

AGENDA
City of Irving Arts and Culture (IDAC)
Monday, August 18, 2025 at 5:30 PM
Irving Arts Center, Meeting Rooms A, B and C
3333 N. MacArthur Blvd.
Irving, Texas 75062

The Board may receive reports and presentations, deliberate, recommend, or take other appropriate action on the items listed on the agenda.

1. Citizen Comments on Items Listed on the Agenda
2. Community Announcements
3. Approving Consent Agenda items:
 - a. Minutes – July 21, 2025, IDAC Board of Directors Meeting
4. Approving the Fiscal Year (FY) 25/26 Board Meeting Calendar
5. Approving Panelist Recommendations and Funding for Fiscal year (FY) 25/26 Resident Grant Fund
6. Discussion Regarding Proposed Staffing Changes at Irving Arts Center
7. Approving the Fiscal Year (FY) 25/26 IDAC Budget
8. Information Only: Final Evaluation- Community Activities Fund
 - a. Marco Polo Foundation
 - b. HighArt Foundation
9. Board Chair Report
 - a. Executive Committee Meeting – Friday, August 22, 2025, at 4:00 pm
 - b. Next Board Meeting – Monday, September 15, 2025, at 5:15 pm
10. Department Monthly Management Report
 - a. Executive Director – Todd Eric Hawkins
 - i. Operations Update
 - ii. Hotel Occupancy Tax Collections
 - iii. Strategic Plan Update
 1. All Staff Meeting 8/5/2025
 - iv. Proposed Revisions to the Committee Structure and Meeting Scheduled
 - b. Assistant Executive Director – Ross Moroney

AGENDA - Continued

- c. Director of Museums – Jennifer Landry
- d. Director of Education and Exhibitions – Marcie Inman
- e. Director of Marketing – Freddy Medina

11. Friends of the Irving Museums Report

12. City Management Liaison Report

13. City Council Liaison Report

CERTIFICATION

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

_____ at _____ and remained so posted at least 3 business days before said meeting convened.

Deputy Clerk, City Secretary's Office

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

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

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

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



Memorandum

Date: August 18, 2025
Chris Wallace – IAB Chair
Irving Arts Board Members

From: Todd Eric Hawkins – Executive Director
Irving Arts Center

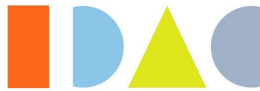
Subject: Call to Order & Roll Call

Call to Order

This is the Arts Board Meeting of August 18, 2025. The agenda was posted on August 12, 2025 at the City Hall of the City of Irving, 825 West Irving Boulevard, Irving, Texas 75060, in accordance with the Texas Open Meetings Act, Tex. Gov't Code Ann. §§ 551.001 et seq.

Roll Call

_____ Chris Wallace, Chair	_____ David Pfaff, City Council Liaison
_____ Deborah Fleck, Vice Chair	_____ Rachel Wood, City Manager Liaison
_____ Bob Josch	
_____ Kelly O'Briant	
_____ Lindy Calzada	
_____ Father Gregory Schweers	
_____ Melody Gamblin-Bullock	
_____ Donna Bourgeois	
_____ Max Duplant	
_____ Michele Quarton	
_____ Jo Anne Hull	



Irving Department of Arts & Culture

Memorandum

Date: August 18, 2025
To: Chris Wallace - IAB Chair
Irving Arts Board Members
From: Todd Eric Hawkins - Executive Director
Irving Arts Center
Subject: Citizen Forum – Citizens’ Comments for Items Listed on the Agenda

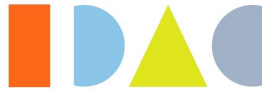
Citizens’ comments provide the opportunity for our citizens to address the Irving Arts Board on items that are listed on the agenda.

Each speaker will be limited to three minutes, and I will let you know when one minute is left.

Please state your name and address prior to your comments. A professional presentation is requested.

Any handouts you wish to provide should be provided to the Board Liaison. Please do not approach the Board.

Our first speaker is:



Irving Department of Arts & Culture

Memorandum

Date: August 18, 2025
To: Chris Wallace- IAB Chair
Irving Arts Board Members
From: Todd Eric Hawkins - Executive Director
Irving Arts Center
Subject: Community Announcements

The Irving Arts Board will now go to the Community Announcement section. During this time, we invite comments from the floor on any topic concerning Arts in Irving or on operations of the Irving Arts Center.

Each speaker must fill out a request-to-speak slip. We must have your name, but you do not need to state your subject. Include your address only if you want a written response.

Speakers will be taken in the order that request slips are received. Each person will be allowed up to 5 minutes to express requests or concerns. No speaker may transfer time to another. Total time set aside for the Community Announcement section is normally 30 minutes. This may be changed at the discretion of the Arts Board.

We request each speaker called to come forward to the designated microphone so that we may record your comments for further study and/or action and for compliance with Open Meetings requirements.

The floor is now open, and the first speaker is:



Memorandum

Date: August 18, 2025
To: Chris Wallace - IAB Chair
Irving Arts Board Members
From: Todd Eric Hawkins - Executive Director
Irving Arts Center
Subject: Consent Agenda Items

The Consent Agenda includes the following:

- A. Minutes – July 21, 2025 IDAC Board of Directors Meeting

Any item on the Consent Agenda on which a board member has a conflict of interest should be identified by item at this time. Items pulled from the Consent Agenda will be taken up as an item for Individual Consideration. In addition, any item on the Consent Agenda, which a board member wishes to discuss in detail, at this time, may pull the item from the Consent Agenda. Items pulled will be taken up as an item for Individual Consideration.

CITY OF IRVING ARTS
Minutes of Regular Meeting,
July 21, 2025

The Board of Directors of the City of Irving Arts Center met in Regular Session on Monday, June 21, 2025 in Meeting Rooms A, B, and C at the Irving Arts Center.

Board Members Present: Chris Wallace, Deborah Fleck, Lindy Calzada, Donna Bourgeois, Bob Josch, Melody Gamblin-Bullock, Michele Quarton, Father Gregory Schweers, Max Duplant and Jo Anne Hull

Board Members Absent: Kelly O'Briant

Liaisons Present: City Council Liaison Al Zapanta, Incoming City Council David Pfaff and City Manager Rachel Wood

Liaisons Absent: City Attorney Liaison Christina Weber

IDAC Staff Present: Todd Eric Hawkins, Ross Moroney, Jennifer Landry, Amy Cohorn, Marcie Inman, Jeff Mues, Freddy Medina, David Dunlap, Jordan Putnam, Rachel Walters, Chris Ospina, Nathan Bredfeldt, Jessica Leser and Tiffany Bergh

The Board broke into Executive Session for Personnel Reasons at 5:28 PM and reconvened into Regular Session at 6:14 PM postponing approval of the Fiscal Year 25-26 IDAC Budget until the next Board Meeting on August 18, 2025.

Item 3: Approving Consent Agenda Items

Board Chair Chris Wallace presented the Consent Agenda for approval.

- a. Minutes – May 19, 2025, IDAC Board of Directors Meeting
- b. Minutes – June 2, 2025, IDAC Community Development Committee Meeting
- c. Minutes - June 6, 2025, IDAC Executive Committee Meeting
- d. Minutes – July 7, 2025, IDAC Destination Development Meeting

Board Member Melody Gamblin-Bullock moved that the Consent Agenda be approved; seconded by Board Member Michele Quarton.

The motion passed 10-0.

Item 4: Approving Financials

- a. April 2025
- b. May 2025

Board Member Max Duplant moved that the April and May 2025 Financials be approved; seconded by Board Member Bob Josch.

The motion passed 10-0.

Item 5: Future in Focus Presentation – Community Services Committee – July 31- Held for clarifications and updates

Item 6: Update on the Status of the Fiscal Year 25/26 Resident Grant Fund – Review of Scores – For Information Only

Item 7: Approving the FY 25/26 IDAC Budget- will be approved at the August 18, 2025 Board meeting- decided in Executive Session for Personnel Reasons

Item 8: Board Chair Report

- a. Next Board Meeting – Monday, August 18, 2025

Item 9: Board Committee Reports

- a. Community Development – Jo Anne Hull – Monday, August 4 at 5:30 pm
- b. Executive Committee – Chris Wallace – Friday, August 8 at 4:00 pm
- c. Destination Development – Max Duplant – Monday, September 8 at 5:30 pm

Item 10: Department Monthly Management Report

- a. Executive Director – Todd Eric Hawkins
 - Operations Update
 - Hotel Occupancy Tax Collections
 - Strategic Plan Update
 - All Staff Meeting – Tuesday August 5th
- b. Assistant Executive Director – Ross Moroney
- c. Director of Museums – Jennifer Landry
- d. Director of Education and Exhibitions – Marcie Inman
- e. Director of Marketing – Freddy Medina

The meeting adjourned at 6:42 pm.



Todd Eric Hawkins, Executive Director

/md

IDAC Board Meeting - July 2025

Transcript

https://otter.ai/u/P44ILfSqliMo_cr5eHgQ18nrhcY?view=summary

The IDAC Board Meeting on July 21, 2025, discussed the potential termination of part-time tech positions at the Irving Arts Center. Chris Ospina and Nathan Bredfeldt argued that these employees are essential, skilled, and cost-effective, contrasting with the proposed use of contract labor. Jessica Leser highlighted the lack of transparency and the potential financial miscalculations in the proposal. The board postponed the budget approval to August 18, 2025, for further discussion. Freddy Medina presented a marketing report showing social media as the strongest revenue generator, suggesting increased investment in digital platforms. The meeting concluded with updates on various projects and initiatives.

Action Items

- ☐ Postpone approving the FY2526 IDAC budget to the August 18, 2025 meeting.
- ☐ Explore options for illuminating the Big State sign, including LED "neon" lighting.
- ☐ Reach out to Freddy Medina to share stories and explore cross-promotion opportunities.
- ☐ Send the total grant amounts and comments to Resident groups this week.
- ☐ Explore adding \$10,000 in emergency funding to the resident grant awards (\$5,000 this year, \$5,000 next year).
- ☐ Prepare a presentation on the strategic plan accomplishments and next steps for the August board meeting.

Outline

Citizen Comments and Introductions

- Chris Wallace welcomes everyone to the meeting and introduces Councilman Pfaff and Freddy Medina, the new marketing director.
- Chris Ospina approaches the board with documents and expresses concerns about the proposal to terminate part-time tech positions at the Arts Center.
- Nathan Bredfeldt, a part-time theater technician, expresses his concern about being laid off in favor of temporary workers and advocates for the retention of part-time employees.

- Jessica Leser discusses the proposal to eliminate part-time positions in the back of house department and highlights the negative impact on dedicated employees and the facility.

Councilman Zapanta's Introduction and Executive Session

- Al Zapanta introduces his colleague on the city council who will be taking over as the liaison to the board.
- Chris Wallace announces the transition to Executive Session at 5:28 PM to discuss personnel items.
- The board reconvenes in open session at 6:14 PM and postpones the approval of the fiscal year 2025-2026 IDAC budget until the next board meeting on August 18, 2025.

Approval of Consent Items and Financial Reports

- The board approves the minutes from various meetings held on May 19, June 2, June 6, June 10, and July 7, 2025.
- The financials for April and May 2025 are approved after a brief discussion.
- Item number five, which involves updates on KPIs, is held for clarifications and updates.

Resident Grant Fund and Strategic Plan Update

- Todd Hawkins provides an update on the status of the fiscal year 2025-2026 resident grant fund, mentioning that the scores from the panelists have been received and the total amount awarded is \$388,000.
- Chris Wallace discusses the possibility of adding emergency funding to the grant, with a proposal to provide \$5,000 each year for the next two years.
- Todd Hawkins and Chris Wallace discuss the strategic plan update and the upcoming all-staff meeting scheduled for August 5 to review progress and future goals.

Community Development and Destination Development Reports

- Max Duplant reports on the Badge of Pride exhibit, highlighting its success and the positive feedback received.
- Max Duplant provides an update on the destination development committee, mentioning the upcoming meeting on September 8.
- Chris Wallace and Todd Hawkins discuss the importance of meeting with council members to understand their vision for IDAC and improve communication.

Month Management Report and Exhibition Updates

- Todd Hawkins reports on the hotel occupancy tax collection and the upcoming strategic plan update presentation.
- Jenn Landry provides updates on the Badge of Pride exhibit, including record-breaking numbers and upcoming tours.
- Marcie Inman reports on the current exhibitions in the galleries and the successful summer camp programs.

Marketing Report and Friends of the Irving Museums Update

- Freddy Medina presents his first marketing report, highlighting the effectiveness of social media in generating revenue and the need to reinvest in digital platforms.
- The Friends of the Irving Museums report on their recent activities, including the welcome of new members and upcoming events.
- Rachel Wood provides an update on the audit and finance committee meeting and the future in focus presentation.

Councilman Pfaff's Report and Closing Remarks

- David Pfaff provides updates on various city projects, including the groundbreaking for Mustang Park and the upcoming World Cup games in Irving.
- Chris Wallace thanks everyone for their participation and adjourns the meeting at 6:42 PM.

Memorandum

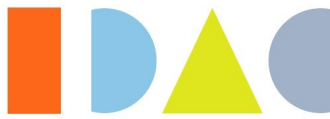
Date: August 18, 2025
To: Chris Wallace– IAB Chair
Irving Arts Board Members
From: Todd Eric Hawkins – Executive Director
Irving Arts Center
Subject: Arts Board Meeting Calendar: October 2025 – September 2026

Listed are the Arts Board Meeting dates for FY2025 - 2026.

October 20, 2025	April 20, 2026
November 17, 2025	May 18, 2026
December 15, 2025	June 15, 2026
January 26, 2026 *	July 20, 2026
February 23, 2026 *	August 17, 2026
March 16, 2026	September 21, 2026

* January 19 and February 16 are the third Monday of the month, but they are holidays- Martin Luther King's Birthday and President's Day so the meetings were moved to the 4th Monday.

If you desire any additional information, please feel free to contact me at your convenience.



Irving Department of Arts & Culture

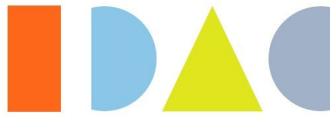
Memorandum

Date: August 18, 2025
To: Chris Wallace – IDAC Board Chair
From: Todd Eric Hawkins – Executive Director
Irving Department of Arts and Culture
Subject: Item # 5: Approving Panelist Recommendations and Funding for Fiscal Year (FY)
25/26 Resident Grant fund.

The staff recommends funding the following grants be awarded to the Resident Organizations listed below:

Organization	Rank	Score	Request	Award
Irving Symphony Orchestra	1	98.16	189,000	185,522
Irving Community Theatre	2	96.3	125,550	120,905
Irving Black Arts Council	3	94.16	4,500	4,237
New Philharmonic of Irving	4	93.5	18,000	16,830
Momentum Dance Company	5	93.3	25,000	23,325
Entertainment Series of Irving	6	92.5	22,000	20,350
Irving Chorale	7	89.8	15,000	13,470
Irving Community Band	8	86	5,000	4,300
TOTAL			404,050	388,939

ACTION: Staff Recommendation is for Approval



Irving Department of Arts & Culture

Memorandum

Date: August 18, 2025
To: Chris Wallace – IDAC Board Chair
From: Todd Eric Hawkins – Executive Director
Irving Department of Arts and Culture
Subject: Item # 7: Approving the Fiscal Year 25/26 IDAC Budget

The proposed Fiscal Year 25/26 IDAC Budget was presented to the Irving Arts and Culture Board on May 19, 2025. The presentation was also given to the Executive Committee on Friday, June 6.

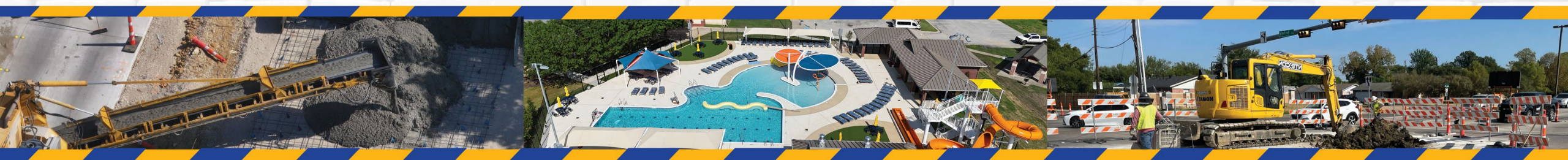
In addition, the proposed Fiscal Year 25/26 IDAC Budget was presented to the City Manager on Monday, July 21st for a line-item review and to the City Council during the Budget Retreat on Thursday, August 14.

For your reference, we have included the presentation given to the Irving City Council. It is reformatted from the version you received in May.

ACTION: Staff's recommendation is for APPROVAL.

City of Irving Fiscal Year
2025 – 26
Budget Retreat

Department of Arts and Culture



About IDAC

Department Structure:

- Divisions: Arts Center & Museums
- 6 funds (5 funds beginning FY24-25)

Funding:

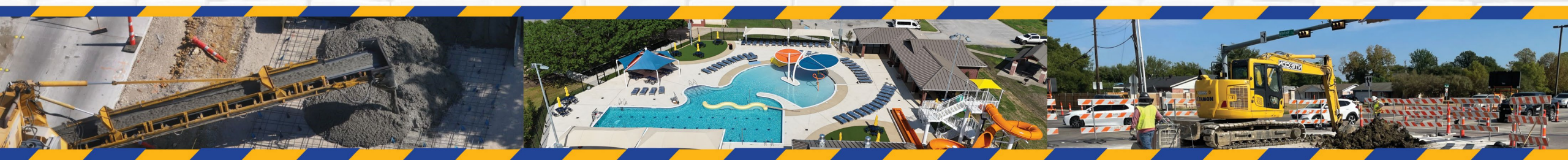
- Hotel Occupancy Tax
- Rental & Sales Revenue
- Interest
- Grants & Donations

City of Irving General Fund Supports:

- Utilities, building maintenance, landscaping, and pest control

Required Reserve:

- Per Resolution 5-3-07-167 the minimum Fund Balance is 90 days of operating expenditures



Hotel/Motel Occupancy Tax (HOT) Allocation

9% Total HOT* Breakdown:

Convention Center: 2%

Entertainment Center: 2%

City of Irving (COI): 5%

*Westin Hotel/ Convention
Center Deducted



COI HOT 5% Breakdown

Allocation %

Irving Convention & Visitor Bureau: 2.85%

57%

Irving Arts Center (IAC): 1.775%

35.5%



IAC 35.5% Breakdown

Irving Archives & Museum (IAM): 0.125%

2.5%

Preservation Fund: 0.05%

1.0%

Convention Center: 0.20%

4.0%

100% IAC General Fund

Less: CAP; Difference = Sweep

- 15% of & 7% + \$1,600,000**

****Legislative authorizing \$1.6mm above
15% expires Sept 2026 (FY26-27)**

Note: Sweep beginning FY22-23
transferred to IAM

Hotel/Motel Occupancy Tax Summary

FUND/FISCAL YEAR	HOT	SWEEP	NET	SERVICE FEE
ARTS CENTER FUND				
23-24 Actual	5,923,917		5,923,917	236,957
24-25 Projected	6,507,040		6,507,040	260,282
25-26 Proposed	6,194,197		6,194,197	247,768
MUSEUM FUND				
23-24 Actual	417,177		417,177	16,687
24-25 Projected	458,242		458,242	18,330
25-26 Proposed	436,211		436,211	17,448
PRESERVATION FUND				
23-24 Actual	166,334	-----	166,334	6,653
24-25 Projected	183,297	-----	183,297	7,332
25-26 Proposed	174,484	-----	174,484	6,979

Arts Center Funds

Four Primary Funding Pools:

General Fund:

- Used for everyday operations at the Irving Arts Center

Computer Replacement Fund:

- Used for computer equipment replacements
- Fund transfer from General Fund by need

Special Projects Fund:

- Used for major events or exhibitions funded by fund transfer from IAC General Fund

Theater Equipment Replacement Fund:

- Used for theater equipment replacements
- Fund transfer from General Fund by need

Arts Center Funds



Proposed Budget Expenditures FY25-26:

- Orchestra Pit Lift Replacement (\$659,560)
- Facility Seal and Paint (\$754,400)
- CPH Audio – Speaker Systems Upgrade (\$156,885)
- Dante I/O Standardization of Facility (\$13,508)
- Assisted Listening Systems Upgrade – Both Theaters (\$17,999)
- New Furniture in Lobby (Benches & Chairs) (\$40,000)
- Resident Group Annual Reception (\$10,000)
- Additional Security as Needed for Exhibitions (\$20,000)

Arts Center Funds

Employee Composition:

Authorized Positions	FY23-24	FY24-25	FY25-26
Full Time	20	19	23
Part Time	32	28	18
Total	52	47	41

Arts Center Funds

General Fund Revenue:

	Actual	Projected	Proposed
REVENUE	23-24	24-25	25-26
HOT	\$5,923,917	\$6,507,040	\$6,194,197
Earned	1,184,630	1,337,233	1,209,650
Fund Transfers- Other Funds	40,997	311,389	80,707
Total Revenue	\$7,149,544	\$8,155,662	\$7,484,554

Arts Center Funds



General Fund Expenditures:

EXPENDITURES	Actual 23-24	Projected 24-25	Proposed 25-26
Continuation	\$3,864,467	\$5,494,861	\$4,524,034
Programs	891,178	810,915	833,185
Building Projects	4,185,551	2,050,466	1,602,352
Fund Transfers	133,260	21,166	20,869
Total Expenditures	\$9,074,456	\$8,377,408	\$6,980,440

Arts Center Funds



General Fund Summary:

	Actual 23-24	Projected 24-25	Proposed 25-26
Total Revenue	\$7,149,544	\$8,155,662	\$7,484,554
Total Expenditures	<u>(9,074,456)</u>	<u>(8,377,408)</u>	<u>(6,980,440)</u>
Balance Available from Revenue	(1,924,912)	(221,746)	(504,114)
Balance Available from Beg. of FY	5,740,835	3,815,923	3,594,177
Total Balance Available	\$3,815,923	\$3,594,177	\$4,098,291

Arts Center Funds

General Fund Available Balance:

	Actual 23-24	Projected 24-25	Proposed 25-26
Total Balance Available	\$3,815,923	\$3,594,177	\$4,098,291
Less: Required Reserves	(2,268,615)	(2,094,352)	(1,745,111)
Total Balance Available After Reserves	\$1,547,308	\$1,499,825	\$2,353,180

Arts Center Funds

General Fund Programs:

Program	Revenue	Expenditures
Arts Board Programs (i.e. parade participation)	\$-----	\$3,000
Adult Education	1,500	4,000
Art Connection	4,108	7,360
Bus Reimbursement	-----	3,000
Educator Appreciation Event (New)	-----	2,000
Family Fun Days	-----	4,500

Arts Center Funds

General Fund Programs (continued):

Program	Revenue	Expenditures
Grants:		
Resident Organization	-----	480,000
Reinstate Community	-----	20,000
Grant Software	-----	2,500
Holiday Programs	-----	11,200
Homeschool Happenings	300	1,500

Arts Center Funds

General Fund Programs (continued):

Program	Revenue	Expenditures
JumpstART	-----	2,000
KidsART	28,290	28,290
Memories in Making	-----	2,000
Other Outreach Programs (offsite)	-----	1,500
Programming Partnerships	-----	2,500
Resident Group Annual Reception (New)	-----	10,000

Arts Center Funds

General Fund Programs (continued):

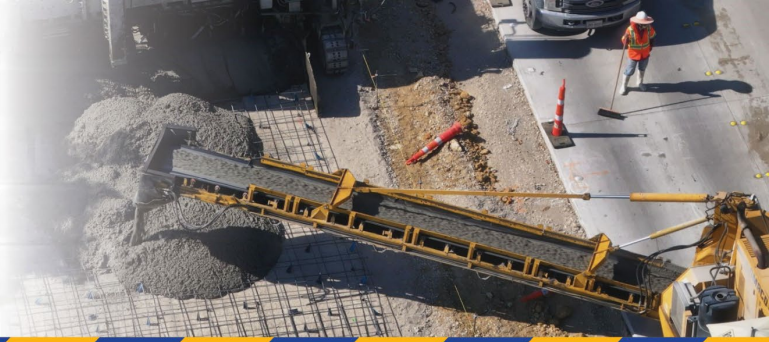
Program	Revenue	Expenditures
Saturday School	5,179	3,200
Student Transportation Art Contest	-----	5,000
Teen Art Program	-----	1,500
Ticket Initiative	-----	2,000
Toyota Music Factory/Artist Alley & Main Street Art Plaza	-----	10,000
Volunteer Program	-----	6,735

Arts Center Funds

General Fund Programs (continued):

Program	Revenue	Expenditures
Visual Arts (26 exhibits)	-----	219,400
<i>Sculpture Garden Annual Rotating</i>		
<i>*Annual Holiday Exhibition</i>		
<i>Annual Black History Month</i>		
<i>Annual Exhibition of Student Artwork</i>		
<i>* 25th Annual Art Connection (Nov. 2025)</i>		
<i>* 26th Annual Art Connection (June-July 2026)</i>		
<i>Focus Gallery 6-8 TBD</i>		
<i>Dupree Theater Lobby 4 TBD</i>		
<i>Carpenter Performance Hall Lobby 4 TBD</i>		
<i>Courtyard Gallery 3-4 TBD</i>		
Total	\$39,377	\$833,185

Arts Center Funds



General Fund Building Projects:

Project	Amount
Orchestra Pit Lift Replacement	\$659,560
Facility Seal and Paint (includes 15% contingency)	754,400
CPH Audio – Speaker Systems Upgrade	156,885
Dante I/O – Standardization of Facility	13,508
Assisted Listening Systems Upgrade – Both Theaters	17,999
Total	\$ 1,602,352

Arts Center Funds

Travel Summary FY25-26

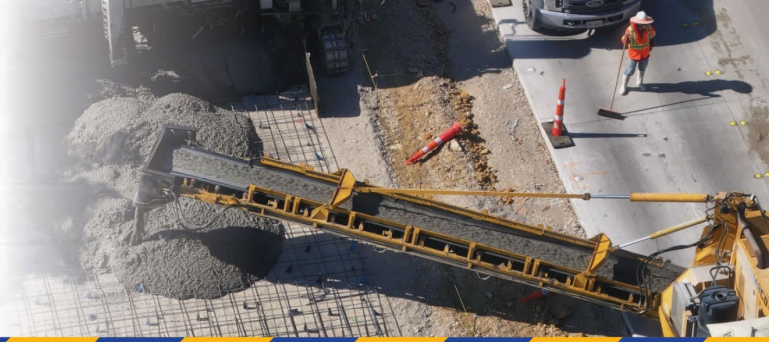
Conference Name	Amount
Government Finance Officers Association of Texas	\$814
Ungerboeck Users Conference (2)	8,236
Technology of Participation Training (ToPS) (3)	3,750
All Staff Training (2 Meetings)	2,500
Assistant Director Training	2,000
Executive Director – Miscellaneous Training	5,000
Americans for the Arts Conference (for Full Board)	25,000

Arts Center Funds

Travel Summary FY25-26 Continued

Conference Name	Amount
International Security Conference (ISC) West	4,042
American Alliance of Museums	2,775
New Ticket System Training (TBD)	2,985
Various Marketing-Related Trainings Online & Local	2,449
Recertification First Aid Training	600
Texas Volunteers Managers Conference	200
Total	\$ 60,351

Arts Center Funds

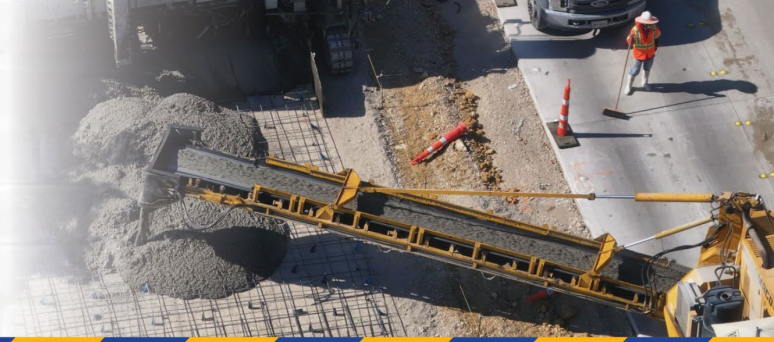


Computer Replacement Fund

	Actual 23-24	Projected 24-25	Proposed 25-26
Beginning Balance	\$119,175	\$113,639	\$122,739
Revenue (Interest)	5,349	4,546	4,296
Revenue (Fund Transfer*)	13,765	10,035	9,025
Expenditures (Fund Transfer**)	24,650	5,481	-----
Ending Balance	\$113,639	\$122,739	\$136,060

*Annual Depreciation **Funds to Replace Computers

Arts Center Funds



Theater Equipment Replacement Fund

	Actual 23-24	Projected 24-25	Proposed 25-26
Beginning Balance	\$1,845,964	\$2,054,921	\$1,909,212
Revenue (Interest)	101,278	82,197	66,822
Revenue (Fund Transfer)	107,679	-----	-----
Expenditures (Fund Transfer)	-----	227,906	-----
Ending Balance	\$2,054,921	\$1,909,212	\$1,976,034

Arts Center Funds

Special Exhibit Fund

	Actual 23-24	Projected 24-25	Proposed 25-26
Beginning Balance	\$513,623	\$535,608	\$557,032
Revenue (Interest)	21,985	21,424	19,496
Revenue (Fund Transfer)	-----	-----	-----
Expenditures (Fund Transfer)	-----	-----	-----
Ending Balance	\$535,608	\$ 557,032	\$576,528

Heritage & Museum Fund

Background:

Fund Management:

- The Irving Arts Center began management of the Heritage & Museum Fund in FY16-17

Operations:

- Provides for operations of Museum (IAM), Archives, Mustang Museum and Visitor Center, Jackie Townsell Bear Creek Heritage Center and Ruth Paine House Museum

Streamlining Funds:

- Beginning in FY24-25, the Preservation Fund was combined with the Heritage & Museum Fund to streamline operational processes and achieve efficiency.

Heritage & Museum Fund



Proposed Budget Expenditures FY25-26:

- Big State Sign Project (\$55,000)
- K. Kendro Consulting (\$40,000)
- IT – Replacement of Two Staff Desktops (\$8,000)
- Translation Services for Eight Projects (\$7,250)
- Defibrillator Replacement for IDAC (\$5,000)
- Workroom Shelving & Scanning Station (\$5,000)
- IT – Replacement of Scanning Station Desktop (\$4,000)

Heritage & Museum Fund

Employee Composition:

Authorized Positions	FY23-24	FY24-25	FY25-26
Full Time	6	6	6
Part Time	8	9	9
Total	14	15	13

Heritage & Museum Fund

General Fund Revenue:

REVENUE	Actual 23-24		Projected 24-25	Proposed 25-26
	Museum	Preservation		
HOT	\$417,177	\$166,334	\$641,539	\$610,695
Earned	83,075	24,239	95,081	91,520
Donations & Sponsorships	35,904	5,000	66,800	52,800
Total Revenue	\$536,156	\$195,573	\$803,420	\$755,015

Heritage & Museum Fund

Expenditures:

	Actual 23-24		Projected 24-25	Proposed 25-26
Expenditures	Museum	Preservation		
Continuation	\$857,637	\$39,667	\$1,328,232	\$1,130,479
Programs	151,943	5,731	191,285	147,335
Land Betterments	---	---	145,000	50,000
Fund Transfers	20,241	---	79,914	81,906
Total Expenditures	\$1,029,821	\$45,398	\$1,744,431	\$1,409,720

Heritage & Museum Fund

Fund Summary:

	Actual 23-24		Projected 24-25	Proposed 25-26
	Museum	Preservation		
Total Revenue	\$536,156	\$195,573	\$803,420	\$755,015
Total Expenditures	(1,029,821)	(45,398)	(1,744,431)	(1,409,720)
Balance Available (Revenue)	(493,665)	150,175	(941,011)	(654,705)
Balance Available (Beg. Of FY)	1,072,185	435,444	1,164,139	223,128
Total Revenue	\$578,520	\$585,619	\$223,128	(\$431,577)

Heritage & Museum Fund

Required Reserves:

	Actual 23-24		Projected 24-25	Proposed 25-26
	Museum	Preservation		
Total Ending Balance Available	\$578,520	\$585,619	\$223,128	(\$431,577)
Less: Reserves for Operating (90 day reserved)	(257,456)	(11,350)	(436,109)	(352,430)
Total Balance Available After Reserves	\$321,064	\$574,269	(\$212,981)	(\$784,007)

Heritage & Museum Fund

Exhibitions/Programs Summary

IAM Exhibitions: (all related costs)

\$42,485

1. October 2025 – Jan 2026: Through Darkness to Light: Photographs Along the Underground Railroad
2. October 2025 – January 2026: Standing Together
3. January – March 2026: March to Freedom
4. January – March 2026: Time Before Texas
5. March – May 2026: Why We Serve: Native Americans in the United Armed Forces
6. April-August 2026: The Perfect Shot: Walter Looss Jr. and the Art of Sports Photography
7. September 2026-January 2027: Killing the Negative: Poetic Interventions

Heritage & Museum Fund

Exhibitions/Programs Summary (continued)

IAM Programming & Maintenance Costs

Badge of Pride Deinstallation	3,500
Community Partnerships/School Programs	20,650
Volunteer Program	1,200
Spark!Lab Supplies	2,000
Exhibit Repairs/Upgrades/Maintenance	5,000
Future Exhibition Rental Deposits	8,000

Heritage & Museum Fund

Exhibitions/Programs Summary (continued)

Preservation Fund Programs

1. Bear Creek – Annual Spring Festival	6,500
2. Bear Creek – Community Exhibits/Hands-on History Room	3,000
3. Preservation/Restoration of Big State Sign & Installation	55,000
Total Heritage & Museum Exhibitions/Programs Expenditures	\$147,335

Heritage & Museum Fund

Travel & Training Summary

Smithsonian Speaker Series – 3 Talks (Travel & Per Diem)

6,000

American Association of State & Local History (2)

5,000

Technology of Participation Training (ToPS) (2)

4,200

Museum Store Association

2,500

National Art Education Association

2,000

Texas Association of Museums

2,000

Friends of the Texas Historical Commission Real Places Conference

1,500

Local Training & Meetings (various)

1,200

Heritage & Museum Fund

Travel & Training Summary Continued

Society of Southwest Archivists	1,100
Local and Virtual Training & Professional Development (various)	1,000
Association of Fundraising Professionals (AFP) DFW Philanthropy Conference	300
Smithsonian Affiliates Virtual Conference – All Staff Pass	200
Williams Square Parking	150
Total	\$27,150

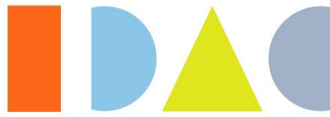
City of Irving Fiscal Year
2025 – 26
Budget Retreat

Questions?



IrvingTX.gov     [@TheCityofIrving](https://www.instagram.com/TheCityofIrving)





Irving Department of Arts & Culture

Memorandum

Date: August 18, 2025
To: Chris Wallace – Chair, IDAC Board
From: Todd Eric Hawkins – Executive Director
Irving Department of Arts and Culture
Subject: Final Evaluation – Marco Polo Foundation – Community Activities Fund

Following is the Final Evaluation Report for the Marco Polo Foundation for the \$2500.00 grant that was awarded from the Community Activities Fund for their event held on October 5, 2024. They were approved at the Board Meeting held on September 9, 2024. The evaluation was complete. This is an informational item only.

If you desire additional information or wish to discuss this prior to the board meeting, please contact me at your convenience.



Marco Polo World Foundation



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1. Credibility and experience of the requesting organization on planning and execution of Special Events: its history and track record.

ABOUT MARCO POLO WORLD FOUNDATION (MPWF)

Marco Polo World Foundation is a public charity, 501(c)(3) non-profit organization committed to promoting intercultural understanding by sharing and celebrating international culture with people across the region and throughout America. Since its inception in 2007, the foundation has launched the Annual DFW Dragon Boat, Kite, and Lantern Festival to celebrate diversity and international culture. In addition to the festival, MPWF provides scholarships, internships, Asian Cultural Seminars, the DFW Dragon Boat Racing Club, and Global Glamour Extravaganza all aimed at bringing together individuals and organizations from various sectors of the community to engage in social and civic betterment efforts.

As the event host, MPWF has been at the forefront of introducing the ancient practice of dragon boat racing to North Texas. MPWF is much more than just a one-day festival. The Foundation launched the DFW Dragon Boat Racing Club to further its educational goals and provide guests with insight into the history of dragon boating. The club offers dragon boat classes year-round for individuals, groups, students, and corporations, with rental services available for local companies and organizations seeking team-building and cultural diversity programs.

MPWF has strong support from businesses, community groups, and city governments. The festival has attracted widespread participation and media attention. Over 50 race teams and 15,000 spectators participated in 2023-2024, including youth teams, breast cancer survivors, cities, corporations, schools, and non-profit community groups. Dragon boat race teams came all the way from cities such as Austin and Houston, and other states like Louisiana, Oklahoma, Florida and Colorado. We are proud to be the first to bring Dragon Boating to North Texas. Over the past 15 years the festival has been attended by Consul Generals from China, Korea, Japan, Mexico, Peru, El Salvador, and Canada. Additionally, we have welcomed several U.S. congressmen, state representatives, and surrounding city mayors celebrating international culture.

The Annual DFW Dragon Boat, Kite & Lantern Festival has become one of the largest festivals focused on diversity in the Southwest.

2. The targeted audience for the Special Event.

Demographics: Open to all ages, with a focus on families, professionals, cultural enthusiasts, and outdoor activity lovers.

Psychographics: The audience is likely to appreciate cultural learning, community events, and family-friendly activities. They are also engaged in outdoor recreational activities, making them ideal participants for boat races and other festival events.



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3. Consistent with the City's Core Values and Vision.

Vision: The City of Irving will be the model for safe and beautiful neighborhoods, a vibrant economy and exceptional recreational, cultural and educational opportunities.

Our Goals and Objectives fit perfectly under the City of Irving's Vision statement.

MPWF Goals and Objectives:

- Increase attendance to 20,000 by targeting new demographics and expanding media outreach.
- Secure \$50,000 in sponsorships, ensuring the festival's financial viability while promoting local and regional brands.
- Strengthen the event's reputation as the premier cultural festival in the region through strategic marketing and media partnerships.
- Promote cultural diversity, health awareness, and community unity.

4. The depth of community support, both financially and by volunteer participation.

In addition to dragon boat team races, the festival has kite flying, lantern displays, a main performance stage as well as numerous multi-cultural demonstrations and classes, along with delicious ethnic foods. We also have raffle drawings with grand prizes of international airline tickets. Since introducing this annual festival in 2007, we have significantly increased attendance each year. In 2024, we had over 50 racing teams, 100 booths and 18,000 visitors. Financial support came from corporate sponsors and community organizations in the metroplex.

Volunteer participation is generally provided by the participating corporation(s) with a percentage from the community and students from local high schools. We had over 300 volunteers that provided support and/or entertainment. We provided each volunteer with a free lunch, bottles of water, and a free T-shirt.

5. The availability of Special Event to the general public.

Social Media:

Platforms: Facebook, Instagram, TikTok, and YouTube.

Tactics:

- Launch a robust social media campaign with targeted ads promoting the festival. Use event visuals, countdowns, and behind-the-scenes content to engage followers.
- Utilize geotargeting within a 50-mile radius to reach local families and cultural enthusiasts.
- Partner with local influencers to amplify the reach and create excitement with authentic event previews.
- Launch a user-generated content (UGC) campaign, encouraging attendees to share their photos and videos using branded hashtags.



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Email Marketing:

- Develop segmented email campaigns tailored to different audience groups (families, corporate sponsors, past attendees) with customized content promoting early ticket sales, event highlights, and special promotions.
- Leverage email automation to send timely reminders about key milestones such as ticket sale deadlines, sponsorship opportunities, and event day schedules.

Website and SEO:

- Continuously update the festival website with detailed event schedules, registration forms, and sponsorship information. Optimize the site for high-ranking search keywords like “Dragon Boat Festival DFW” and “cultural events Dallas”.
- Incorporate a blog section featuring articles about the history of dragon boat racing, cultural education, and insights from past events to boost SEO and offer valuable content to visitors.

6. Impact on existing City operations, assets, facilities, and resources.

We contracted with the Irving Police and Fire Departments to provide security, traffic direction, and emergency services. We contracted with the Parks Department for the Levy Event Plaza and trash container for refuse consolidation and removal. Additionally, we secured the local Health Department to ensure food safety.

We cooperated with the City of Irving Public Library to provide Asian Cultural seminars which were attended by hundreds of patrons and we participated in the City’s Fourth of July parade.

7. Determination of grant level will be solely dependent on the depth and scope of the marketing/advertising for the Special Event. The detailed Marketing Plan should highlight all channels that will be used to market the event.

Target Audience:

- **Demographics:** Open to all races and ages, with a focus on families, professionals, cultural enthusiasts, and outdoor activity lovers. The target audience includes men and women, aged 25-55, middle to high-income earners, with varying educational backgrounds.
- **Psychographics:** The audience is likely to appreciate cultural learning, community events, and family-friendly activities. They are also engaged in outdoor recreational activities, making them ideal participants for the boat races and other festival events.

Marketing Strategy:

- **Positioning Statement:** The festival will be positioned as North Texas’s premier multicultural celebration, offering a dynamic mix of traditional Chinese dragon boat racing, kite flying, and a lantern festival. This event not only serves as a cultural bridge but also provides a unique entertainment experience for families and individuals alike.



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- **Unique Selling Proposition (USP):** It is the only event in North Texas that integrates thrilling dragon boat races, vibrant kite displays, and a stunning lantern festival. The combination of these unique elements sets the event apart, offering a multi-sensory experience of international culture and community spirit.
- **Branding:** The event will maintain consistent branding across all channels, using bold, vibrant colors, and imagery featuring dragon boats, kites, and lanterns. Messaging will highlight themes of cultural celebration, community unity, health and wellness, and family-oriented fun.

Marketing Channels and Tactics:

Digital Marketing:

1. Social Media:

- Platforms: Facebook, Instagram, TikTok, and YouTube.

○ Tactics:

- Launch a robust social media campaign with targeted ads promoting the festival. Use event visuals, countdowns, and behind-the-scenes content to engage followers.
- Utilize geotargeting within a 50-mile radius to reach local families and cultural enthusiasts.
- Partner with local influencers to amplify the reach and create excitement with authentic event previews.
- Launch a user-generated content (UGC) campaign, encouraging attendees to share their photos and videos using branded hashtags.

2. Email Marketing:

- Develop segmented email campaigns tailored to different audience groups (families, corporate sponsors, past attendees) with customized content promoting early ticket sales, event highlights, and special promotions.
- Leverage email automation to send timely reminders about key milestones such as ticket sale deadlines, sponsorship opportunities, and event day schedules.

3. Website and SEO:

- Continuously update the festival website with detailed event schedules, registration forms, and sponsorship information. Optimize the site for high-ranking search keywords like “Dragon Boat Festival DFW” and “cultural events Dallas”.
- Incorporate a blog section featuring articles about the history of dragon boat racing, cultural education, and insights from past events to boost SEO and offer valuable content to visitors.

4. PPC Campaigns:

- Run targeted Google Ads and Facebook Ads focused on families, cultural enthusiasts, and outdoor activity lovers. Optimize ads based on click-through rates and conversion data to maximize ROI.
- Utilize remarketing strategies to retarget people who visited the website but did not complete registration, encouraging them to finalize ticket purchases.



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Traditional Marketing:

1. Print Ads:

- Distribute visually compelling flyers in high-traffic cultural centers, libraries, community organizations, and partner businesses.

- Place ads in local newspapers (e.g., Dallas Morning News) and family-oriented magazines (e.g., DFW Child) to target older demographics or those less active on digital platforms.

2. Radio and TV:

- Collaborate with local radio stations like KERA or KRLD to run ads that highlight the festival's cultural diversity and family-friendly activities.

- Partner with local TV stations like WFAA or Telemundo to feature segments showcasing the unique elements of the festival and its community impact.

Public Relations:

1. Press Releases:

- Issue press releases to major local and regional media outlets emphasizing the festival's cultural significance, unique features, and community engagement. Highlight key partnerships and sponsorships, as well as anticipated attendance figures.

2. Media Partnerships:

- Secure partnerships with local news stations, cultural blogs, and lifestyle publications to gain pre-event coverage and in-depth event recaps.

- Invite local journalists and bloggers to attend and cover the event, showcasing their experiences in articles or video segments.

3. Influencer Engagement:

- Collaborate with influencers in lifestyle, family, and cultural spaces to generate excitement and drive attendance. Use influencers to share personal stories about their connection to the festival, offering authenticity to the promotional efforts.

Partnerships and Sponsorships:

1. Corporate Partnerships:

- Partner with local businesses and corporations to secure sponsorships that will help promote the event while providing sponsors with a platform to reach a wide audience. Sponsorship packages will include visibility on event banners, digital promotions, and branded activations during the festival.

2. Collaborative Promotions:

- Work with cultural organizations and local businesses to create cross-promotional opportunities. For example, co-hosting cultural workshops, providing festival-themed product discounts, or offering prize giveaways related to the event.



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Content Marketing:

1. Blog Posts:

○ Publish educational and engaging content about the cultural significance of dragon boat racing, the history of kite flying, and how the festival brings communities together. Include interviews with participants, team organizers, and festival leaders.

2. Video Content:

○ Produce high-quality videos featuring festival highlights, race team preparations, behind-the-scenes activities, and community stories. Share this content via social media, email, and the event website.

3. Infographics:

○ Develop visually engaging infographics explaining the history of the dragon boat race, the cultural roots of the kite and lantern traditions, and the health benefits of participating in outdoor events. Use these infographics to drive engagement on social media and through email marketing.

Budget and Resource Allocation:

- Digital Marketing: \$30,000 (Social media ads, PPC campaigns, SEO, email marketing, influence partnerships)
- Traditional Marketing: \$15,000 (Print ads, radio, TV)
- Public Relations: \$7,500 (Press releases, media partnerships, influencer contracts)
- Content Creation: \$10,000 (Videos, blog posts, infographics)

This budget is designed to ensure a comprehensive and multi-channel promotional strategy, with a strong focus on digital and public relations efforts to maximize reach and engagement.

Timeline and Milestones:

- 6 Months Before: Begin sponsorship outreach and secure initial partnerships.
- 4 Months Before: Launch social media campaigns, start email marketing, and distribute press releases.
- 3 Months Before: Begin influencer engagement, media partnerships, and print ad distribution.
- 2 Months Before: Roll out PPC campaigns and execute traditional media buys (radio/TV ads).
- 1 Month Before: Increase social media posting frequency, launch final press releases, and begin last-minute ticket promotions.

Risk Management:

1. Low Ticket Sales: Increase the digital ad budget, introduce targeted promotions (e.g., family discounts or group ticket deals), and collaborate with sponsors to provide added incentives (e.g., giveaways or special event perks).
2. Bad Weather: Prepare contingency plans for indoor activities or rescheduling in case of inclement weather. Provide clear communication channels for attendees and sponsors regarding any changes.



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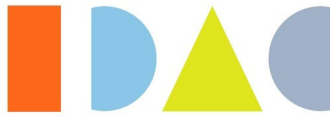
Legal Counsel

William E. Swart

3. Sponsorship Drop-Off: Maintain a reserve list of potential sponsors and partners to approach in the event of drop-offs or last-minute withdrawals. Additionally, ensure diversified revenue streams to prevent over-reliance on any one sponsor.

Sincerely Yours,

Diana Wang Madsen
Chairwoman of the board & President
Marco Polo World Foundation
Cell: 214-850-9986
E-Mail: diana@marcopoloworldfoundation.org



Irving Department of Arts & Culture

Memorandum

Date: August 18, 2025
To: Chris Wallace – Chair, IDAC Board
From: Todd Eric Hawkins – Executive Director
Irving Department of Arts and Culture
Subject: Final Evaluation – HighArt Foundation – Community Activities Fund

Following is the Final Evaluation Report for the HighArt Foundation for the \$2500.00 grant that was awarded from the Community Activities Fund for their event held on February 16, 2025. They were approved at the Board Meeting held on January 27, 2025. The evaluation was complete. This is an informational item only.

If you desire additional information or wish to discuss this prior to the board meeting, please contact me at your convenience.

Exhibit B - Irving Arts Center
Community Activities Fund Evaluation Report
Due 30 days following conclusion of activity

Organization: The HighArt Foundation
Name (person submitting report): Kirk Nobles
Signature: _____ Email: kirk.nobles@gmail.com
Amount of Grant: \$2500 Date of Activity: 02/08/2025

Describe the activity as presented:

"A Taste of Jazz" was an evening of great music, great food enjoyed by fans of the arts. The benefit concert featured local musicians and enriched the community with the arts.

Did the activity accomplish what was proposed?

Yes. The goal of presenting "A Taste of Jazz" was to enrich the community with the arts and provide performance opportunities for local musicians, while generating funds to support the HAF mentorship program.

Explain how the activity addressed the following grant criteria:

1. Did the activity reflect the creditability of the requesting organization; its history and track record?

Yes. This was our third annual presentation of "A Taste of Jazz". We had outgrown the previous location for the event and through the support of Irving Arts Fund we were able to move to the Rayleigh Underground. The move provided a more spacious experience while maintaining the level of excellence that our supporters have come to expect.

2. How did the activity serve Irving citizens and other specific populations?

The event provided the citizens of Irving an opportunity to experience the state-of-the art venue, that is nestled in their backyard.

3. What was the activity's connection to or involvement of the arts?

"A Taste of Jazz" brought the community together in the spirit of supporting the arts and local artists. Proceeds from the event benefitted The HighArt Foundation's mentorship and scholarship programs.

4. Describe how the proposed activity is expected to further the Irving Arts Board's Mission and Operating Principles (see guidelines)

"A Taste of Jazz" achieved goals that are consistent with the IAC. The event provided support for a local venue, driving entertainment revenue for the city. The event also helped to serve a diverse audience with the arts which continues the City of Irving's rich history of supporting the arts.

5. Describe the depth of community support, both financially and by volunteer participation.

The event was supported by the community primarily through attendance. The event did not require much volunteerism from the community at the venue.

6. Was the activity schedule realistic to enable activity success?

Yes. The event was produced and executed without any major glitches. The venue and parking was adequate and many of the concert goers were not aware of the Toyota Music Factory amenities. The IAC staff and support was also pivotal to the success of the event.

Please attach copies of programs, publicity and advertisements showing the required Arts Board credit.



Memorandum

Date: August 18, 2025
To: Chris Wallace, Chair IDAC Board of Directors
From: Todd Eric Hawkins – Executive Director
Irving Department of Arts and Culture
Subject: Executive Director's Report

HOTEL OCCUPANCY TAX REPORT

Irving's hotel occupancy rate for June was 66.7%, a decrease of 3.3% from last year. The Average Daily Rate (ADR) was \$127.82 an increase of 1.4% from last year and Revenue Per Available Room (RevPAR) was \$85.30 a decrease of 1.9% from last year.

The hotel occupancy for Texas was 63.7%, a decrease of 4.9% from the previous year and the hotel occupancy for the US was 68.5%, a decrease of 1.7% from the previous year.

For the month of June, there were 561 listings in Irving. The occupancy rate was 58.2%, a decrease of 4.9% from last year and the ADR was \$217.87, an increase of 2.6% over last year.

For the hotel comparable subset, the occupancy rate was 61.4%, a decrease of 1.5% from last year and the ADR was \$69.98, an increase of 3.0% from last year.

HOTEL OCCUPANCY TAX ADVOCACY – RETAINING THE CAP (SWEEP)

At the Budget retreat in May, City Council approved the reallocation of the Hotel Occupancy Tax. That reallocation to Arts 15% of .07 and Museums and Preservation at 5% of .07. There will not be a need for retention of the SWEEP.

The confirmed amounts that we are using for our budget are as follows:

IAC FY25-26 Budget:

Per email received from Brett Starr on 5/2/25: \$6,194,197

Sweep Todd confirmed with Brett Starr on 6/27/25: (\$926,521)

Net: \$5,267,676

IAC FY24-25 Projected:

Per email received from Brett Starr on 5/2/25: \$6,507,040

Sweep confirmed with Brett Starr on 6/27/25: (\$914,058)
Net: \$5,592,982

Museum FY25-26 Budget:

Per email received from Brett Starr on 5/2/25: \$436,211
Sweep Todd confirmed with Brett Starr on 6/27/25: \$926,521
Total: \$1,362,732

Museum FY24-25 Projected:

Per email received from Brett Starr on 5/2/25: \$458,242
Sweep confirmed with Brett Starr on 6/27/25: \$914,058
Total: \$1,372,300

During my meeting with Chris Hillman on Tuesday, August 12th, it was determined that the ICVB will take the lead on the resolution for reallocation of the Hotel Occupancy Tax. The resolution will not only reallocate the HOT as of September 1st, 2026, it will also get approval for the retention of the SWEEP. That resolution will be presented to Council at the September 18th meeting.

ALL STAFF MEETING ON 8/5/25

The IDAC Staff met on the morning of Tuesday, August 5th from 8:00 – 12:00 noon. The purpose of the meeting was for our staff to get to know one another and to conduct a check in on the strategic plan.

The meeting consisted of a gallery walk in which groups of five employees rotated through a series of eight stations, two stations for each strategic direction. At the first station, the groups were asked think about the first 18 months of the strategic plan and list ACCOMPLISHMENTS. The second station then asked the groups to answer the question, WHAT DO WE WANT TO SEE IN PLACE IN TWO YEARS AS A RESULT OF OUR UNIFIED EFFORTS? Thinking about SUCCESS INDICATORS the groups came up with what they wanted to see in place in two years and then identified what would need to be done in the next year to get us to achieve that success.

We are still working through the success indicators, but I wanted to share with you the initiatives that were identified as accomplishments in each of the strategic directions:

Strategic Direction # 1 POSITIONING FOR SUSTAINABILITY

- Hired a new Assistant Director
- Labor contract in place
- Hired a new Marketing Manager
- Camps/Programs Provided Exposure/Repeat Visitors
- Revision and Restoration of Bear Creek Infrastructure
- Installed a panic button at the Paine House

- Courtyard fountain at IAC is working
- IAM Awarded TAM Award for Mustangs 40th
- Opened BADGE OF PRIDE Exhibit breaking attendance, sales, and membership records
- Improved lighting, projectors, and speakers in all theaters
- Created a monthly usher training program
- Implementation of the strategic plan
- Volunteer program increased number of volunteers and number of volunteer hours
- Established a procedure for periodic rental rate review
- Renovation of HVAC and Basement
- Front of House filled in for summer camp coordinator – saving funds

Strategic Direction # 2 CULTIVATING PARTNERSHIPS

- Enhanced customer service
- Acknowledged our volunteers with “Volunteer of the Month”
- Collaborations with Resident Groups
- Art Center Marquee
- Homeschool Happenings
- Facility Presentations of Improvements (Clients love the Renovations)
- Community/repeat clients
- Volunteer Fair (40 Organizations)
- New Media Partnerships
- Badge of Pride
- Volunteer Coordinator position budgeted
- IAM-IISD Partnerships
- Expanded Youth Volunteer Program
- Volunteer Exhibit “We Were Framed”
- DCCD/Dallas College Professional Development
- Educator resources (Annual Field Trip Guide, Workshops)

Strategic Direction # 3 ENHANCING INTERNAL AND EXTERNAL RELATIONSHIPS

- Chamber of Commerce/Las Colinas (Hispanic Chamber) Developed Partnerships
- Bear Creek Reopening
- Hired a Marketing Manager
- Developed and made plans to improve the logo
- Have improved communication within the IAC
- Staff meeting quarterly for better communication
- Interacting more with museums
- Volunteer recruitment and training
- Box Office source codes (How did you hear about us?)
- 1st ALL STAFF MEETING
- Cool Swag
- City Spectrum placement
- Resident Information Session (Grants)
- ISO’s Unicorns Birthday Event – New Audience

- School Art Exhibit and Field Trips
- Badge of Pride Corporate connections
- LEO PRESENTS – KPOP: MAD HATTER
- Maximized Smithsonian Affiliation
- Technology of Participation Training

Strategic Direction #4 IGNITING A PASSION FOR ARTS AND CULTURE

- New clients with younger audiences
 - Candlelight
 - We Go On
 - Harari Foundation
 - KPOP/LEO Presents
- Bear Creek Exhibit Redesign
- Promoting Tours/Art Activates for Youth (Field Trips)
- Rooted Vision Exhibition
- Program attendance numbers increased
- 90% Summer Camp Capacity
- New Equipment for Theaters
- Usher Volunteer Programs
- Working America Exhibition
- Family Fundays
- Mustang's 40th
- Saturday School
- Resident Group Performances
- Smithsonian Affiliation – IDAC WIDE
- Mural and Artist Alley
- Rescued BIG STATE sign
- Japanese War Brides – Hold Flowers with Both Hands
- Technology of Participation Training – able to support partner organizations

I am meeting with the Senior team Wednesday, August 27 to assess the information gathered regarding the success indicators. I will provide you with a presentation at our September meeting regarding those initiatives.

PROPOSED REVISIONS TO THE COMMITTEE STRUCTURE AND MEETING SCHEDULE

I believe there is a better committee structure and meeting schedule. One that does not increase the number of meetings, adding to the burden of your attendance requirements while streamlining the function and focus of the committees.

My proposal is that we move the committee meetings to a quarterly schedule and meet just prior to or directly following the regular monthly meeting.

I am also starting to believe that the distribution of the committee's duties, as I had originally conceived them, (Destination Development Committee and Community Development Committee)

may not be the most efficient or effective method of getting you the information you need to make good decisions.

My proposed reorganization of IDAC committees would look something like the following:

Executive Committee

Grants Committee

Programming Committee

I would like to have a discussion, however, at the August Board meeting regarding your thoughts on revising the current committee structure.

Based on our discussion, I will provide a more fully detailed description of these new proposed committees at the Executive Committee meeting scheduled for Friday, August 22nd at 4:00 pm.

Memorandum

Date: August 12, 2025

TO: Todd Eric Hawkins, Executive Director

FROM: Jennifer Landry, Director of Museums

SUBJECT: City of Irving Archives and Museums Update

UPCOMING EVENTS

August 23, 1pm – Mark Segal: Living Out Loud Talk at IAM

August 24, 1pm – Queer Generations Panel with DSQO at IAM

August 27, 5:30pm – North Texas LGBT Chamber of Commerce Happy Hour at IAM

August 30, 1:30pm – Queer Joy, Museum Style with Smithsonian Curator Katherine Ott at IAM

IN THE GALLERIES

Badge of Pride: From Silence to Celebration!, June 6 – September 28

PROJECT UPDATES

Our Smithsonian Interns wrapped up their summer with us in early August. They helped with educational programming and assisted with various tours and events.

On August 5 staff hosted nearly 200 educators from J.O Davis and Jackie Townsell Elementary Schools at the Jackie Townsell Bear Creek Heritage Center. They toured the new exhibitions and learned about field trip opportunities and staff resources.



Badge of Pride continues to be well received with higher-than-average visitation

IAM July 2025 Visitation – 492 visitors

Over 140 Volunteer Hours

Museum Store Sales - \$2,974.12 (2024 monthly average was \$2,000)

The website for *Badge of Pride* can be found here:

<https://www.irvingarchivesandmuseum.com/badgeofpride>

The events calendar is available here: <https://www.irvingarchivesandmuseum.com/calendar-badge-of-pride>

Some Visitor Feedback and Comments:

“It gives me hope to see how my elders fought so that people like me could have a voice and fight for my rights. They helped make me visible – that makes it harder to erase me.”

“It gives me hope that this exists here in Irving when this community is so under attack.”

“Sharing before I finish the exhibit. I am so glad queer history has a place, even temporarily, to be learned from and seen and heard and touched. We will not be erased.”

“Beautiful exhibit! Wonderful artifacts and stories. Keep up this vital work.”

Work continues on the **Big State Sign**. The team has met with city staff to assemble a project team. The blueprints for the Heritage Park stage are being reviewed to see if any structural work would need to be done for the building to be able to hold the sign. Staff are also in conversation with Waldrum Signs (who deinstalled the sign) to gather information as to what would need to be done to restore and prepare the sign to be mounted on the stage building. Mark your calendars for the evening of September 25 when the Friends will hold a meeting to talk about the plans for the sign and we will hear about plans for the Heritage District from city staff.

The **Archives** received multiple donations during the month of July. Some donations include: Irving Boys Baseball Association records and artifacts; City of Irving’s Y2K Public Awareness broadcast; and an Irving High School Class of 1943 commencement program.

From the Vault



Rosemarie Goldammer as dancer, 1943

Rosemarie Goldammer was born on April 15, 1922, in Lauban, Germany. She trained in ballet and performed professionally throughout her youth, even during World War II. After spending 15 years at the Dresden State Opera House, she fled East Germany in 1954 to escape Communist rule. She moved to Irving in 1956 to assist her former dance partner, Jurgen Pagels. She then went on to open her own ballet school, the Young Dancers Studio of Ballet, in 1961. She also joined the Irving Humane Society in 1969 when it faced closure. She raised funds, rescued animals, and even purchased a building for the society with \$10,000 of her own money.



Memorandum

Date: August 18, 2025
To: Todd Eric Hawkins, Executive Director, Department of Arts & Culture
From: Marcie J. Inman, IAC Director of Exhibitions & Educational Programs
Subject: Management Report – IAC Exhibitions & Educational Programs

EXHIBITIONS/VISUAL ARTS

• IN THE GALLERIES (July & August)

Portraits of Dementia: Photography by Joe Wallace

Continuing through August 16, 2025 (Dupree Lobby Gallery). This exhibition features 35 portraits of individuals living with a diagnosis of dementia. Each portrait is accompanied by a brief biographical essay and a photograph of the subject at a younger age. Through his work, Wallace shows not only dementia's fear, loss and despair, but also the love, connection, dignity and humanity which prevail thanks to loved ones and caregivers.

Amy Branch-Lambert: The Dance Lives On

Continuing through Aug. 30, 2025 (Focus Gallery). *The Dance Lives On* features a body of work by ceramics artist Amy Branch-Lambert that celebrates her brother's life through the greater project of the AIDS Memorial Quilt. At the center of the installation is a quilt made of ceramics displayed alongside a cloth panel in honor of her brother, Kenneth Branch that will be sent to the NAMES Project for inclusion in the memorial quilt.

We've Been Framed!: Volunteer Art Showcase

Continuing through Sept. 27, 2025 (Courtyard Gallery). This exhibition celebrates the creativity and community spirit of our IAC/IDAC volunteers with a spotlight on their artwork in a variety of mediums.

Rooted Visions

Continuing through Oct. 18, 2025 (Main Gallery) *Rooted Visions* features twenty-five self-taught Southern Black artists, who have redefined artistic expression with their innovative use of found objects and everyday materials. Through works by artists such as Mose Tolliver, Hawkins Bolden, Clementine Hunter and Bessie Harvey, the exhibition explores themes of resilience, storytelling, and the transformative power of creativity within Black communities in the American South.

De Profundis: Echoes from the Deep – Paintings by Giselle Castro-Brightenburg

Continuing through Oct. 25, 2025 (Carpenter Lobby Gallery). Rooted in the rhythms of the natural world, the recent work by Dallas artist Giselle Castro-Brightenburg draws from the enigmatic beauty of sea anemones, creatures that blur the line between flower and predator. Through vivid color and intricate pattern, each piece explores the emotional terrain of human connection and the delicate balance between what is seen and what is felt.

Reception for the Artist: Sept. 19, 6 – 8 p.m.

• COMING UP IN THE GALLERIES

Beauty is Not Always Pretty: Recent Photographs and Prints by Bill Thompson

Aug. 30 – Nov. 29, 2025 (Dupree Lobby Gallery). Details of old railroad cars and the variegated, husk-covered surface of palm trees are the focus of approximately 30 photographs and screen prints for the exhibition “*Beauty is Not Always Pretty*” at Irving Arts Center. For Bill Thompson, who sees his primary journey as an artist as one focused on the subjects found in his everyday surroundings, these objects are metaphors that celebrate purpose and reveal themes of sacrifice and redemption. Bill holds an MA and MFA in Art from the University of Dallas in Irving, TX and a BA from Texas A&M Corpus Christi, TX. He has been an instructor of photography and printmaking at the Ursuline Academy of Dallas since 1997.

Reception for the Artist: Sept. 19, 6 - 8 p.m.

The 25th Annual Art Connection Members Show

Nov. 1 – 22, 2025 (Main Gallery). Art Connection is the Irving Arts Center’s membership program for the visual arts. The annual, non-juried exhibition is open to all current members and features artwork in all media by professional, non-professional and student artists hanging side-by-side in the Arts Center’s beautiful Main Gallery.

This year’s thematic challenge is “**XXV: Then / Now / Next**” marking the 25th anniversary of the Irving Arts Center’s Art Connection Members Show. Artists who wish to participate in the thematic challenge are invited to reflect on time (25 years ago, today, and 25 years from now) and explore how they, their art, or the world has changed and what might come next.

Selection of the thematic challenge winners in the three categories (Youth, Non-Professional and Professional) will be done by People’s Choice voting on IAC’s social media platforms as well as in-person by QR code for the duration of the exhibition, Nov. 1 - 22.

Reception & Awards Ceremony: Nov. 2, 2 - 4 p.m.

Marilyn Henrion: 93 at 93 – Selected Works Part II

Nov. 8, 2025 – Feb. 28, 2026 (Carpenter Lobby Gallery). In celebration of her 93rd year, acclaimed textile artist **Marilyn Henrion** will be honored with two solo exhibitions in Texas, showcasing 93 of her original hand-quilted and mixed-media textile works. Titled “*Marilyn Henrion: 93 at 93 – Selected Works Parts I & II*,” the exhibitions highlight the extraordinary breadth of Henrion’s creative journey—from geometric abstraction to digitally manipulated photographs—capturing nearly a century of vision, experimentation, and mastery. Part I will open at the Eisemann Performing Arts Center, Oct. 2 –25, 2025. **Part II** will follow at the **Irving Arts Center**, Nov. 8, 2025–Feb. 28, 2026.

EDUCATIONAL & PUBLIC OUTREACH PROGRAMS – YOUTH/FAMILY & ADULT

• **Monthly Drop-In Tours:** These guided tours of current exhibitions in the galleries are **offered on the first Saturday AND the second Sunday of each month at 2:00 p.m.** The tours, led by staff and docents, are free and open to the public.

• **Tours/Fieldtrips:** Guided tours on request (with the option of adding an artmaking activity) are available to schools and other student & adult groups/organizations. Information and a tour request form can be accessed on the IAC website. A **transportation reimbursement program** is also available to help cover the cost of buses for schools.

Recent tours and field trips of note (June – July): Mustang Park teen group (9), Dallas Black Academy of Arts & Letters (69), Fort Worth Christian School’s Camp Cardinal (117), Primrose School of Valley Ranch (33) and The Children’s Courtyard daycare & preschool (46).

• **Volunteer/Docent Program:** A total of **783.5 volunteer hours** were logged for the month of July (adult and high school volunteers). This includes monthly docent and usher training and assisting with public & educational programs including Summer Camp, Family Fundays, Homeschooler Happenings, tours & school field trips, and ushering for performances at IAC as well as for selected events and programs at IAM.

The **6th Annual Volunteer Fair** will be held Oct. 4. Organized by Irving Arts Center, this event provides individuals a great opportunity to connect and explore ways to be involved and give back to their community. Over 30 non-profit, service & arts/cultural organizations are participating.

• **Lunch & Learn:** This free, informal art education program for adults provides fun and informative enrichment opportunities to engage with artists, art professionals and current exhibitions at IAC. Lunch & Learn is currently on hiatus for the summer and **will resume Oct. 7**. Recorded videos of past programs can be accessed on IAC's YouTube channel.

• **JumpstART and Second Sunday Family Fundays:** **JumpstART, Story Time & Art** is presented in partnership with the Irving Public Library and is designed for preschool-age children. **Family Fundays** feature fun artmaking activities, led by professional educators and teaching artists, for the whole family with thematic connections to current exhibitions. These are free year-round programs, open to the public, offered on the 1st Thursday and 2nd Sunday of the month respectively. Information regarding themes and art activities can be found on the IAC website under Programs & Education/Free Programs.

• **Open Studio for Teens:** This program for youth ages 13 – 18 provides teens a fun, casual atmosphere in which to create while experimenting with new materials, learning new techniques and making new friends. Open Studio for Teens is offered the **second Sunday of the month (concurrent with Family Fundays), 1 – 4 p.m.** in the Arts Center's ART LAB & Annex. The program is free; all materials provided.

• **Homeschooler Happenings:** Homeschooler Happenings is a quarterly program designed specifically for homeschooled students and their families that includes a guided tour of current exhibitions followed by a hands-on art lesson. The 2025-2026 line-up will resume on **Oct. 15** with a focus on the *Rooted Visions* exhibition.

• **Saturday School:** The 2025 - 2026 Saturday School art classes will begin on **Oct. 4 and run through May 16**. Each of the four Saturday School sessions runs for a six-week period, meeting on Saturday afternoons, 2 – 4 p.m. Classes are taught by professional art educators and teaching artists; all supplies provided. Both **Homeschooler Happenings** and **Saturday School** are tuition/fee-based programs; registration is available online or in-person at the Box Office.

• **Art Adventures Summer Camp Program:** Irving Arts Center's 7-week long summer camp program concluded on Aug. 1. There were 7 art camps (ages 6 – 12); 3 mini-camps (ages 4 – 5) and one teen camp (ages 13+). The camps filled to 88% capacity, and 11 scholarships were awarded.

• **For Educators:** A tour of current exhibitions and art-making workshop were held for **IISD Elementary Art teachers** on August 8 as part of their in-service training; production of the 2025-2026 **IAC Field Trip Guide & Educator Resource** publication is underway and will be available in hard copy and on the IAC website by the end of the month; and a special **Educators Appreciation Event** will be held on Oct. 5 in conjunction with the *Rooted Visions* exhibition.

Please let me know if you have any questions or need additional information.

Irving Department of Arts & Culture

08/18/2025

Arts Board Monthly Marketing Report - August 2025

Irving Art Center Marketing Insights

Advertising Platform	June 2025 Marketing Revenue	July 2025 Marketing Revenue
Social Media	\$5,149	\$13,846
Digital	\$3,135	\$5,529
Print	\$1,984	\$3,756
Email	\$1,314	\$3,055
Radio	\$54	\$51
Marketing Sourced Revenue	\$11,636	\$26,237
Marketing Sourced Attendance	366	626

Fiscal Year 2026 Proposed Advertising Budget

Traditional Ads:

- Social Media – \$50,000
- Digital – \$75,000
- Print – \$15,000
- Email – \$15,000
- Radio – \$15,000
- **Total: \$170,000**

Content Creators:

- Photographers
- Videographers
- Graphic Designers
- Influencers
- **Total: \$50,000**

Special Promotions:

- **Total: \$80,000**