

## **Upcoming Super Bowl XLV to Bring Economic Boost to Irving**

While the actual Super Bowl XLV game is being played at Cowboys Stadium in Arlington, the big event will have a big impact on North Texas. As a host city, Irving will be benefiting from the crowds of people expected in the region for the Feb. 6 showdown.

"Visitors who come to Irving never see those dotted lines that divide our cities," said Irving Convention and Visitors Bureau Executive Director Maura Gast. "They are coming to one big regional destination. The Super Bowl is a huge opportunity and it gives us a chance to show off everything we have to offer."

### **Economic Impact**

Hundreds of thousands of fans, media and dignitaries will be descending on North Texas the week of Feb. 6, and with them, they will bring much-needed revenue for cities. The majority of Irving's hotels are booked, and restaurants and businesses will reap the benefits of the added visitors. "Studies have shown about a \$500 million to \$600 million economic impact to the region for this one event," said Mayor Herbert A. Gears. "Every penny counts, and that's a lot of pennies."

### **Convention and Visitors Bureau**

The Irving Convention and Visitors Bureau (ICVB) is the city's official liaison to the North Texas Super Bowl XLV Host Committee. The committee represents four counties and 12 cities in North Texas including Irving, Arlington, Fort Worth and Dallas. ICVB staff has been involved with Super Bowl XLV planning since the bid process began in 2006. As a result, the ICVB was able to secure the NFC Championship team accommodations at the Omni Mandalay Hotel at Las Colinas with overflow rooms at the Marriott Las Colinas. In addition, the Four Seasons Resort and Club will provide rooms for team owners and VIPs. Irving will have a strong presence in the Super Bowl media center the week of the event with ICVB staff working the Host Committee booth. In addition, the Friday before the game, Irving will be featured as the spotlight city in the media center.

### **Security**

With so many events and people in the area, security will be important. The Irving Police Department and Office of Emergency Management are playing key roles in the preparation and planning for the Super Bowl and related activities.

Police officers will handle NFC team escorts, hotel security and will manage the added highway traffic. Department staff will be deployed throughout the city for crowd control, and other city representatives will be stationed at command posts throughout the region for added security. The Office of Emergency Management will work with multiple city departments such as Information Technology and Streets to distribute needed equipment for the event.

Super Bowl XLV will bring a lot of visitors to the area, and city employees are doing everything they can to plan ahead to guarantee the safety of residents and visitors. The economic impact will benefit residents by bringing in much-needed tax dollars, and the event will give the city national exposure. "We can pull it off in only the way Irving can," Gears said. "We will make this the most successful Super Bowl in the history of the NFL."