

irvingconventioncenter.com

#visitirving

Visit Irving, Texas and experience the finer points of the Lone Star State! Enjoy live music at Toyota Music Factory, take a romantic gondola cruise along the European-style canals of Las Colinas and play championship golf at the TPC Four Seasons Las Colinas. All while taking in world-class dining and nightlife. It's also a quick drive to the rest of the DFW Metroplex, giving you a wide array of options for activities and attractions. You'll discover that Irving makes it easy to access the best dining, arts, entertainment and Texas-sized shopping. Then, choose from any of Irving's 85+ hotels to kick back and relax with family and friends.



Toyota Music Factory

DFW's exciting new entertainment venue, featuring the 8,000-seat Pavilion, operated by Live Nation.

Irving Convention Center at Las Colinas

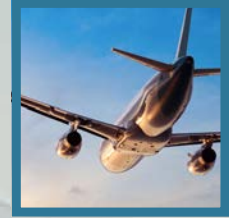
275,000 sq. ft. facility offering four levels of multifunctional space.



Urban Center

Home of the Mustangs of Las Colinas, Lake Carolyn, Gondola Adventures on the Mandalay Canal and Water Street.

Love Field Airport



Galleria Dallas

Upscale shopping mall.



Irving Arts Center

Features four galleries, two theaters and a sculpture garden.



Downtown Irving / Heritage Crossing

Relive Irving's historic past in a relaxing hometown atmosphere.



Mainstage222 Irving-Las Colinas

An award-winning theatre in the heart of the Metroplex.

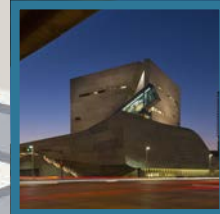


Big State Fountain

Old-fashioned diner serving Irving since 1948.

Perot Museum of Nature and Science

Amazing hands-on learning experiences.



Downtown Dallas

Just a short 20 minutes from Irving.



DART Orange Line
Five Irving Stations

DALLAS

Start your visit in the middle of things.

VISIT
IRVING
TEXAS
CONVENTION & VISITORS BUREAU

The Journey Home

Follow the hoofprints of the largest equestrian sculpture in the world to Irving BY DIANA PFAFF

WHEN THE NEWLY CREATED MUSTANGS OF LAS COLINAS RODE INTO town in 1984, they had already experienced enough international first-class travel to make even the most seasoned jetsetter envious.

Like everything else he planned for his Las Colinas Urban Center, founder Ben Carpenter went to great lengths to find the perfect sculptor to create the centerpiece for the development. He wanted someone who could capture the free spirit embodied in the heritage of Texas, and in 1976 he selected Robert Glen. The East African was already internationally recognized as an artist with a proven skill in capturing the spirit of wild animals, like the herds of wild mustangs that traveled north from Mexico into Texas centuries ago.

It was no problem for Carpenter that Glen's studio was in Nairobi, Kenya. It was there that Glen created maquettes of the five mares, two colts, a young stallion and an older, dominant stallion that would make up the nine-horse sculpture. Carpenter loved the bronze finishing on all of Glen's pieces, so it also presented no problem that the foundry he used was in Basingstoke, England, an hour's drive from central London. The maquettes were created from a lightweight yet durable model that would endure the trip from Nairobi to London. Each intermediate-sized piece was crated and flown to the world-famous Morris Singer Foundry, which cast many public monuments around the world — including the famed lions of London's Trafalgar Square.

It was at the Morris Singer Foundry that the process of creating the one and a half times life-size model of the sculpture took place, using the intermediate-sized maquettes as a scaling and measurement guide. Upon completion, each piece was sand-molded, assembled and finished with the bronze casting, weighing about 2 tons. Special crates were designed for each horse to protect them en route to Heathrow Airport. From there, the 17-ton-plus cargo of nine bronze mustangs was loaded onto a Pan Am Airways 747 and flown across the Atlantic to New York's JFK Airport.

Representatives from Carpenter's Las Colinas Corporation met the special cargo as it was transferred onto an American Airlines 747, finally bound for D/FW, a 10-minute drive from Williams Square Plaza, where the Mustangs of Las Colinas have reigned as a top visitor attraction for 35 years.



The famed Mustangs of Las Colinas were trucked to their new home at Williams Square Plaza in 1984.



Las Colinas

Get the bigger picture.

Discover why we're home to 50,000 residents, 120,000 workers, 12 Fortune 1000 headquarters, and hundreds of acres of Dallas-Fort Worth's best opportunities.

LasColinas.org

Home to the Global Headquarters of 12 Fortune 1000 companies,
Irving, Texas moves at the **Pace of Business!**

VELOCITY

Business moves fast. On a global level, constant change can be the difference between risk and opportunity. Speed to market is everything and Irving's Economic Development team is ready. We can help you find the perfect location, get fast-track permitting, source what you need to be market ready and help you hire a passionate and talented workforce.



IRVING, TEXAS

Recognized as the Headquarters of Headquarters, it's easy to see what could develop with your new location in this elite business community.

To learn more about relocating your company to Irving-Las Colinas contact us at economicdevelopment@irvingchamber.com.



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