



**2024**  
**U.S. OLYMPIC**  
**TEAM TRIALS**  
**MEN'S & WOMEN'S**  
**ARTISTIC**  
**GYMNASTICS**

**2024**  
**USA GYMNASTICS**  
**CHAMPIONSHIPS**

**USA GYMNASTICS**  
**NATIONAL CONGRESS**  
**& TRADE SHOW**

**JUNE 23 - JULY 1**



# WELCOME

We are excited about the possible opportunity to host the 2024 U.S. Olympic Team Trials - Men's & Women's Artistic Gymnastics, 2024 USA Gymnastics Championships, and USA Gymnastics National Congress & Trade Show here in Fort Worth. Few cities in America have the resume that Fort Worth does when it comes to hosting high-profile, world class sporting events and festivals. Whether it's USA Wrestling Olympic Trials, USA Fencing and USA Taekwondo National Events or NCAA Championships and World Finals for the Professional Bull Riders, Fort Worth has shown time and time again that we have the infrastructure, corporate support, collaborative spirit and unparalleled team to execute events of all sizes at a very high level.

We stand ready with the experience, motivation and resources needed to deliver a one-of-a-kind event and look forward to the opportunity to share the Fort Worth welcome with all of the USA Gymnastics staff, athletes, coaches and fans, providing a truly memorable and authentic experience.

Fort Worth, Texas is the perfect mix of big city amenities with small town charm and comfort. Our downtown, which is where the convention center is located, features numerous restaurants and retail outlets and has been recognized as one of the safest and cleanest downtowns in the country. The DFW Airport, which services 260+ destinations direct and more than 2,000 flights a day, makes traveling to the event quick and easy. Additionally, the new high-speed intermodal train (TEXRail) will get participants to downtown Fort Worth for only \$2.50!

When athletes and their families aren't competing, they can visit any one of the dozens of world-class museums, fun family attractions (like the Stockyards or Six Flags) and of course, try some of our signature Barbeque. There is truly something for everyone here in Fort Worth and we are excited to submit this proposal that will outline how we, as a community, intend to work with USA Gymnastics to deliver one of the best Olympic Team Trials, Gym Championships and National Congress experiences your athletes, coaches, fans, and attendees have ever seen.

## **The Team**

The Fort Worth Sports Commission (FWSC) works hand in hand with the city, our venue partners, and hospitality leaders to make the planning and execution of high-profile events streamlined and efficient. Our experience in hosting events of a similar caliber as the 2024 U.S. Olympic Team Trials - Men's & Women's Artistic Gymnastics, 2024 USA Gymnastics Championships, and USA Gymnastics National Congress & Trade Show is extensive. When you host an event in Fort Worth, you have a partner in the Sports Commission and the city as whole that will be with you every step of the way to ensure a successful event and a truly unforgettable experience.

## **Competition Venues**

To accommodate the 2024 U.S. Olympic Team Trials - Men's & Women's Artistic Gymnastics, 2024 USA Gymnastics Championships, and USA Gymnastics National Congress & Trade Show, Fort Worth will be utilizing two separate venues, Dickies Arena and the Fort Worth Convention Center. Both of these venues are available to USA Gymnastics from June 23-July 1 and calendar holds have been placed at both venues. There

are no conflicts with professional teams and USA Gymnastics is the main priority. The venues are ready immediately.

### **U.S. Olympic Team Trials – Dickies Arena**

Dickies arena is an exceptional facility and one that will serve as an incredible site for USA Gymnastics 2024 U.S. Olympic Team Trials. The state-of-the-art venue, a \$500 million-dollar multi-purpose arena, is equipped with first-class amenities that will add to the competition atmosphere and provide an unforgettable experience for the athletes on the road to Paris as well as the fans cheering them on. In addition to the competition floor, the facility has 100,000 sqft of exhibit space, which allows for an onsite training gym. This space was used in 2021 when Fort Worth hosted the U.S. Gymnastics Championships.

For more information on the facility, see the following pages in this packet for visuals or [click here](#) for venue spec information found on our bid website.

### **USA Gym Championships and National Congress – Fort Worth Convention Center**

The Fort Worth Convention Center boasts over 250,000+ sqft of total space (200,000 sqft contiguous), with an upstairs ballroom and an attached 10,000+ fixed-seat arena. This facility is no stranger to the world of gymnastics. It hosted the 1978 World Gymnastics Championships, has hosted multiple NCAA Gymnastics Championships and still currently hosts a variety of state, regional, and national competitions including Region 9 Trampoline and Tumbling and the Metroplex Gymnastics Challenge. It will be the perfect venue for the USA Gymnastics Championships and National Congress and within steps of 3000+ hotel rooms in our downtown.

For more information on the facility, see the following pages in this packet for visuals or [click here](#) for venue spec information found on our bid website.



## Marketing

As per the bid requirements, Fort Worth will commit to allocating \$150,000 toward marketing of the event. The Fort Worth Sports Commission and Visit Fort Worth will work cohesively with USA Gymnastics and our venue partners to put together a comprehensive plan that will not only spread awareness but also provide event enhancements. For more information and examples of this, continue on to the marketing page of this packet.

## Hotels

Fort Worth is home to more than 140 hotels and 15,000+ rooms. Our downtown features 3,000+ rooms within a short walking distance to the Fort Worth Convention Center. Your participants, staff and fans would have several discounted

hotel options available to them both in our downtown area and surrounding districts.

Under the 'Hotel' section, you will find hotel responses, a map, and individual proposals. [Click Here](#) to return to the main bid website.

## Volunteers and Community Support

As USA Gymnastics is well aware, Texas is a gymnastics hot bed. The DFW metroplex is home to over 60 gyms alone. Fans are abundant here but the massive amount of support from those gyms and the gymnastics community as a whole for this bid is palpable. In our letters of support, you will find this on display for key leaders ready and willing to support this event from procuring knowledgeable volunteers to selling tickets. The Fort Worth Advisory Council has already committed to selling 1000 tickets for trials!

## Bid Enhancements

### MAJOR EVENT TRUST FUND

The state of Texas has the Event Trust Fund which is based on five major taxes (hotel, food and beverage, alcohol, shopping, and rental cars) allows for cities and National Governing Bodies to receive reimbursements for certain approved expenses. Based on our current knowledge of your event, we have run an initial estimate which shows the event qualifies and is approved to the Major Event Trust Fund. Unlike the regular Event Trust Fund, the MERP (Major Event Trust Fund) looks at an event's impact on the city over the course of a year and those five taxes. The estimated possible range of monies are below. For a full breakdown of how the MERP would be applied to expenses, see financial breakdown.

	Low	High
State Share	\$1,576,356.00	\$1,970,446.00
Local Deposit	\$252,217.00	\$315,271.00
<b>MERP Total</b>	<b>\$1,828,574.00</b>	<b>\$2,285,717.00</b>

### EXPERIENCE – FANFEST/WATCH PARTY

#### \$80,000 VALUE

Fort Worth would like to propose a Fanfest/Watch party as an event enhancement to fans and athletes alike, creating a centralize point of activity and activation. The city, the Fort Worth Sports Commission and Visit Fort Worth have partnered together to execute activations like these before for other events that included music, food, fun, a watch party element and much more with incredible results. Some of those can be found in photos below. There are a few different locations within the city that would be prime areas for an event like this. The Fort Worth Sports Commission would take on the logistics of the event and work with USA Gymnastics to identify the right location.



## TRANSPORTATION

**\$18,000 Estimated**

As the host, Fort Worth Sports Commission will take care of transportation for athletes and judges back and forth to U.S. Olympic trials venue (Dickies) for all training and competition days.

## GIFTS

**\$15,000**

Fort Worth Sports Commission will commit to providing flowers and a gift for athletes that is special and unique to Fort Worth and this incredible event!

## Financial Package

### REVENUE

Events	Amount	Comments
Olympic Trials	\$4,379,830.00	See proposed ticket scaling for all session and individual tickets. The Suite/loge is not included that that document but is added in here
USA Gym Champs	\$200,000.00	Estimated based on previous years. Would need to find a ticket management entity. Trail Drive (Dickies) could look at taking this on. Selling as separate events but through one entity. Makes it easier for fans and on the back end.

**Total Ticket Revenue \$4,579,830.00**

### HOST COMMITMENTS

Items	Amount	Comments
Dickies	\$895,000.00	See Venue Breakdown
FWCC	\$512,500.00	See Venue Breakdown
Fanfest	\$80,000.00	Outside FWCC, Sundance, Stockyards
Marketing	\$150,000.00	Banners, Billboard, Radio/web - Comprehensive plan with USA Gym, Dickies, and Fort Worth
Gifts	\$15,000.00	Pages
Transportation To venue	\$18,000.00	2 -56 passenger buses - one for judges and one for athletes to Dickies for competition and training for 7 days

**Total (\$1,670,500.00)** Fort Worth Sports Commission will take on this entire commitment

### SCENARIO 1

*Scenario 1 – MERP at \$1.5M Reimbursable*

Ticket Revenue	\$4,579,830.00
Rebate from hotels	\$198,000.00
<b>Total Revenue</b>	<b>\$4,777,830.00</b>
<b>Total Host Commitments</b>	<b>(\$1,670,500.00)</b>
<b>Major Event Trust Fund Reimbursable</b>	<b>\$1,576,356.00</b>
<b>Remaining amount</b>	<b>-\$94,144.00</b>
<i>Still to be covered by Fort Worth</i>	
<b>Total Profit for USA Gym</b>	<b>\$4,777,830.00</b>

### SCENARIO 2

*Scenario 2 – MERP at \$1.97M Reimbursable*

Ticket Revenue	\$4,579,830.00
Rebate from hotels	\$198,000.00
<b>Total Revenue</b>	<b>\$4,777,830.00</b>
<b>Total Host Commitments</b>	<b>(\$1,670,500.00)</b>
<b>Major Event Trust Fund Reimbursable</b>	<b>\$1,970,446.00</b>
<b>Remaining amount</b>	<b>\$299,946.00</b>
<i>Available to USA Gym of additional expenses and other items to be reimbursed by State</i>	
<b>Total Profit for USA Gym</b>	<b>\$5,077,776.00</b>

**Total Potential Profit for USA Gym range from \$4,777,830.00 to \$5,077,776.00**

## Venue Budgets



### DICKIES ARENA

Items	Amount	Comments
Venue Rental	\$600,000.00	Includes all staffing, electrical, internet.
Production cost	\$60,000.00	Includes carpet on competition floor and back hallways
Hospitality	\$215,000.00	VIP hospitality, participant hospitality, volunteer hospitality, judge/staff meals and media hospitality
Medical	\$20,000.00	Includes X-ray and medical personnel for 7 days

**Total (\$895,000.00)**

Fort Worth Sports will incur this cost



### FORT WORTH CONVENTION CENTER

Items	Amount	Comments
Venue Rental	\$200,000.00	
Rigging	\$10,000.00	Estimate
Labor Cost	\$20,000.00	Estimate
Carpet/Drape	\$40,000.00	Keeping lower since back halls are carpeted
Hospitality	\$25,000.00	
Lighting?	\$25,000.00	Depends on if lighting is needed - May not be.
Medical	\$21,000.00	7 days at 3k per day - Includes EMTs and AEs
Staffing	\$30,000.00	Depends on entrances and competition times
Electrical	\$20,000.00	Depends on layout
Bleachers/Seating	\$20,000.00	Depends on needs/layout
X-Ray	\$6,500.00	
Production/Screen	\$30,000.00	Screen - Hung in arena
Internet	\$65,000.00	

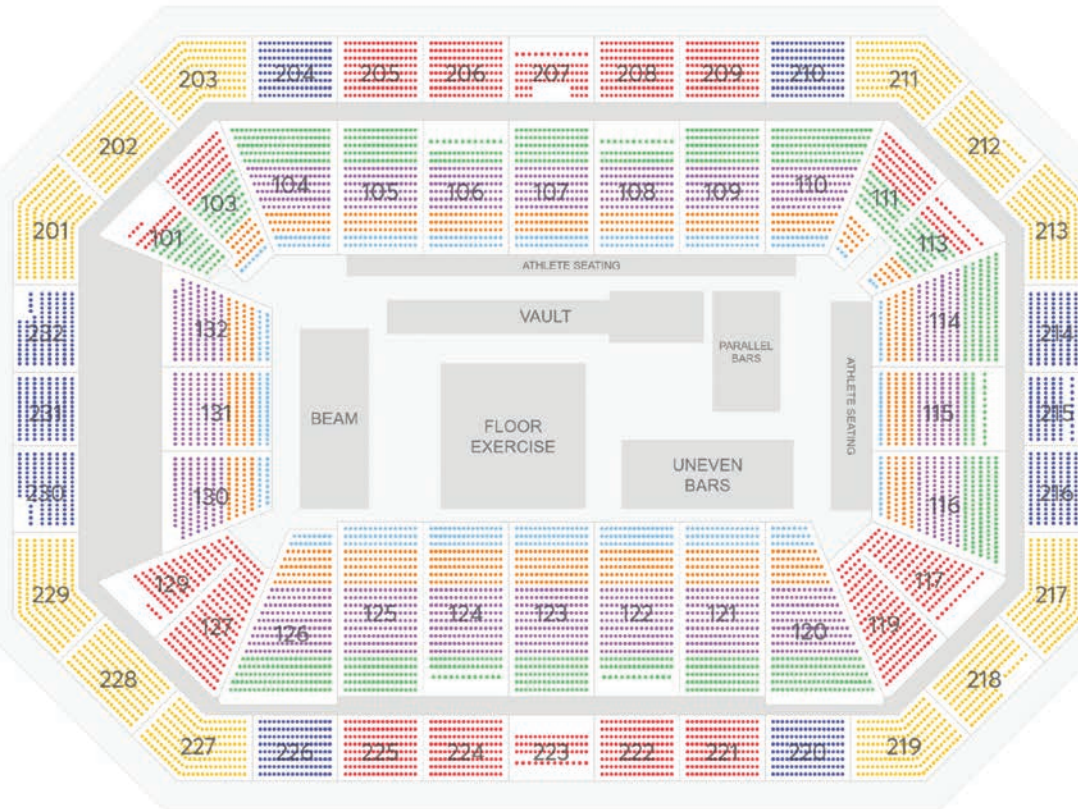
**Total (\$512,500.00)**

Fort Worth Sports will incur this cost

USA Gymnastics - with All Session  
Dickies Arena, Capacity: 10,717 Seats

Potential Revenue  
**\$4,170,040.00**

**ticketmaster®**



Price Level	Base Price	Total Capacity	Kills	Sellable Capacity	Total
● All Session Plan - P1	\$810.00	594	0	594	\$481,140.00
● All Session Plan - P2	\$660.00	1,188	0	1,188	\$784,080.00
● All Session Plan - P3	\$520.00	2,265	0	2,265	\$1,177,800.00
● All Session Plan - P4	\$425.00	1,564	0	1,564	\$664,700.00
● All Session Plan - P5	\$280.00	1,914	0	1,914	\$535,920.00
● All Session Plan - P6	\$190.00	1,190	0	1,190	\$226,100.00
● All Session Plan - P7	\$150.00	2,002	0	2,002	\$300,300.00
<b>Total</b>	<b>Avg / seat: \$389.11</b>	<b>10,717</b>	<b>0</b>	<b>10,717</b>	<b>\$4,170,040.00</b>

● Unassigned Seats - 0 - - -



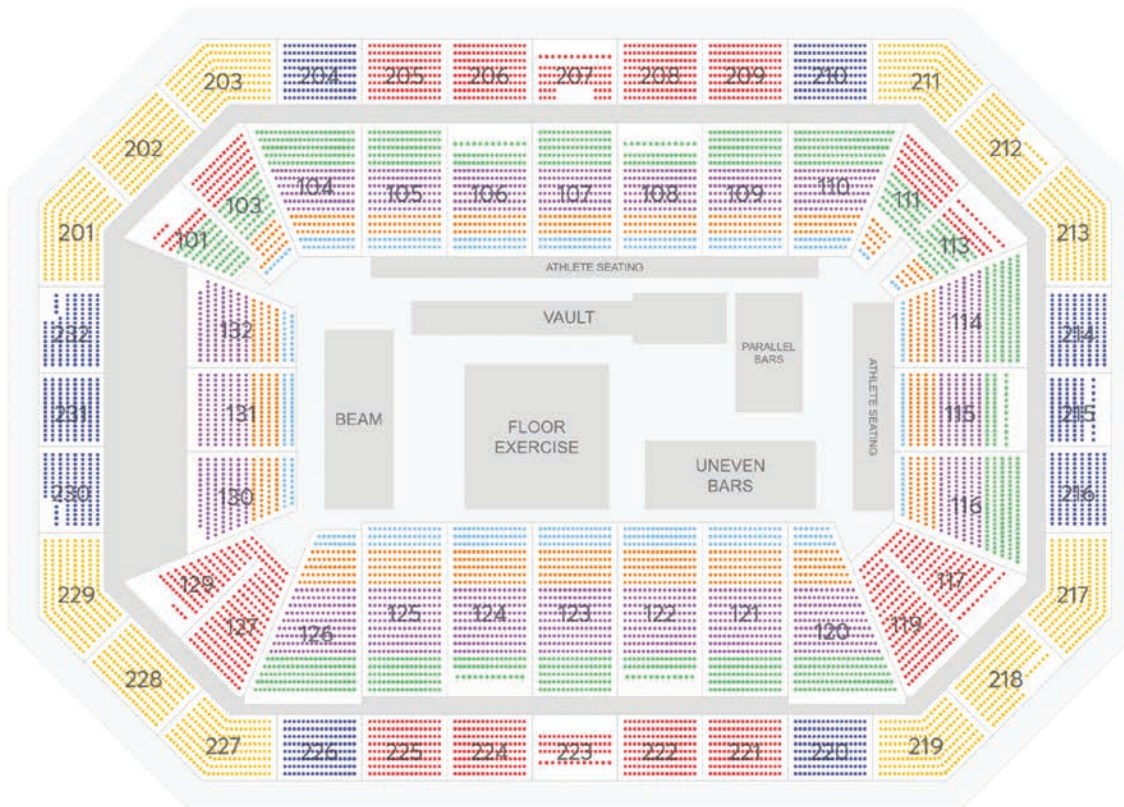
## USA Gymnastics - Single Session Tickets

Dickies Arena, Capacity: 10,717 Seats

Potential Revenue

**\$1,297,624.50**

**ticketmaster®**



Price Level	Base Price	Total Capacity	Kills	Sellable Capacity	Total
P1	\$252.50	594	0	594	\$149,985.00
P2	\$205.50	1,188	0	1,188	\$244,134.00
P3	\$167.50	2,265	0	2,265	\$379,387.50
P4	\$135.50	1,564	0	1,564	\$211,922.00
P5	\$85.00	1,914	0	1,914	\$162,690.00
P6	\$57.50	1,190	0	1,190	\$68,425.00
P7	\$40.50	2,002	0	2,002	\$81,081.00
<b>Total</b>	<b>Avg / seat: \$121.08</b>	<b>10,717</b>	<b>0</b>	<b>10,717</b>	<b>\$1,297,624.50</b>

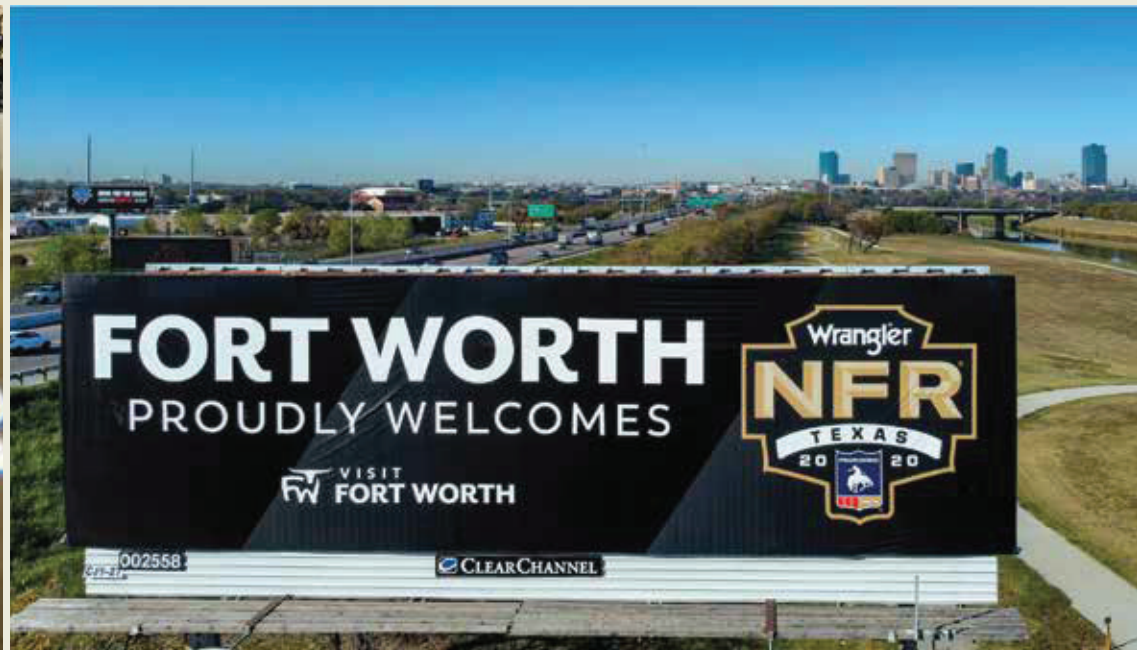
Unassigned Seats	-	0	-	-	-
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# MARKETING



Visit Fort Worth will work closely with USA Gymnastics and all of our venue partners to create a campaign to target consumers and fans in key drive markets. Visit Fort Worth marketing support may include:

- Digital Ad Campaigns
- Spotify and/or Traditional Radio
- Outdoor
- OTT Media
- Visit Fort Worth social media campaigns
- Visit Fort Worth e-marketing
- Welcome signage in hotels and throughout the city
- Pop-up music, tastings and other custom Fort Worth assets to add to your event





FORT WORTH

# DICKIES ARENA - U.S. OLYMPIC TEAM TRIALS



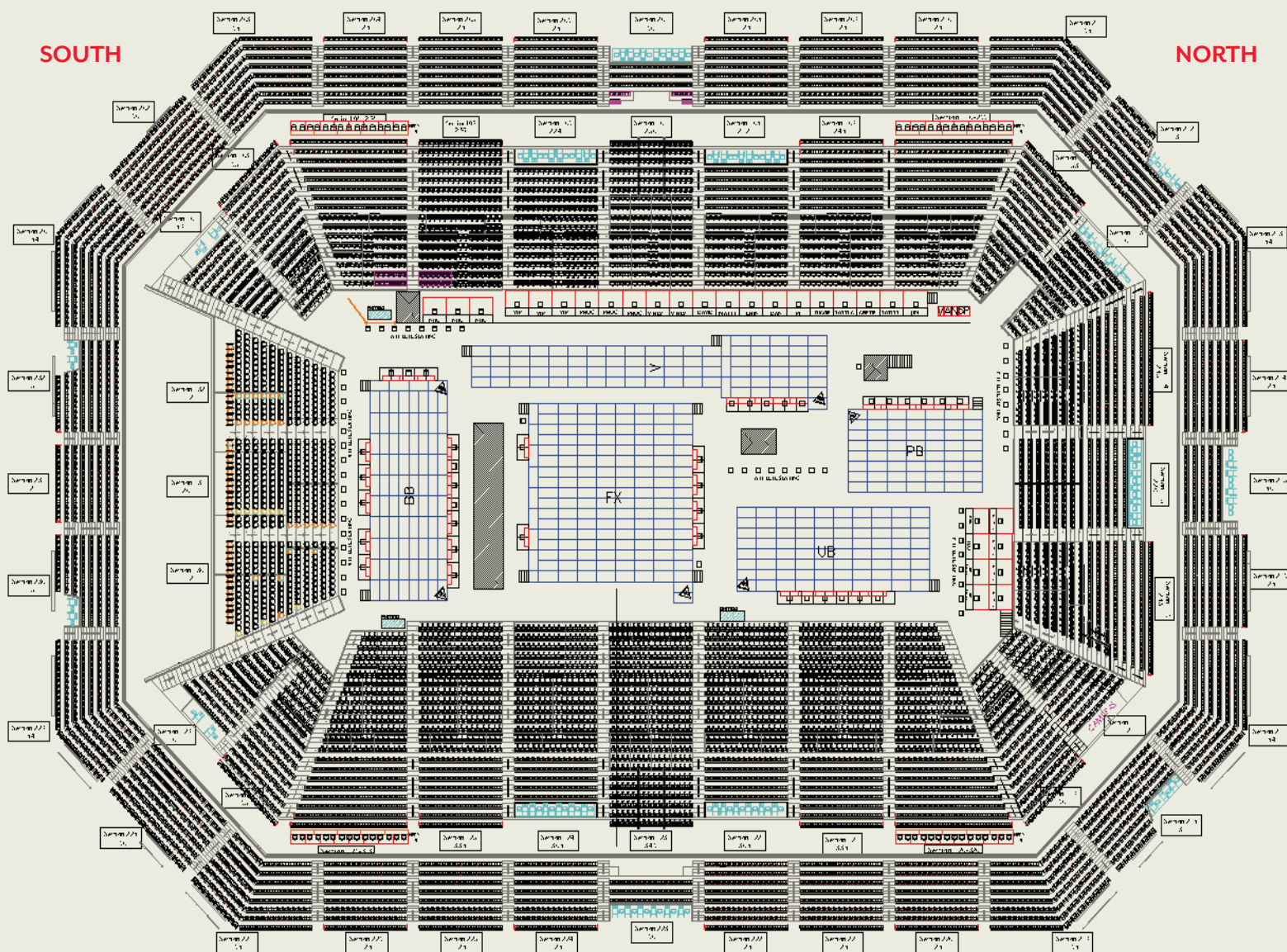
Dickies Arena is a 14,000 seat, spectacular multipurpose venue located adjacent to the Will Rogers Memorial Center campus in Fort Worth, Texas. The facility is the result of a pioneering public-private partnership between the City of Fort Worth, Tarrant County, the State of Texas and a group of private-sector participants, including foundations, individuals and organizations. The arena is owned by the City of Fort Worth and managed by the not-for-profit operating entity, Trail Drive Management Corp. (TDMC). The state-of-the-art arena hosts concerts, sporting events and family entertainment, and is home to the Fort Worth Stock Show rodeo performances.



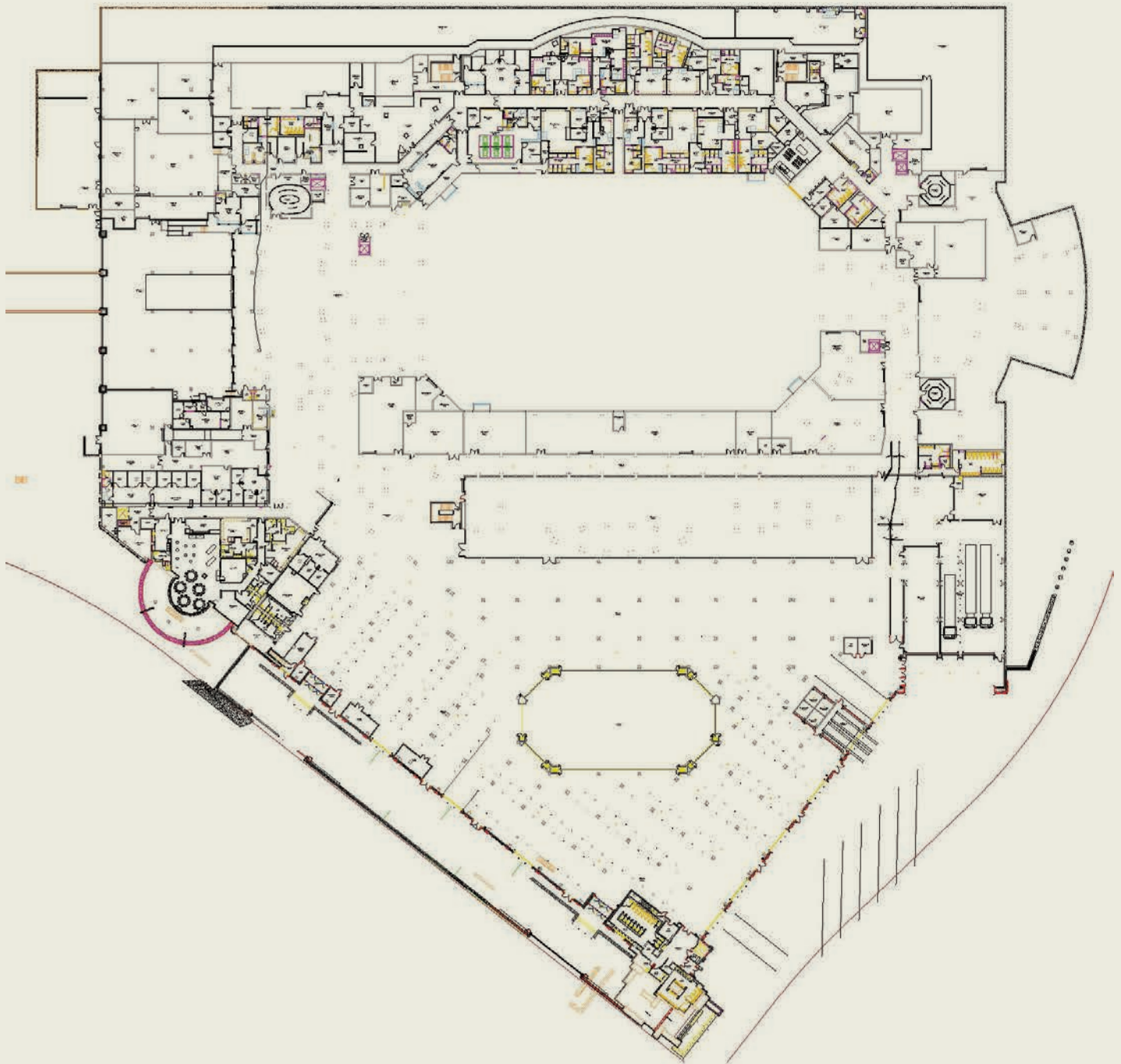


## DICKIES ARENA FEATURES

- Multi-functional 12,000-seat arena
- 15,486 square foot event floor
- 86,932 square feet of meeting space inside the main arena which includes various multipurpose rooms, two dining areas, two clubs and four lobby spaces
- Six loading dock bays
- 5,228 designated parking spaces, which includes an attached 2,210-car parking garage
- The 57 x 25 feet wide video board seamlessly wraps into four, 6-milimeter corner displays, making it the second largest continuous video board display in the country



EVENT LEVEL LAYOUT



## DICKIES ARENA AUDIO & VISUAL CAPABILITIES

### DICKIES ARENA HOUSE LIGHTING

- **Dickies Arena House Lights**
  - 32 Music 4400k flood lights for load-in and general arena lighting
- **Color Tuned Sports and Broadcast Lights**
  - 288 point source lights from Gigq Tera – custom scenes can be created and saved based on fixture intensity, on off and color, all fixtures must be at same color and intensity
- **DMX Controlled Special Effects Lighting**
  - 24 Clay Pay Sharpy fixtures mounted to the speaker truss
- **Dickies Arena Staff Personnel for Light Control and Programming**

### DICKIES ARENA HOUSE AUDIO

- **Main Speaker System**
  - 64 L'Acoustic K2 Speakers in 8 arrays from Center Speaker Truss
  - 32 L'Acoustic Kara Speakers for downfill in 8 arrays from Center Speaker Truss
  - 8 L'Acoustic A15 Speakers for floor coverage in the center video board
- **Supplemental Speaker System**
  - 8 L'Acoustic X12 Speakers
- **House Microphones**
  - 8 Shure AD4Q
  - InEar Monitors
- **House Audio Playback Systems**
- **Dickies Arena Staff Personnel to Mix Audio**

### DICKIES ARENA LED SIGNAGE

- **Upper and Lower Fascia Displays**
- **Centerhung Video Board**
- **Concourse Video Signage**
- **Exterior and Marquee Signage**

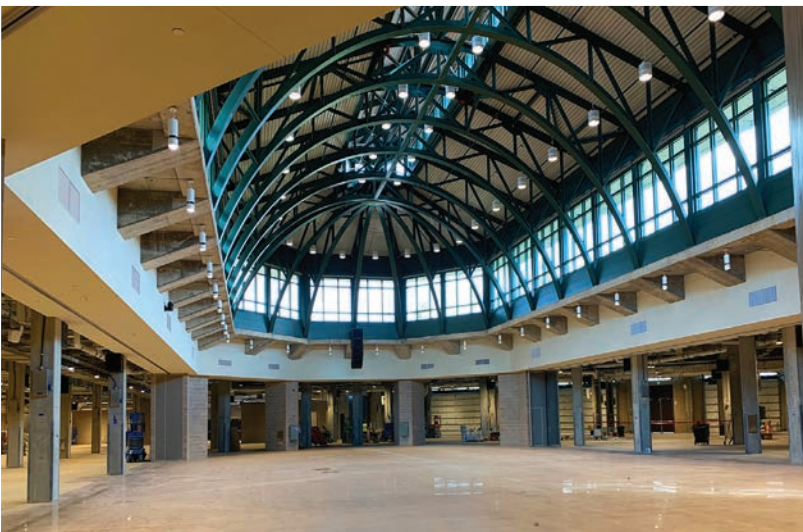
### DICKIES ARENA VIDEO PRESENTATION

- **Centerhung Video Display – (1080p 60 Video)**
    - Each Side of the video board 57 x 25' with potential for windows inside for stats
  - **Dickies Arena Master Control For Video Playback**
    - 4 channels of Clips playback via Ross Tria
  - **Dickies Arena Cameras**
    - Sony 3100 Cameras
    - 2 Fuji 55x lens
    - 2 Fuji 22x lens
    - 1 RF camera with 17x lens
    - 2 Deployable Sony BRCH800 PTZ Cameras
    - 4 Permanent Mounted Sony BRCH800 PTZ Cameras under the four sides of the Video Board
  - **Character Generation for L3 ID or Scoring Graphics**
    - 5 channels of Ross XPression
  - **Recording, Replay or Archival Services**
    - 6x2 Evertz Dream Catcher
    - 4 Channel AJA Kipro – Proprietary Drive Format
    - 1 Channel AJA Kipro Go USB recording
  - **Video Editing or Composition**
    - Two Windows Based full adobe edit systems
  - **Streaming or Broadcast Services**
    - Two Black Magic Web Presenters with OBS for output
- 
- **Rigging capacity is 200,000 lbs.**
  - **Lowest obstruction is the audio ring around the videoboard which is at 65'.**



## FIRST CLASS AMENITIES

Dickies Arena was designed with the guests, athletes and entertainers in mind. Spacious locker rooms, hospitality areas and training facilities were all designed to create the maximum level of comfort.

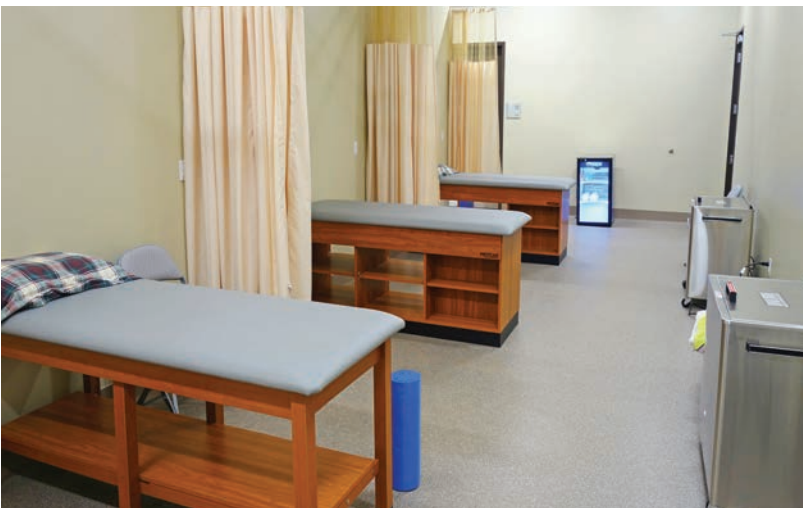


### EXHIBIT SPACE

Adjacent to the arena itself, Dickies Arena has a 100,000 square foot exhibit hall. Within the exhibit hall space, a 10,000 square foot Pavilion was designed to create the perfect warm up venue for all athletic events. With high ceilings and polished concrete, the space can be transformed from a meeting space to a warm up arena, depending on the event's needs.

### LOCKER ROOMS

Dickies Arena is equipped with a number of locker rooms and performers rooms to comfortably accommodate athletic tournaments. The venue holds a home and away team locker rooms, four auxiliary locker rooms and four performers rooms, in addition to two officials locker rooms. Depending on event needs, the four performers rooms can be combined into two larger locker rooms.



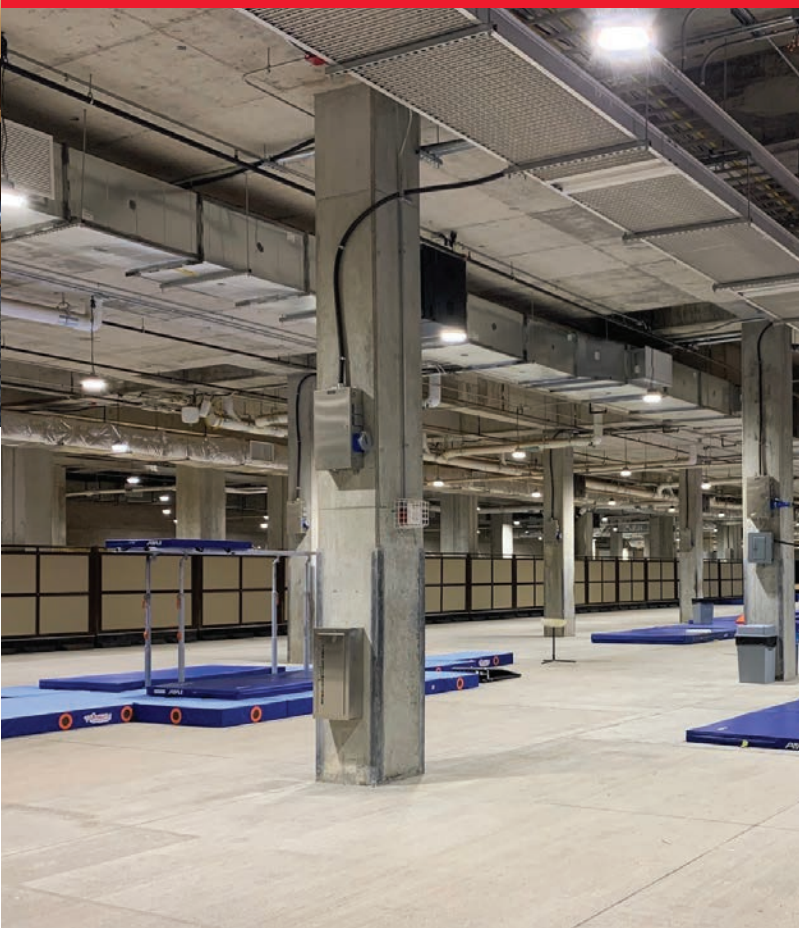
### TRAINING ROOMS

A large, dedicated training room includes an x-ray room, hydro room and doctor's room that accommodates basketball, hockey, gymnastics, rodeo athletes and more. The training room is connected to the home team locker room but can be accessed by all athletes. All team locker rooms also have their own dedicated training room.



FORT WORTH

# DICKIES ARENA - U.S. OLYMPIC TEAM TRIALS





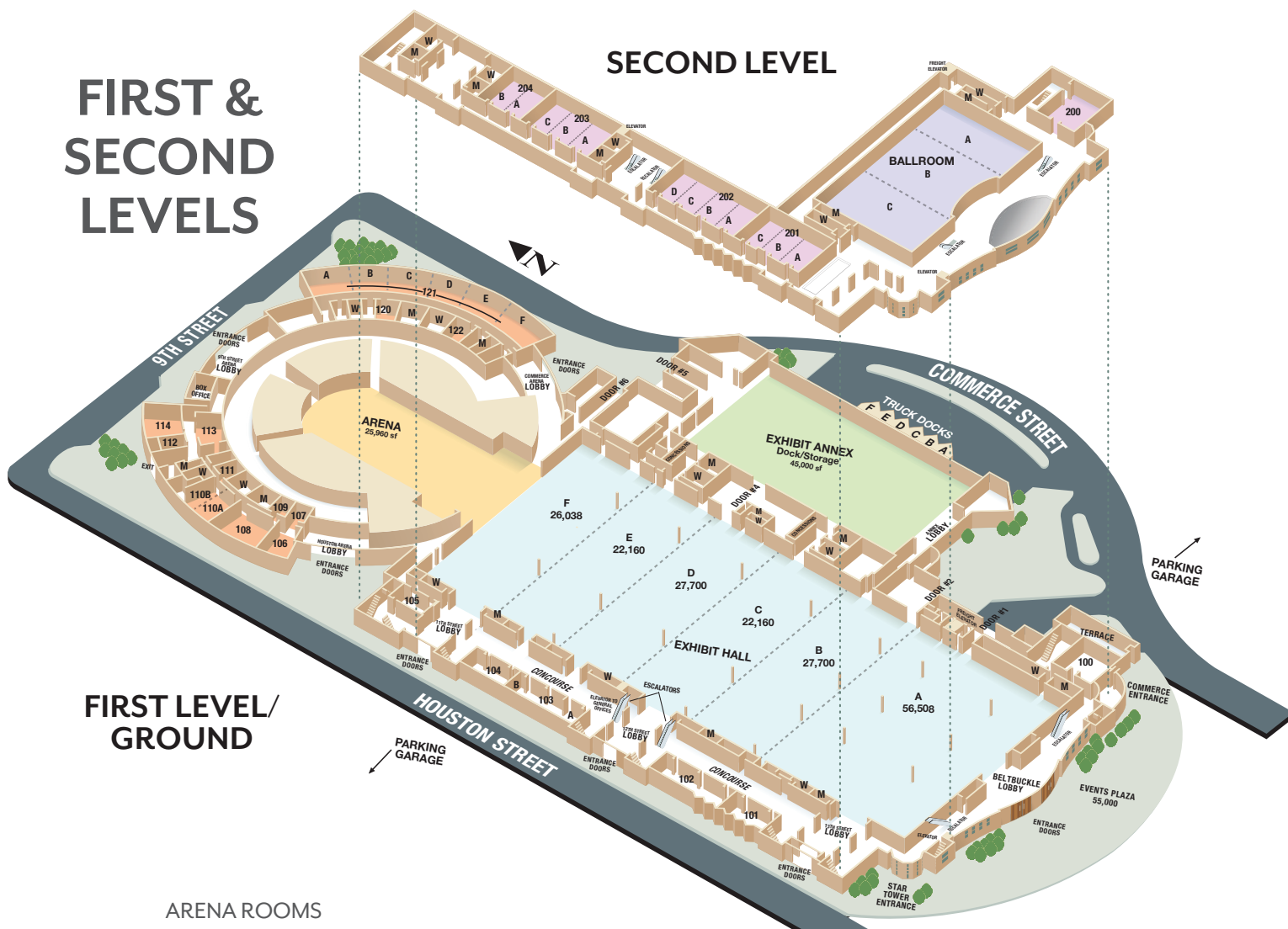
FORT WORTH

# CONVENTION CENTER - USA GYM CHAMPS AND NATIONAL CONGRESS

The Fort Worth Convention Center is a world class venue located in the heart of downtown Fort Worth with more than 200,000 sq ft in contagious space include an arena with over 10,000 fix seats with over 3000 hotel rooms within walking distance.





FIRST &  
SECOND  
LEVELS

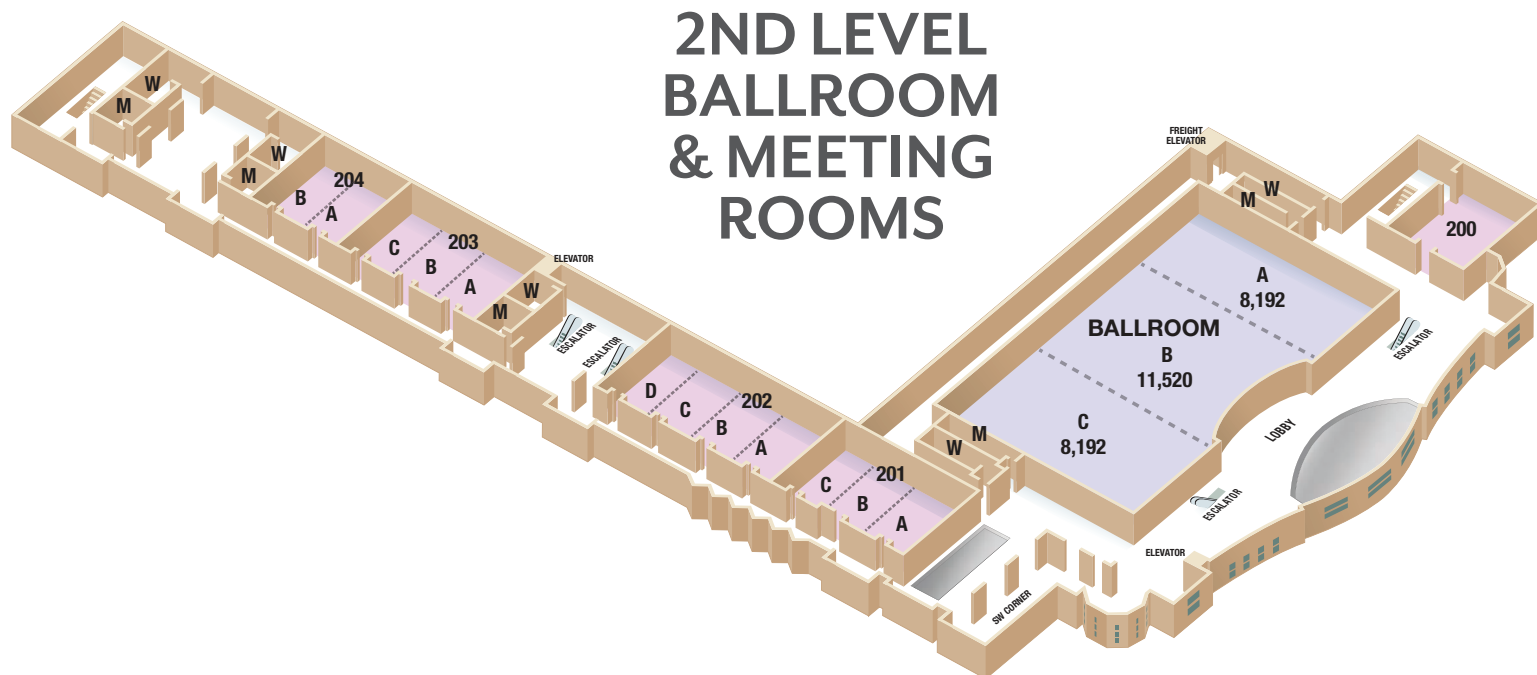
## ARENA ROOMS

MEETING ROOMS	GROSS SQUARE FEET	DIMENSIONS	CEILING	MAXIMUM CAPACITIES					
				BANQUET Rounds of 8	BANQUET Rounds of 10	THEATER	CLASSROOM 18" tables of 4	CLASSROOM 30" tables of 4	EXHIBIT BOOTHS 10' x 10'
Arena Seating	10,418 permanent seats			2,500 temporary seats			44 wheelchair accessible with companion seats		
Arena Floor	25,960	110' x 236'	85'	1,520	1,730	2,596	1,728	1,296	125
Arena floor seating capacity varies according to event specifications									
Arena Rooms (18)	23,112								
106	1,276	29' x 44'	10'	72	70	127	84	48	
107	558	18' x 31'	10'	32	30	55	20	16	
108*	2,090	44' x 47.5'	10'			206			
109	608	19' x 32'	10'	32	30	60	20	16	
110 (A, B)	2,376	54' x 44'	10'	136	120	277	120	104	
110A	1,188	27' x 44'	10'	64	60	126	72	60	
110B	1,188	27' x 44'	10'	64	60	126	72	60	
111	640	20' x 32'	10'	32	30	65	40	32	
112	535.5	21' x 25.5'	10'	32	30	50	32	24	
113	1,344	42' x 32'	10'	72	60	137	72	56	
114	2,332	53' x 44'	10'	128	140	225	128	96	
120	682.5	21' x 32.5'	10'	40	40	65	40	32	
121A	2,508	57' x 44'	10'	144	140	250	168	120	
121B	2,574	58.5' x 44'	10'	144	140	250	168	120	
121C	1,958	44.5' x 44'	10'	112	110	209	112	96	
121D	1,958	44.5' x 44'	10'	112	110	209	112	96	
121E	1,452	33' x 44'	10'	80	80	120	84	60	
121F	1,408	32' x 44'	10'	80	80	120	84	60	
122	682.5	21' x 32.5'	10'	40	40	65	40	32	

\*108 is the Worth Amphitheater with a stage and 206 permanent upholstered seats.

## BALLROOM

MEETING ROOMS	GROSS SQUARE FEET	DIMENSIONS	CEILING	MAXIMUM CAPACITIES				
				BANQUET Rounds of 8	BANQUET Rounds of 10	THEATER	CLASSROOM 18" tables of 4	CLASSROOM 30" tables of 4
Ballroom	28,160	128' x 220'	23'	1,960	2,020	3,000	2,168	1,728
Ballroom A	8,192	128' x 64'	23'	480	550	960	576	504
Ballroom B	11,520	128' x 90'	23'	704	700	1,392	800	640
Ballroom C	8,192	128' x 64'	23'	480	550	960	576	504



## SECOND LEVEL

MEETING ROOMS	GROSS SQUARE FEET	DIMENSIONS	CEILING	MAXIMUM CAPACITIES				
				BANQUET Rounds of 8	BANQUET Rounds of 10	THEATER	CLASSROOM 18" tables of 4	CLASSROOM 30" tables of 4
<b>200 LEVEL</b>	<b>33,849</b>							
200	2,850	50' x 57'	18'	160	170	312	200	180
201 (A, B, C)	5,162	89' x 58'	18'	360	360	672	320	288
201A	1,856	32' x 58'	18'	104	100	196	132	108
201B	1,740	30' x 58'	18'	96	100	192	120	108
201C	1,566	27' x 58'	18'	80	100	160	80	72
202 (A, B, C, D)	6,670	115' x 58'	18'	440	500	868	480	384
202A	1,856	32' x 58'	18'	104	100	196	132	108
202B	1,740	30' x 58'	18'	96	100	192	120	108
202C	1,450	25' x 58'	18'	80	100	160	80	72
202D	1,566	27' x 58'	18'	80	100	160	80	72
203 (A, B, C)	5,278	91' x 58'	18'	360	400	686	320	324
203A	1,856	32' x 58'	18'	104	100	196	132	108
203B	1,856	32' x 58'	18'	104	100	196	132	108
203C	1,566	27' x 58'	18'	80	100	160	80	72
204 (A, B)	3,596	62' x 58'	18'	200	250	480	240	192
204A	1,856	32' x 58'	18'	104	100	196	132	108
204B	1,682	29' x 58'	18'	80	100	192	120	108



- 250,000+sqft of space
- 10,000 seat arena - directly connected

Venue Target: 2024 U.S. Olympic Team Trials - Men's & Women's Artistic Gymnastics

- 10,000+ seat arena with
- Additional 100,000 sq ft of exhibit space.

**Distance between FWCC and Dickies Arena = 3 miles**





# HOTEL PROXIMITY TO VENUE





# AIRPORTS

## DALLAS-FORT WORTH INTERNATIONAL AIRPORT

Downtown Fort Worth is only 17.5 miles from DFW Airport; an international hub as 4th busiest airport in the world and serving more than 260 destinations with direct flights. With 193 direct domestic connections, you can reach any major city in the U.S. in less than four hours. DFW Airport has a \$31.6 billion impact on the region and is investing \$2.3 billion in upgrades and renovation.

DFW Airport is the hub for American Airlines which also has its corporate headquarters based in Fort Worth.

## MEACHAM AIRPORT

Covering 745 acres, Meacham airport is a prime location for corporate, commuter and even large cargo planes to easily fly in and out of. Strategically located just five miles north of historic downtown Fort Worth, Meacham shares a rich history with the City of Fort Worth and serves as North Texas' premier corporate and general aviation facility. Within minutes, travelers have access to: Fortune 500 business district, the famous Fort Worth Stockyards, four and five-diamond hotels and restaurants, year-round sports, world-class performance arts and museums, water gardens and much more.



## FORT WORTH ACCOLADES

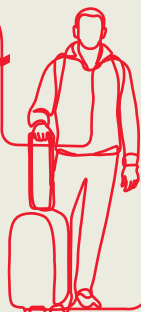
50

Best Places to  
Travel in 2021  
(Travel & Leisure)



8

underrated US destinations that  
should be on your radar in 2021  
(Oyster.com, 2021)



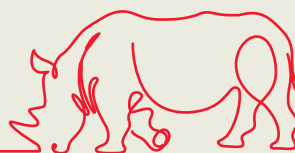
21

Best Places to Retire in 2021  
(RetireBetterNow.com, 2021)



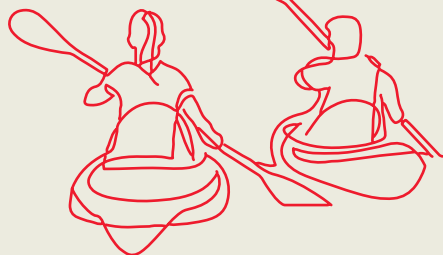
#2

Zoo in America  
(USA Today, 2021)



TOP 7

Trinity River among top 7 places to go  
tubing in the State of Texas (Wide  
Open Country, 2020)



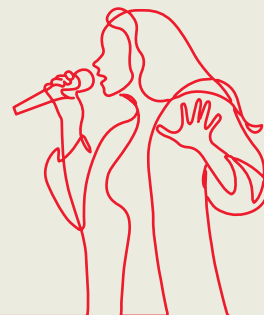
25 BEST

The 25 Best Places for  
Young Professionals  
(U.S. News & World Report, 2020)



FIRST  
MUSIC-FRIENDLY  
CITY

The first music-friendly city in Texas as  
designated by the Texas Music Office in the  
Office of the Governor.





## HOSPITALITY AND TOURISM

Estimated number of out-of-town visitors to Fort Worth

**9.4 MILLION ANNUALLY**

Economic impact of visitors to Fort Worth:

**\$2.6 BILLION ANNUALLY**

Tourism employs over

**24,000+ HOSPITALITY AND  
TOURISM INDUSTRY WORKERS**

Total number of hotel rooms citywide:

**13,477**

Total number of hotel rooms downtown:

**2,622**

### POPULATION

City of Fort Worth:  
918,915 (2020 census)

Youngest City in Texas  
(average age of 31.5)

Top international visitor markets to Fort Worth include:

**MEXICO, CANADA, UK,  
AUSTRALIA, GERMANY  
AND CHINA.**

## FORT WORTH FUN FACTS



Cultural District contains five world-class museums, designed by renowned architects, in a walkable, landscaped setting.



Stockyards National Historic District features Fort Worth's western heritage, including daily cattle drives, year-round rodeo and the world's largest honky-tonk.



Fort Worth bike share program offers more than 40 stations connecting the city's leading attractions.



Vibrant, walkable downtown features Sundance Square Plaza, nightlife, Bass Performance Hall, corporate headquarters, green spaces and public art.



Home to contemporary western cuisine, innovative breweries and distilleries and the annual Fort Worth Food and Wine Festival.



In 1909, the Fort Worth Zoo opened as the first zoo in Texas.



60 percent of America's paper money is printed at the U.S. Bureau of Engraving and Printing Western Currency Facility in Fort Worth (tours are available). It is the only facility outside of Washington D.C.



Home to many outdoor festivals and celebrations including Main Street Fort Worth Arts Festival, Parade of Lights, Mayfest, Rockin' the River and concerts on the banks of the Trinity River at Panther Island Pavilion.



Home to TCU, a national university and member of Big 12 Conference



20 minutes from DFW International Airport.



Fort Worth's Texas Motor Speedway is one of the largest racing facilities in the nation, with seating for nearly 155,000 spectators. It's home to the largest High-definition screen in the world (Big Hoss TV).



Fort Worth was one of the first major cities in Texas to establish a human rights commission, in 1967. In 2009 non-discrimination protection was extended to include sexual orientation, transgender, gender expression and gender identity.



Fort Worth ranks high in the Human Rights Campaign's Municipal Equality Index (MEI), which demonstrates the ways that many cities support the LGBT people who live and work there. With a score of 100, Fort Worth ranks among the highest in the state of Texas.



FORT WORTH

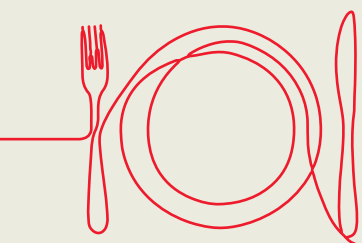


# SHOPPING

Home to major retailers like Justin Boots and Dickies, Fort Worth is known for its chic western style. Shop the one-of-a-kind boutiques, locally-made items, outlet centers and upscale shops like Clearfork Shopping as well as the authentic western storefronts in the Stockyards.

Browse hundreds of options at [FortWorth.com/hotels](https://www.fortworth.com/hotels).





# RESTAURANTS

Fort Worth cuisine is as flavorful as the city's rich heritage and world-class artistic masterpieces. Featuring Texas' best ingredients and a mix of flavors from around the world, our award-winning chefs in each of our districts are making local dining something you cannot miss. Enjoy over 200 patio dining options throughout the city.

[FortWorth.com/restaurants](https://FortWorth.com/restaurants)





FORT WORTH

# MAJOR EVENTS



## NCAA WOMEN'S GYMNASTICS CHAMPIONSHIPS

2015 & 2016 (FW Convention Center Arena)  
2019 – 2026 / 22,000  
Average Attendance



## NATIONAL FINALS RODEO

Hosted in December  
2020/ 66,000+ for 10-day rodeo / 126,000+ for Shopping Expo



## BASSMASTER CLASSIC

Will Rogers Memorial Center & Dickies Arena,  
March 19 – 21, 2021 /  
147,000+ Attendance



## AMERICAN ATHLETIC CONFERENCE MEN'S AND WOMEN'S BASKETBALL CHAMPIONSHIPS

Dickies Arena 2020 – 2022 /  
30,000 Expected



## NCAA DIVISION I MEN'S BASKETBALL 1ST & 2ND ROUNDS

Dickies Arena in 2022 /  
42,000+ Expected  
Attendance

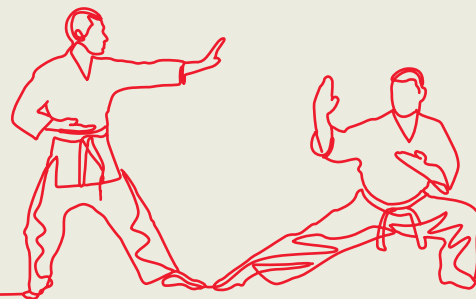


## NCAA DIVISION I WOMEN'S BASKETBALL REGIONAL

Dickies Arena in 2026 /  
35,000+ Expected  
Attendance

## OTHER NATIONAL CHAMPIONSHIPS FOR THE FOLLOWING NATIONAL GOVERNING BODIES

USA Wrestling, USA Fencing, USA Taekwondo,  
USA Gymnastics and USA Table Tennis



FORT WORTH

# ANNUAL EVENTS



## PGA TOUR CHARLES SCHWAB INVITATIONAL

Hosted annually for 75  
years at Colonial Country  
Club / 140,000  
Average Attendance

## TEXAS MOTOR SPEEDWAY

Hosted NASCAR &  
IndyCar races annually  
since 1996 / 50,000 –  
150,000 Average  
Attendance  
(based on race)

## ARMED FORCES BOWL

Hosted annually since  
2003 at Amon G. Carter  
Stadium / 46,000  
Average Attendance



## COWTOWN MARATHON

Hosted annually since 1978  
/ 27,000 Average  
Participation

## FORT WORTH MAIN ST. ARTS FESTIVAL

Annual 4 day festival  
in April that welcomes  
more than 100,000  
people a day



FORT WORTH

# THINGS TO DO



Explore the true Western Heritage in the Stockyards National Historic District



Root for America's Team at AT&T Stadium with Dallas Cowboy Game Packages



Shop and dine in the 35-block Sundance Square or catch a show at Bass Performance Hall



Dine in one of many Fort Worth restaurants offering everything from Tex-Mex and BBQ to world-class cuisine



View more than 7,000 animals at the nationally top-ranked Fort Worth Zoo



Experience life in the fast lane at Texas Motor Speedway



See priceless masterpieces in the world-renowned Cultural District

## FORT WORTH DISTRICTS

### DOWNTOWN & SUNDANCE SQUARE

- 35-block shopping and entertainment district
- Home to Bass Performance Hall, the iconic Fort Worth Water Gardens and the Fort Worth Convention Center
- 14 Downtown hotels

### CULTURAL DISTRICT

- Features 5 internationally recognized museums: Kimbell Art Museum, Modern Art Museum of Fort Worth, Amon Carter Museum of American Art, National Cowgirl Museum and Hall of Fame, Fort Worth Museum of Science and History
- Sporting events, concerts and annual Fort Worth Stock Show & Rodeo at Dickies Arena and Will Rogers Memorial Center

### STOCKYARDS NATIONAL HISTORIC DISTRICT

- Home to the Fort Worth Herd, the world's only twice-daily cattle drive (11:30 a.m. and 4 p.m.)
- Concerts and two-stepping at Billy Bob's Texas — The World's Largest Honky-Tonk
- Shops, saloons, restaurants and more in the new Mule Alley

### NEAR SOUTHSIDE

- Largest historic neighborhood in the Southwest
- Independent restaurants along Magnolia Avenue and South Main plus live music, breweries and galleries

### TEXAS MOTOR SPEEDWAY & ALLIANCE

- Texas Motor Speedway and Bureau of Engraving & Printing
- Shopping at Tanger Outlets

### TCU & ZOO

- Fort Worth Zoo – No. 1 Zoo in America featuring the new African Savanna, Elephant Springs and more
- Texas Christian University (TCU)
- Shopping at Westbend and University Park Village

### PANTHER ISLAND

- Kayak, tube or canoe along the Trinity River
- Coyote Drive-In Theater and Panther Island Brewing Texas' only water-front stage

### CLEARFORK

- Patio dining, a farmer's market and free fitness programming
- Access to 100+ miles of bicycle, jogging and walking trails along the Trinity Trails
- Luxury shopping

### CAMP BOWIE

- Historic neighborhood featuring 30-blocks of independent retail and restaurants

### WEST 7TH

- Urban village with dining, retail and nightlife

### RIVER EAST

- Up-and-coming district featuring music venues, boutique shopping and dining

### DFW AIRPORT

- American Airlines Headquarters
- C.R. Smith (Aviation) Museum

### EXPLORE

- Fort Worth Botanic Garden
- Fort Worth Ale Trail – 12 Local Breweries
- Fort Worth Distillery Trail including TX Whiskey Ranch
- Trinity Trails – 100+ miles of bicycle, jogging and walking trails
- Fort Worth Bike Sharing – 46 stations
- Local Artist Murals
- Fort Worth Nature Center & Refuge
- 200+ patio dining options
- 5 pet-friendly hotels and 60+ dog-friendly restaurants

### TRANSPORTATION

- Amtrak  
800.872.7245 • Amtrak.com
- Fort Worth Bike Sharing  
817.348.0084 • FortWorthBikeSharing.org
- Trinity Metro Bus Service
- Molly the Trolley (Free Downtown Shuttle)
- The Dash  
(Connecting Downtown and Cultural District/Dickies Arena)
- TEXRail (Connecting DFW Airport and Downtown)
- Trinity Railway Express (Connecting Fort Worth and Dallas)  
817.215.8600 • RideTrinityMetro.org
- Download the GoPass App
- Rideshare and cab service available





# THANK YOU



**FW** VISIT  
FORT WORTH

