

Irving's Brand Position

At its core, Irving Texas is about [location](#), and about [business](#). Its [proximity](#) to DFW [Airport](#), its central location, and its government commitment to being a business-friendly partner combine to make Irving a compelling [entrepreneurial hub](#). The truly significant number of corporate and association headquarters that are based here lends further credence.

What Irving will be is just as important: A destination known for easy [access](#), solid business [results](#), and [cultural](#) entertainment geared for grown-ups. A destination rich in [diversity](#) and with fascinating [people from around the world](#). A city that [feels comfortable](#) while providing access to an array of [metropolitan](#) experiences and activities.

Part of Irving's magnetism will be its proximity to [water](#), with several of its top hotels, meeting spaces, and entertainment venues located on its canal system and Urban Center [lakefront](#). It will also derive strength from Las Colinas and the city's solidly growing [business](#) community, providing a backdrop of [success](#), [accomplishment](#) and [possibility](#), and a blue chip roster of bragging rights.

THE ELEVATOR SPEECH:

Irving, Texas offers the comforts of home, with a world of opportunity at its fingertips for entrepreneurial spirit, corporate success and cultural interaction. Our government and community leadership are committed to those qualities of life that make a home a home. They are also committed to the pace required to make business flourish and succeed.

Irving, Texas is...

THE
home town
WITH A **world view**