

## **WHERE THE WORLD COMES FOR BIG WINS: DALLAS SPORTS COMMISSION CELEBRATES 10 YEARS**

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**DALLAS (November 13, 2024)** — In celebration of its 10th anniversary, the Dallas Sports Commission (DSC) hosted a reception Tuesday evening at the Echo Lounge and Music Hall. “A Decade Well Played” brought together DSC leaders and partners, city officials, and some of North Texas’ top sports personalities.

Established in October 2014, the DSC attracts premier competitions from all levels to the Dallas-Fort Worth area. Working alongside renowned organizations from the NCAA, NFL, NHL, NBA and partners like the Dallas Regional Spelling Bee, the commission ensures successful planning and execution of high-profile events. Its efforts were the driving force behind *Sport Business Journal’s* decision in 2023 to name Dallas-Fort Worth as the number one city in the United States for sports business.

“Texas is known for its Friday Night Lights, but our love of sports extends well beyond the gridiron,” said Monica Paul, Executive Director, Dallas Sports Commission. “Whether it is the NCAA Women’s Final Four, the 2026 FIFA World Cup, or the United Pickleball Championships, athletes, coaches, fans, and even the region’s most accomplished young spellers know Dallas is where you go for big wins. I’m incredibly proud of what we have built at the Dallas Sports Commission over the last 10 years and am excited for the future.”

This past summer, the DSC helped usher in that future with the groundbreaking of the Kay Bailey Hutchison Convention Center Dallas, a site that will give the region added capacity to host top-tier events and conventions, elevating Dallas on the global stage. This state-of-the-art venue will serve as a catalyst for economic growth, job creation, and increased tourism.

Even before the groundbreaking, the DSC had generated \$5.4 billion in economic impact across North Texas through 614 events that attracted 9.5 million attendees. Notably:

- In 2014, its inaugural year, the DSC played a role in 44 events that attracted 863,000 attendees and yielded an economic impact of totaling \$300 million.
- Even during the pandemic year of 2020, 23 DSC-hosted events generated an economic impact of \$159 million.
- In 2023, the DSC helped host 69 events that attracted more than 1.1 million attendees and yielded an economic impact totaling nearly \$1.4 billion.

These events supported nearly 5,000 jobs in the Dallas-Fort Worth area. The DSC also is an important philanthropic player in North Texas, conducting a multitude of community initiatives that have generated more than 14.7 million minutes of literacy programs and 16,000 complimentary tickets for Dallas youth through the Mayor’s Youth Sports Ticket Program.

At the “A Decade Well Played” reception, the DSC unveiled a special documentary and Francisco de la Torre from the Mexican General Consulate honored Paul and the DSC. The consulate partnered with the commission to secure host city status for nine matches during the 2026 FIFA World Cup.

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### **About Dallas Sports Commission**

The Dallas Sports Commission pursues amateur, grassroots, collegiate and professional championship events, positioning Dallas as the premier sports destination. A division of Visit Dallas, the Dallas Sports Commission focuses on generating economic impact as well as improving the quality of life within the community through sports. For more information, visit [www.dallassports.org](http://www.dallassports.org)

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