



## **FY25 THIRD QUARTER BOARD REPORT**

This quarter marked several key accomplishments for Visit Dallas, as we continued to advocate for the tourism industry and its many positive benefits on our local economy.

In May, during U.S. Travel Association’s National Travel and Tourism Week, our team officially launched the first-ever Dallas Can-Do Spirit Day to celebrate our hospitality leaders, honor the incredible impact tourism has on the city, and advocate for our industry’s positive impact. Turn to page 8 to read more.

This quarter, we welcomed our final group to the Kay Bailey Hutchison Convention Center Dallas before we welcome the International Broadcast Centre. Excitedly, Dallas made several positive strides in the Kay Bailey Hutchison Convention Center Master Plan. Looking ahead to 2029 and beyond, this once-in-a-generation investment in our city will open doors to a new era of opportunities. The new center provides the ability to attract higher-end, high-value corporate groups who will be drawn by the enhanced capabilities, space and modern amenities of our upgraded facility. The new center is a game-changer for Dallas that will allow us to fiercely compete in the conventions and events market and elevate our status as a global meetings destination.

Finally, we are very proud that Visit Dallas’ contract with the City of Dallas was unanimously renewed by all 14 members of the Dallas City Council and Mayor Johnson. As we move forward with the Kay Bailey Hutchison Convention Center Master Plan and prepare to host the FIFA World Cup 26™, continued investment in our hospitality and tourism industry is critical. Through this vote, the council affirmed its commitment to tourism and continued trust in Visit Dallas.

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## SALES

TEAM	Q3 ACTUAL	% OF GOAL	YTD ACTUAL	ANNUAL GOAL	YTD % OF GOAL
Convention Sales	176,842	112%	458,236	630,000	73%
Hotel Sales	44,876	94%	133,400	190,000	70%
3rd Party Partnership	31,815	106%	85,928	120,000	72%
Sports	6,268	10%	159,801	260,000	61%
<b>Total Group Sales</b>	<b>259,801</b>	<b>87%</b>	<b>837,365</b>	<b>1,200,000</b>	<b>70%</b>

**The following customer service activities were carried out during the quarter:**

### **April 1-4: Sales Call to SkillsUSA Texas State Conference at Corpus Christi**

The Visit Dallas Sales team and Fair Park visited SkillsUSA Texas at its State Convention in Corpus Christi. This group was considering Dallas for a 3-year multi-year agreement for 2028, 2029 and 2030 that would bring Dallas over 40,000 room nights. The client was considering Fair Park to host all convention space.

### **April 6-9: Meetings & Incentives Worldwide FAM Wave 1**

Showcased the destination to Meetings & Incentives Worldwide (M&IW), a leading global provider of meeting and event planning services. M&IW's team members were able to familiarize themselves with the hotel package, as well as all the new developments in the city, so that they can better present the destination to their clients.

### **April 9-10: Maritz Presentation (Fenton Office)**

A tailored presentation on Dallas was delivered to the Maritz sales team, which included account managers, sourcing managers and leadership. The presentation provided essential updates on Dallas, ensuring all Maritz team members are informed about the latest developments relevant to future RFPs and confirmed business opportunities. More than 50 Maritz attendees participated, both in person and virtually, and the presentation was followed by a networking event designed to strengthen further collaboration and relationship building.

### **April 9-10: Destinations International Sales & Services Summit**

The Destinations International Convention Sales & Services Summit 2025 focused on enhancing destination sales and service delivery and addressing workforce challenges in the meetings and events sector. A key highlight was the introduction of a new track specifically for convention center sales and services teams to foster collaboration and problem solving.

### **April 15-16: Phoenix Sales Calls**

The Visit Dallas Sales team traveled to Phoenix to meet with clients who live in that area of the country. The calls specifically targeted HelmsBriscoe associates and Best Life Brands.

### **April 16-18: Prestige Partner Conference 2025**

Members of the Sales team attended Prestige Partner Conference 2025, an exclusive opportunity to join Prestige associates and supplier partners for networking and learning. As this is the only time that the entire Prestige team congregates in one spot for an extended period, it is a very valuable and exclusive opportunity for the team.

**April 22-24: Maritz Strategic Partners Summit**

Members of the Visit Dallas Sales team attended this annual partner summit for strategic-level partners that are comprised of DMCs, hotels and DMOs. The group gathered for education, data insights, sourcing and strategic conversations and met with the leadership team to discuss best practices moving forward.

**April 23: TSAE Open 2025**

The team attended the TSAE Open, the Texas Society of Association Executives' annual industry networking event. This gathering offered the opportunity to connect with 200 Texas association clients and to share updates on new hotel openings and the new convention center.

**April 24-26: HelmsBriscoe Spring FAM**

The team hosted this HelmsBriscoe FAM trip to showcase Dallas as a premier destination for meetings and events, to strengthen partnerships and to increase future business opportunities.

**April 28-May 3: Sales Calls in DC Area**

The Visit Dallas Sales team has several successful sales calls in conjunction with Women's Leadership Forum. During that time, team members met with National Glass Association (tentative for November 2030), Society of Toxicology (prospect for future year in Dallas), ASIS International (adding an additional citywide for Fall 2034), International Association of Chiefs of Police (exploring a rotation to Dallas every three years), American Public Transportation Association (recently received an RFP for a two-year deal in 2032 and 2035).

**April 30-May 2: Trade Show Executive's Fastest 50 Awards & Summit**

Visit Dallas attended the Trade Show Executive's Fastest 50 Awards & Summit to connect with key industry decision-makers and showcase plans for the new convention center. The team engaged in valuable discussions with several major organizers whose events represent a significant economic impact potential for Dallas—including Clarion, AVIXA (45,000 attendees), NAB (65,000 attendees) and Taffy Events. This high-level networking reinforced Dallas' commitment to supporting large-scale shows and securing future citywide opportunities.

**April 2025 – Sites**

Team members conducted 22 site inspections to showcase Dallas' hotels, venues and amenities to prospective clients.

**May 1-2: IAEE Women's Leadership Forum 2025**

The 2025 IAEE Women's Leadership Forum is a signature event hosted annually in the MidAtlantic region, hosting over 160 Association customers. Visit Dallas has been a Diamond sponsor of this event since its inception. Customers attending this event have brought Dallas 279,000 definite room nights and active leads totaling 366,000 room nights. During the forum, the sales team met with new clients, Society of Interventional Radiology and the Orthopedic Research Society, to share future opportunities at single properties and the new convention center.

**May 5-6: CEMA Study Tour: ServiceNow's Knowledge**

During this conference, CEMA provided exclusive VIP access to ServiceNow's Knowledge 2025 in Las Vegas, which provided a behind-the-scenes opportunity for keynote sessions with ServiceNow's marketing, operations and executive teams, as well as a chance to connect with industry leaders through engaging discussions and networking.

**May 7-9: ConferenceDirect Team Rob McCulloch FAM**

The team co-hosted a FAM trip and meeting with the Sheraton Dallas Hotel for ConferenceDirect's Team McCulloch, led by Rob McCulloch, who is based in the Mid-Atlantic region and focused on driving business to Dallas from that market. Team McCulloch is ConferenceDirect's largest team, both in number of associates and total revenue generated. In 2024 alone, they produced more than \$350 million in room revenue on behalf of their clients.

**May 18-21: Meetings & Incentives Worldwide FAM Wave 2**

Showcased the destination to Meetings & Incentives Worldwide (M&IW), a leading global provider of meeting and event planning services. M&IW's team members were able to familiarize themselves with the hotel package, as well as all the new developments in the city, so that they can better present the destination to their clients.

**May 27-28: ECEF 2025**

The Exhibition & Convention Executives Forum (ECEF) is the premier information-sharing and networking event for leaders from associations and independent organizers. Each year, ECEF draws top-tier decision-makers from many of the largest exhibitions and conventions across the U.S. This year's forum addressed key industry issues, including rising exhibitor costs, return on investment, an evolving event landscape, and strategies to avoid common pitfalls. The Visit Dallas team achieved significant business development success at the conference, securing meetings with several high-value accounts. Highlights included a multi-year commitment from the National Business Aviation Association, expected to generate over 34,000 room nights per expo. The team also advanced discussions with the National Automobile Dealers Association for 2038, received an RFP from the American Public Transportation Association for 2032, and identified future event opportunities with the National Rural Electric Cooperative Association and Optica, both of which expressed interest in the new KBHCCD.

**May 2025 – Sites**

Team members conducted 14 site inspections to showcase Dallas' hotels, venues and amenities to prospective clients.

**June 5: Market Day Dallas 2025**

The Sales team hosted a half-day mini tradeshow, designed to connect local hotel partners with key meeting planner clients. The event brought together 31 planners and 12 hotel partners with the primary objectives of strengthening relationships, identifying future booking opportunities, and reinforcing Dallas' reputation as a premier meetings destination.

**June 6-7: New York Corporate Association Event 2025**

The Sales team hosted Visit Dallas' signature sales event in New York, designed to engage key corporate, association, and pharmaceutical clients from the Northeast market, along with their guests. Seven Visit Dallas partners participated in a mini tradeshow and networking reception, followed by group attendance at the Broadway production of *Othello* and a closing reception at a

nearby venue. The event offered valuable opportunities to share recent updates and explore future business opportunities for Dallas with influential clients and decision-makers.

#### **June 9-12: Cvent Connect 2025**

Visit Dallas participated in Cvent CONNECT, the industry's leading event technology conference and our number one lead source. The conference featured hosted buyer appointments, a dynamic trade show floor and networking with top planners and sourcing professionals. Held in San Antonio for the second year in a row, this year's event provided a valuable platform to connect with high-volume users and reinforce Dallas' position as a premier meetings destination.

#### **June 11: Client Event at Cvent Connect 2025**

Visit Dallas hosted an intimate client reception following the Cvent CONNECT tradeshow, with 40 corporate and third-party planners in attendance. The event created a focused environment for meaningful, one-on-one conversations between clients, the sales team, and partners—helping to strengthen relationships and generate quality leads for future Dallas business.

#### **June 23-25: ACCESSE 2025 Leadership Conference**

The Sales team attended ACCESSE, a 3-day conference that combines leadership development, peer-to-peer connections and expertise in managing science, technology, engineering and math societies. Through thought-provoking sessions tailored to STEM society professionals, the event provided fresh perspectives and innovative ideas. This year, the conference hosted 168 attendees in Philadelphia. Key connections include the Federation of American Societies for Experimental Biology, INFORMS, the American Society for Nondestructive Testing, Inc., ABET, Inc., the American Society for Biochemistry and Molecular Biology, the American Geophysical Union and Optica.

#### **June 23-26: Maritz Elevate Customer Conference 2025**

The Sales team attended this conference, which brings together executive-level clients, supplier partners and select Maritz team members for an exclusive, fully immersive experience designed to challenge norms and encourage design thinking. The team met with Maritz account managers and end user accounts for three days of education and networking. Top accounts included AstraZeneca, the American Society of Cataract and Refractive Surgery, SourceAmerica, the American Institute of Aeronautics and Astronautics and the Urban Land Institute.

#### **June 27-28: Toronto Sales Calls 2025**

The team met with Toronto-based customers in conjunction with HelmsBriscoe Annual Business Conference and had the opportunity to meet with Dayforce and Strategic Sourcing to educate them on Dallas offerings.

#### **June 28-30: HelmsBriscoe Annual Business Conference (ABC) 2025**

This is HelmsBriscoe's Annual conference, where 600+ associates come together for 1:1 appointments and networking. The team participated in the reverse tradeshow and had the opportunity to meet with over 40 associates.

#### **June 28: Client Event at HelmsBriscoe ABC**

Visit Dallas and four partner hotels hosted a client dinner in conjunction with HelmsBriscoe ABC, where they welcomed and networked with 11 associates who have current opportunities for Dallas.

#### **June 2025 – Sites**

Team members conducted 15 site inspections to showcase Dallas' hotels, venues and amenities to prospective clients.

## CLIENT SERVICES

Client Services serviced 47 groups with 300 rooms on peak and above in FY25 Q3, including the following:

**Kay Bailey Hutchison Convention Center Dallas:**

- Fan Expo Dallas – 30,000 attendees
- Keurig Dr Pepper – 800 attendees
- Southern Baptist Convention – 18,000 attendees
- AVID – 4000 attendees
- Plexus Worldwide – 3,300 attendees

**Mini-Wide Bookings:**

- Coalition of Adult Basic Education (COABE) – 2,000 attendees
- Panda Restaurant Group – 1,700 attendees
- Texas Association of Secondary School Principals – 2,200 attendees

**Other:**

- June Total Home & Gift Market – 15,000 (held at Dallas Market Hall)

Client Services conducted 3 definite site visits, including 1 sales site visit in Q3 with a total of 19 clients.

**Miscellaneous:**

- Attended Destinations International Sales & Services Summit
- Participated in a services panel at DFWAE Association Day to talk about “Working with CVBs/DMOs from Site Selection to Closing Survey”.
- Hosted Services Awareness Group meeting for partners/stakeholders at Deep Ellum Community Center.
- Attended Event Service Professionals Association Leadership Retreat at Hilton Garden Inn DFW North Grapevine.
- Working with Downtown Dallas Inc. on FIFA Neighborhood Task Force Planning Meetings.

## MARKETING

### **Dallas Can-Do Spirit Day**

In Q3, Visit Dallas officially launched the first-ever Dallas Can-Do Spirit Day with a high-energy celebration outside City Hall, bringing together community and hospitality leaders to honor the incredible impact tourism has on the city. The event aligned with National Travel and Tourism Week and served as a powerful reminder of how the travel industry fuels economic growth, supports tens of thousands of jobs, and uplifts local communities.

The celebration reflected the Dallas spirit—bold, welcoming, and forward-looking. Hundreds gathered to enjoy live music, food trucks, and festive giveaways, all while learning about the vital role tourism plays in the city’s continued success. As Dallas looks ahead to major milestones—from an expanded convention center to global attention during FIFA World Cup 26™—this was the perfect time to call on all residents to embrace this Can-Do moment and help show the world what makes the city truly special. The event garnered an impressive amount of local media coverage with a reach of 475M and an AVE of \$4.4M.

Finally, the Visit Dallas team used this day as an opportunity to open nominations for the Dallas Can-Do Spirit Awards. These awards showcase the best and brightest in the Dallas community – local visionaries and game-changers. Nominations are open through Aug. 8 for the Can-Do Spirit Awards, which will be announced at our Annual Meeting on Thursday, Nov. 19.

### **Good Life Campaign Shoot**

Visit Dallas partnered with Greenhaus to produce our second content shoot of the fiscal year, capturing elevated lifestyle moments that reflect The Good Life, a uniquely Dallas blend of style, hospitality and social energy.

Filmed across nine locations, including the Statler, The Terminal at Katy Trail, and the M-Line Trolley near Klyde Warren Park, the shoot highlighted rooftop scenes, luxury shopping and iconic city visuals. The production will deliver 20+ high-quality photo assets and a social media video for use in upcoming advertising and content campaigns.

### **Communications:**

#### **News Releases**

In Q3, the communications team wrote and distributed the following news releases, highlighting newsworthy topics and generating media coverage for the destination.

- Visit Dallas Celebrates Inaugural “Dallas Can-Do Spirit Day”
- What to Do in Dallas This Summer

#### **Media FAMs**

In Q3, the communications team hosted 11 media FAMs, including 30 journalists and content creators. A few notable FAMs include:

- **Alexa Mellardo**  
This past spring, the Visit Dallas Communications team hosted journalist Alexa Mellardo of Eat This, Not That!, for a weekend in Dallas. During her time in the city,



she explored Dallas' diverse culinary offerings and charming neighborhoods.

- **Australian Media FAM**

In partnership with Travel Texas and Fiji Airways, the Visit Dallas Communications team hosted a media FAM of five Australian journalists. This trip centered around the recently launched Fiji Airways flight from Nadi to Dallas Fort Worth International Airport. The journalists in attendance write for several publications, including Yahoo!, Escape and Travel + Luxury.

- **Brand USA Italian FAM**

Following IPW, in partnership with Brand USA, Visit Dallas hosted two journalists from Italy, who were able to experience Dallas' thriving arts and culture scene, dine in at some of Dallas' most innovative restaurants, and highlight Dallas' air connectivity to two Italian markets: Rome and Venice.

### **Metrics**

This fiscal year, an estimated 8.4 billion impressions and \$167 million in AVE have been generated by Visit Dallas' media outreach and FAM efforts.

### **Digital Marketing:**

#### **DAM GOOD**

In recognition of Dallas Arts Month, Visit Dallas launched year two of our four-part video series called *DAM GOOD*. The series spotlighted the vibrant local arts scene through the voices of Dallas-based artists. Each episode focused on a different theme—performing arts, visual arts, music and arts venues—and followed each artist as they expressed their creativity and love for the community in the form of a heartfelt love letter. The series was produced in collaboration with a local video team and featured original writing guided by a Dallas-based poet. It served as a tribute to the city's creative spirit and the people who shape it. The series generated 72K Impressions and 31K Video Views.

## DALLAS FILM COMMISSION

### **USA Film Festival**

The Dallas Film Commission was a proud sponsor of the USA Film Festival. Now in its 55<sup>th</sup> year, the USA Film Festival hosts year-round programming in addition to the festival at the Angelika Film Center. As the second oldest film festival in the state of Texas, the USA Film Festival continues to bring in high-caliber filmmakers and premiere their work.

### **DIFF**

The Dallas International Film Festival celebrated its 19th anniversary this year with a dynamic week of screenings, panels, red carpets and special events. Now an Oscar® Qualifying Festival—one of just 59 in the U.S.—DIFF continues to grow as a global platform for emerging and established voices in film. The Dallas Film Commission was honored to continue supporting this fantastic festival.

### **Marche Du Film**

The Dallas Film Commission exhibited at the FilmUSA Pavilion in the International Village at the Cannes Marché du Film. The Marché du Film is the business counterpart of the Cannes Film Festival and is the world's largest film market. As a key event for the international film industry, the festival and market attract thousands of producers, distributors, sales agents and buyers from around the globe. As a cornerstone event for industry professionals, the festival offers unparalleled opportunities to network, attend workshops, and participate in panels.

### **Texas Production Expo**

This year's Texas Production Expo was the largest film, cinema, live production and broadcast expo in the state. This free event offered hands-on opportunities to try the latest film gear while attending seminars and networking with industry professionals. The Dallas Film Commission had an exhibition booth that saw over 1,000 production professionals, creatives, gear heads, tech enthusiasts and film aficionados who attended the expo at the Grapevine Convention Center.

### **ATX**

Dallas Film Commission, along with the Texas Association of Film Commissions, held an opening night reception at the ATX TV Festival in Austin. ATX TV Festival is a one-of-a-kind festival experience, bringing TV fans & industry together to celebrate their favorite moments in TV as one community. This year's program highlights include a Retrospective on *Mad Men* with Jon Hamm; the 10-year reunion of *The Leftovers*; and a premiere screening of the pilot episode for the new *King of the Hill* reboot.

### **PTown**

The Provincetown Film Festival took place June 13–15 in Provincetown, Massachusetts, showcasing a vibrant lineup of predominantly LGBTQ+ films that reflect the spirit and diversity of the local community. The Dallas Film Commission sponsored the festival's Filmmaker Awards Brunch, connecting with emerging and established talent while encouraging submissions to Dallas-based festivals and promoting the city as a future filming location. Influencers Kirstie Pike and Christine Diaz of OnAirplaneMode\_ partnered with the Commission to take over social media and capture the weekend's energy.

**Pegasus FF**

The Pegasus Film Festival is open to youth filmmakers under the age of 19 from all across the world. As the largest student-led film festival in the world, the festival seeks to empower the next generation of filmmakers by providing resources, education, connections and a platform for young artists to share their work. The Dallas Film Commission attended the awards ceremony and sponsored the event.

**Oak Cliff**

The Oak Cliff Film Festival was established in 2012 as a regional film festival in the Oak Cliff neighborhood. The festival has received national acclaim from prominent sources including The New York Times, Filmmaker Magazine and Moviemaker Magazine, as a festival that aims to showcase diverse and independent filmmaking in an atmosphere that encourages and fosters filmmaking in Dallas and beyond.

**FAM Tours**

The Dallas Film Commission hosted three FAM tours in Q3. These prospective productions could bring in as much as \$50 million in local investment to Dallas.

## TOURISM

### International Campaigns and Media:

- In May, the Tourism team partnered with Hotelbeds Group on a three-month global marketing campaign (May–July) to drive leisure bookings to Dallas during the peak booking season. The campaign targets travel advisors in the USA, Canada, the United Kingdom, Mexico, Spain and Australia through digital banners, social media, newsletters, and a dedicated microsite that links directly to the Hotelbeds booking engine and showcases participating Dallas hotels and experiences. Key placements include the Destination Hub, Destination of the Month, and booking engine banners, all designed to maximize visibility and engagement. Downloadable resources will support advisors in selling Dallas, and campaign success will be measured by room-nights booked and advisor reach. With an expected reach of over 138K Bedsonline advisors per month and 26K companies via Hotelbeds, this initiative aims to boost Dallas’ presence and room-night production across top global markets.
- In partnership with Brand USA and Travel Texas, the tourism team launched two multi-channel digital campaigns in the United Kingdom and Canada that ran from April – June, each generating an estimated three million impressions. The campaigns featured a seasonal Interactive Travel Guide with a dedicated content highlight and image, distributed through a carousel ad unit reaching Brand USA’s audience and generating two million impressions each. Each campaign had additional exposure, including 530,000 native ad impressions linking to VTU content and 400,000–500,000 Expedia hotel search page impressions. The campaigns were designed to influence travelers at every stage of the decision-making process, leveraging Brand USA’s unique audience targeting capabilities, data insights and international reach to position Dallas during key seasonal planning periods. Impact analysis will be supported by Expedia attribution reporting and Adara insights.
- In Q3, the Tourism team served 138 accounts with leads and services.

### Cultural Tourism and Dallas Music Office Highlights

- In May, the Dallas Music Office hosted the Amplified Sounds Showcase at Club Dada in Deep Ellum, where all seventeen performers selected to be part of the 2025 busking program performed. The event was attended by key media, significant leaders in the local music industry, and open to the public. Coverage of the event and the busking program has been significant. A few highlights include:
  - **KXT:** [link](#)
  - **Dallas Observer:** [link](#)
  - **WFAA:** [link](#)
  - **Dallas Morning News:** [link](#)
- Also in May, the team joined Dallas Arts District staff in attending the Global Cultural Districts Network conference in Los Angeles. And in June, the director of cultural tourism

served as the keynote speaker at the Museum Guest Experience Symposium, held at the Dallas Museum of Art and attended by museum leadership throughout Texas, Oklahoma, Louisiana and New Mexico.

- Outcomes of the FY25 DTPID Event Marketing Incentive Fund: In Q3, twelve organizations were funded, with a total of \$221,738 in financial support, producing an estimated 19,930 room nights. Year to date, 47 organizations have been funded, totaling \$818,227 of support and producing an estimated 261,955 room nights.

### Tourism Sales Missions & Tradeshow

Dates	Conference	Accounts	Meetings
4/3/2025	IGLTA LGBTQ+ Travel Symposium	Tour Operators and Media	50
4/8/2025	US & Canada Texas Reverse Mission	US & Canadian Tour Operators	12
6/14 – 19/2025	US Travel Association IPW	International Tour Operators	52
6/23/2025	Price Travel	Call Center Agents	75

### FAM Summary

Date	Title	Attendees	Type	Country
4/3/2025	2025 Joker's Travel Agents FAM	15	Travel Agents	Netherlands
4/1/2025 - 4/2/2025	2025 Volaris Inaugural Trade Clients Solo FAM	2	Tour Operator	Mexico
4/2/2025 - 4/3/2025	2025 Prominence Consulting Solo FAM	1	Corporate Travel	Australia
4/4/2025 - 4/6/2025	2025 Brand USA LATAM Mega FAM	11	Travel Agents	Mexico Brazil Colombia
4/9/2025 - 4/11/2025	2025 Travel Texas Reverse Mission	15	Receptive Operators Hotel Consolidators	United States Canada

5/1/2025 - 5/7/2025	2025 Flight Centre May Solo FAMs	2	Travel Agents	Australia
5/13/2025 - 5/15/2025	2025 Brand USA UK Mega FAM	11	Travel Agents	United Kingdom
5/25/2025 - 5/26/2025	2025 Travel Texas France FAM	9	Tour Operators	France
5/31/2025	ADAC Reisenvertrieb GmbH Solo FAM	1	Travel Agent	Germany
6/11/2025	2025 Le Beau Reizen FAM	1	Tour Operator	Netherlands
6/19/2025 - 6/20/2025	2025 Luxury Escapes FAM	2	Tour Operator	Australia
6/25/2025 – 6/26/2025	Nuitee FIT Contract Sales Calls (turned virtual)	1	Consolidator	Global

## Training

Date	Title	Attendees	Type	Country
4/7/2025	Euromundo	20	Travel Agents	Mexico
5/15/2025	Excel Tours	22	Travel Agents	Mexico
5/19/2025	Viajes Sears	20	Travel Agents	Mexico
5/29/2025	Imacop	19	Travel Agents	Mexico
6/12/2025	Operadora Sierra Madre	17	Tour Operator	Mexico
6/24/2025	Mega Travel	40	Travel Agents	Mexico

## Editorial

The following articles resulted from Tourism's FAM efforts and media outreach in Mexico:

Date	Publication	Title	Media Value
3/21/2025	Fairy Trips on FB	<a href="#">Desayuno Nueva Ruta Volaris -Dfw</a>	\$350
4/1/2025	@Foodandtravelmx On X	<a href="#">The Meadows Museum</a>	\$1,575
4/3/2025	@Foodandtravelmx On X	<a href="#">Dallas Arboretum &amp; Botanical Gardens</a>	\$1,575
4/5/2025	Empresas Monterrey	<a href="#">Ivamos Texas! Garantiza Diversión Y Emociones En Vacaciones De Semana Santa</a>	\$500
4/15/2025	Movida Hispana	<a href="#">Actividades Épicas Para Divertirse Con Los Niños En Dallas</a>	\$500
4/16/2025	El Momento Tabasco	<a href="#">Dallas: Las Atracciones Para Vacacionar En Familia</a>	\$800
4/23/2025	Noti.Mx	<a href="#">La Iconica Habitacion De Yayoi Kusama “Calabazas Infinitas” Regresa Esta Primavera</a>	\$500

4/25/2025	El Blog Del Viajero	<a href="#">20 Cosas Que Hacer En Dallas Con Un Adolescente: ¡Actividades Y Lugares Divertidos!</a>	\$500
4/25/2025	Us Traveler	<a href="#">Yayoi Kusama Y Su Habitación «Calabazas Infinitas» Regresan A Dallas</a>	\$500
4/25/2025	Movida Hispana	<a href="#">Yayoi Kusama Regresa Al Dallas Museum Of Art</a>	\$800
4/26/2025	Jet News	<a href="#">Yayoi Kusama Regresa Al Dallas Museum Of Art</a>	\$790
4/28/2025	Revista Gw	<a href="#">Admira La Obra De Yayoi Kusama, En El Museo De Arte De Dallas</a>	\$500
5/1/2025	Us Traveler	<a href="#">Que Hacer En Dallas? Diversión Y Atracciones Imperdibles Para Toda La Familia</a>	\$1,500
5/24/2025	Empresas Monterrey	<a href="#">Llegó El Verano A Dallas</a>	\$500
5/25/2025	Donde Ir	<a href="#">Verano En Dallas: Agenda De Eventos Y Celebraciones.</a>	\$1,900
6/25/2025	Travel Report	<a href="#">Del Estadio A La Experiencia Cultural. Dallas Lo Tiene Todo Para El Viajero Del Mundial</a>	\$1,250

## DALLAS SPORTS COMMISSION

### Department Summary & Key Initiatives:

In Q3, the Dallas Sports Commission focused on hosting numerous events and continuing the planning process for the FIFA World Cup 26™. Events included Dallas Cup (youth soccer), the adidas Lone Star Classic (youth volleyball), the VEX Robotics World Championship, and the Concacaf Gold Cup. Additional initiatives included continued efforts for the Mayor's Youth Sports Ticket Program. The DSC also coordinated a pep rally in celebration of the Dallas Regional Spelling Bee champion, Faizan Zaki, going on to win the 2025 Scripps National Spelling Bee. The DSC team hosted clients at various Dallas Wings and SMU PWC Athletic Forums to connect and highlight Dallas' supportive sports community. Finally, the DSC hosted the inaugural Global Sports Business Summit in partnership with SMU in May, where hundreds of sports professionals gathered together to network and learn.

### Metrics:

Q1 Actual:	89,007 (137%)
Q2 Actual:	64,526 (99%)
Q3 Actual:	6,268 (10%)

<b>FY GOAL:</b>	260,000
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### Events Hosted:

- April 4-6, Dance Dallas 2025
- April 5-27, Lone Star Classic (Volleyball)
- April 12-20, Dallas Cup (Youth Soccer)
- April 14-18, National Junior College Athletic Association Annual Convention
- April 19-20, Dallas Easter Classic (Pegasus Slow Pitch Softball Association)
- May 5, Global Sports Business Summit
- May 6-14, VEX Robotics World Championship
- May 10-11, Dallas Spring Showcase (Tiger Tournaments: Youth Soccer)
- May 15-18, Next Generation Cup (Youth Soccer)
- May 16-17, Dallas Bike Ride
- May 16-19, Varsity Event Administration
- May 16-18, The Dance Combine by Tribe 99
- May 22-23, Esports Next
- May 23-25, DreamHack Dallas
- June 18-20, Concacaf Gold Cup
- June 24-July 3, USA Volleyball Girls' Junior National Championships
- June 27-July 3, Southern Regional Championships (United States Youth Soccer)

### Upcoming Events:

- July 10-12, Ultimate Ninja World Finals Season 10
- August 4-7, The Invitational: A Global Dance Experience
- September 27, State Fair Classic
- October 4-5, UDMA Dance Teacher Resource Expo



- October 11, Red River Rivalry
- October 11, MexTour: Mexico vs. Colombia
- October 11-13, CCM Dallas (200x85 Hockey)
- October 20-25, Firefighter Challenge World Championship
- October 24-26, Susan G. Komen 3-Day

### **Big Wins:**

- The North Texas FIFA World Cup Organizing Committee and Dallas Sports Commission celebrated one year to go to the FIFA World Cup 26™.
- 67<sup>th</sup> Dallas Regional Spelling Bee champion Faizan Zaki, a 7th grader at Rice Middle School in Plano, went on to win the Scripps National Spelling Bee. This was the Faizan's fourth appearance at the National Bee.
- The inaugural Global Sports Business Summit, presented by the Dallas Sports Commission and SMU, was a rousing success with hundreds of sports professionals in attendance to network and learn.

### **Sales Efforts & Site Visits:**

- April 3 -6, NCAA Women's Final Four Future Host Site Visit
- April 4-7, NCAA Men's Final Four Future Host Site Visit
- April 9, Area Hotel Site Visits
- April 14-17, Sports ETA Conference
- April 30, Varsity Spirit Fair Park Dallas Site Visit
- May 5, Global Sports Business Summit
- May 7, Concacaf Gold Cup AT&T Stadium Site Visit
- May 22-23, Esports Next Conference
- June 6, FIFA World Cup 26™ Fan Fest Site Visit
- June 17-18, Women Leaders in Sports: The Accelerator Summit
- June 26, Varsity Spirit Dallas Market Hall Site Visit

### **Branding & Awareness/ PR:**

#### **FIFA World Cup 26™ Coverage:**

##### *Host City Poster Reveal*

- |   |   |
|---|---|
| • <a href="#">Big News Network</a>                  | • <a href="#">Fort Worth Report</a>         |
| • <a href="#">Creative Blog</a>                     | • <a href="#">Ground News</a>               |
| • <a href="#">CBS 19 (Online)</a>                   | • <a href="#">Hoodline</a>                  |
| • <a href="#">D Magazine (Online)</a>               | • <a href="#">Inside World Football</a>     |
| • <a href="#">ESPN</a>                              | • <a href="#">Irving Weekly</a>             |
| • <a href="#">FOX 4 (Online)</a>                    | • <a href="#">KERA News</a>                 |
| • <a href="#">FOX 4 Good Day at 7:35AM</a>          | • <a href="#">KLIF-AM at 5:35 AM</a>        |
| • <a href="#">FOX 4 Good Day at 9:30 AM</a>         | • <a href="#">KLIF-AM at 8:10 AM</a>        |
| • <a href="#">FOX 4 Good Day at 4:30 AM</a>         | • <a href="#">Local Profile</a>             |
| • <a href="#">FOX 4 at 12:16 PM</a>                 | • <a href="#">Mediotiempo</a>               |
| • <a href="#">FOX 26 at 5:30 PM</a>                 | • <a href="#">NBC 5 at 5:30 AM</a>          |
| • <a href="#">Fort Worth Star-Telegram (Online)</a> | • <a href="#">NBC Newswest 9 at 4:10 PM</a> |
| • <a href="#">FTW Today (Online)</a>                | • <a href="#">NewsBreak</a>                 |

- [Scoopernews](#)
- [Spectrum News 1 at 5:27 AM](#)
- [Sports Business Journal](#)
- [Sports Travel Magazine](#)
- [Texas Public Radio](#)
- [Telemundo 39 at 11:30 AM](#)
- [The Athletic](#)
- [The Dallas Morning News \(Print\)](#)
- [The Dallas Morning News \(Online\)](#)

- [The Dallas Morning News \(Online Photos\)](#)
- [WFAA \(Online\)](#)
- [WFAA \(Online\)](#)
- [WFAA at 5:35 AM](#)
- [WFAA Daybreak at 5:35 AM](#)
- [WFAA at 8:27 AM](#)
- [WBAP-AM at 5:05 AM](#)
- [Yahoo! News](#)
- [Zupyak](#)

#### *Dallas City Council FIFA World Cup Update*

- [Dallas Business Journal \(Online\)](#)
- [CBS News Texas \(Online\)](#)
- [CBS News Texas at 7:36 AM](#)
- [FOX 4 \(Online\)](#)
- [FOX 4 Good Day at 8:05 AM](#)
- [KENS 5](#)
- [KERA News](#)
- [KERA 90.1 at 9:30 AM](#)
- [NBC 5 at 11:15 AM](#)
- [NBC 5 at 5:30 AM](#)
- [NBC 5 at 6:10 PM \(Preview\)](#)

- [NBC 5 at 4 PM](#)
- [NBC 5 \(Online\)](#)
- [NBC 5 \(Online\)](#)
- [The Dallas Morning News \(Online\)](#)
- [The Dallas Morning News \(Online\)](#)
- [Texas Public Radio](#)
- [WFAA \(Online\)](#)
- [WFAA at 11:10 AM](#)
- [WFAA at 6:11 PM](#)
- [Yahoo!](#)

#### *One Year To Go*

- [96.7 & 1310 The Ticket at 7:45 AM](#)
- [Article Scad](#)
- [CW33](#)
- [CBS4 Morning News at 6:10 AM](#)
- [CBS News Texas at 5:35 AM](#)
- [CBS News Texas at 7:05 AM](#)
- [CBS News Texas at 11:05 AM](#)
- [CBS News Texas at 5:15 PM](#)
- [CBS News Texas](#)
- [CBS News Texas](#)
- [CBS News Texas](#)
- [Community Impact](#)
- [Essentially Sports](#)
- [Fort Worth Report](#)
- [Fort Worth Star-Telegram](#)
- [FOX 4](#)
- [FOX 4 at 4:05 PM](#)
- [FOX 4 at 5:05 PM](#)
- [FOX 4 at 6:05 PM](#)
- [FOX 4 at 10:30 PM](#)
- [FOX 4 at 10:35 PM](#)

- [FOX 4 Good Day at 6:00 AM](#)
- [FOX 4 Good Day at 8:50 AM](#)
- [Garland Journal](#)
- [Hartford Courant](#)
- [KERA at 6:45 AM](#)
- [KERA at 8:45 AM](#)
- [KERA at 4:45 PM](#)
- [KLIF at 5:08 AM](#)
- [KLIF-AM at 5:51 AM](#)
- [KRLD](#)
- [KRLD-AM at 4:30 PM](#)
- [KRLD-AM at 5:30 PM](#)
- [KRLD-AM at 6:30 PM](#)
- [KRLD-AM at 7:00 PM](#)
- [KRLD-AM at 8:05 PM](#)
- [KRLD-AM at 10:30 PM](#)
- [KRLD-AM at 1:30 AM](#)
- [KRLD-AM at 7:51 AM](#)
- [KLVI NewsTalk 560 at 5:11 AM](#)
- [KWTX News Ten at 6:51 AM](#)
- [LNP](#)

- [NBC 5 at 5:35 AM](#)
- [NBC 5 at 11:00 AM](#)
- [NBC 5 at 12:22 PM](#)
- [NBC 5 First at 4:05 PM](#)
- [NBC 5 First at 4:00 PM](#)
- [NBC 5 at 5:00 PM](#)
- [NBC 5 at 5:35 AM](#)
- [NBC 5](#)
- [NBC 5](#)
- [NewsBreak](#)
- [Meetings Today](#)
- [Spectrum News 1 Austin at 1:56 PM](#)
- [Spectrum News 1 Dallas at 1:51 PM](#)
- [Spectrum News 1 San Antonio at 1:55 PM](#)
- [Sports Business Journal](#)
- [Sports Business Journal](#)
- [Sports Business Journal](#)
- [Sports Business Journal \(Print\)](#)
- [The Dallas Morning News \(Print\)](#)
- [The Dallas Morning News \(Print\)](#)
- [The Dallas Morning News \(Print\)](#)
- [The Dallas Morning News](#)
- [The Dallas Morning News](#)

#### *Equipment Donation Drive*

- [CBS News at 7:05 AM](#)
- [CBS News Texas at 11:05 AM](#)
- [Community Impact](#)
- [FOX 4 Good Day at 5:50 AM](#)
- [FOX 4 Good Day at 6:22 AM](#)

#### *Lake Arlington Clean Up*

- [Arlington TX Gov](#)
- [FOX 4 at 12:16 PM](#)
- [KDFW at 6:22 AM](#)
- [KDFW at 9:30 AM](#)
- [KXAS at 7:24 AM](#)
- [NBC 5 at 5:35 AM](#)

#### *Miscellaneous FIFA World Cup 26™ Coverage*

- [Al Dia Dallas](#)
- [Dallas Observer](#)
- [The Dallas Morning News \(Print\)](#)

- [The Dallas Morning News](#)
- [The Dallas Morning News](#)
- [The Dallas Morning News](#)
- [The Dallas Morning News](#)
- [Texas State Public Affairs](#)
- [Texas Metro News](#)
- [Telemundo at 4:00 PM](#)
- [Telemundo at 4:25 PM](#)
- [Telemundo at 5:00 PM](#)
- [Telemundo at 10:10 PM](#)
- [Telemundo at 10:25 PM](#)
- [Telemundo at 5:10 AM](#)
- [Telemundo at 5:25 AM](#)
- [Telemundo at 5:45 AM](#)
- [The Athletic](#)
- [The Athletic](#)
- [Univision 23 at 5:05 PM](#)
- [Univision 23 at 10:25 PM](#)
- [WFAA at 6:05 PM](#)
- [WFAA at 5:20 AM](#)
- [WFAA](#)
- [WFAA](#)
- [Yahoo! News](#)
- [Yahoo! News](#)
- [Yahoo! Sports](#)

- [FOX 4 Good Day at 9:30 AM](#)
- [FOX 4 News at 12:16 PM](#)
- [Hoodline](#)
- [The Dallas Morning News](#)

- [NBC 5 at 5:55 AM](#)
- [NBC 5 at 12:47 AM](#)
- [NBC 5 at 10:10 PM](#)
- [NBC 5 at 6:34 AM](#)
- [WFAA at 6:26 PM](#)

- [KERA News \(Online\)](#)
- [KERA \(90.1\) at 3:30 PM](#)
- [Sports Business Journal](#)

- [FOX News](#)
- [KENS 5](#)
- [Sports Business Journal](#)
- [The Dallas Morning News](#)
- [The Dallas Morning News \(X\)](#)

- [WFAA \(YouTube\)](#)
- [WFAA \(YouTube\)](#)
- [WFAA](#)

- [WFAA](#)
- [CW33 \(X\)](#)
- [WFAA \(Facebook\)](#)
- [WFAA \(X\)](#)

- [CBS News Texas](#)
- [D Magazine](#)
- [D Magazine \(Front Burner\)](#)
- [FOX 4 at 5:55 PM](#)
- [FOX 4 Good Day at 4:40 AM](#)
- [FOX 4 Good Day at 5:57 AM](#)
- [FOX 4 Good Day at 9:40 AM](#)
- [FOX 7](#)
- [Hoodline Austin](#)
- [KCEN at 5:12 PM](#)
- [KRBC at 5:20 PM](#)
- [KRLD News Radio 1080](#)
- [KSAN at 5:20 PM](#)
- [Local Profile](#)
- [NBC 5 DFW](#)
- [NBC 5 DFW](#)
- [NBC 5 DFW at 4:54 PM](#)
- [NBC 5 DFW at 6:15 PM](#)
- [NBC 5 DFW at 10:14 PM](#)
- [NBC 5 DFW at 12:52 AM](#)
- [NBC 5 DFW at 5:35 AM](#)
- [NBC 5 DFW at 6:25 AM](#)
- [NBC 5 \(Chicago\) at 4:51 PM](#)

- [NBC News 2 at 4 PM](#)
- [NBC The Beat on 12 News at 4:15 PM](#)
- [NBC 15 News at 5:26 PM](#)
- [Plano Magazine](#)
- [Spectrum News 1](#)
- [Spectrum News 1](#)
- [The Dallas Express](#)
- [The Dallas Morning News](#)
- [The Dallas Morning News](#)
- [The Dallas Morning News \(Print\)](#)
- [WCSH Channel 6 \(NBC\) at 5:25 PM](#)
- [WFAA at 10:15 PM](#)
- [WFAA at 12:21 AM](#)
- [WFAA at 6:35 AM](#)
- [WFAA](#)
- [WFAA](#)
- [WFAA](#)
- [WLBZ Channel 2 \(NBC\) at 5:26 PM](#)
- [WHO-TV Channel 13 \(NBC\) at 5:23 PM](#)

#### *Additional Coverage*

- [D Magazine](#)
- [Inside World Football](#)
- [Soccer Wire](#)

#### **Website Analytics YTD metrics**

- **2.2M+** total page views across DSC websites

#### **Social Media YTD Metrics**

- **285K** Facebook impressions across DSC profiles
- **4.9M** Instagram impressions across DSC profiles
- **573K** X/Twitter impressions across DSC profiles
- **162K** LinkedIn impressions across DSC profiles

#### **Eblasts/Newsletter YTD Metrics**

- **33.95%** open rate
- **2.32%** click rate
- **23%** Contact Growth Rate

## DEI & PUBLIC AFFAIRS

### **The DEI & Public Affairs team participated in the following events during Q3:**

- April 4: “Good for Business, Workers, Community” workshop hosted by the Dallas Regional Chamber of Commerce
- April 7: Meeting with Dylan Rafaty, North Texas Disability Chamber of Commerce, re: CHARGE Syndrome needs
- April 11: Hosted North Texas LGBTQ Chamber Foundation Leadership Institute class at Visit Dallas offices, where Gary Sanchez moderated panel on non-profit management
- April 14: Tourism and Hospitality Internship Program (THIP) meeting
- April 15: Visit Dallas DEI strategy meeting
- April 16: International Gay and Lesbian Travel Association (IGLTA) Global Partners meeting
- April 17: Asian Chamber of Texas (ACT)/Mohammed Farshori meeting re: outreach
- April 21: The CHARGE Syndrome Foundation client dinner
- April 23: Downtown Dallas, Inc. (DDI) quarterly merchants meeting re: American Council of the Blind (ACB) conference in Dallas
- April 24: Texas Leadership Consortium quarterly meeting
- April 25: IGLTA Intersectional Engagement sub-committee meeting
- April 28: Destinations International (DI) Social Inclusion meeting re: US destinations priorities
- April 28: Meeting with Rosa Fleming, Casey Thomas, Smokefest board of directors re: 2025 convention
- April 30: Meeting with Hattie Hill, Marnese Barksdale re: Visit Dallas DEI strategic plan
- May 2: Visit Dallas LGBTQ+ quarterly marketing meeting
- May 5: Meeting with West End restaurateurs re: ACB conference
- May 8: Visit Dallas DEI Committee quarterly meeting
- May 8: Women Leading Travel and Hospitality meeting
- May 9: NTX LGBTQ Chamber Foundation Leadership Institute Graduation, where Gary Sanchez served as speaker
- May 12: LGBT Meeting Professionals Association (LGBT MPA) meeting
- May 13: Envision Dallas staff/volunteer training at Dallas Love Field
- May 15: FIFA accessibility working group meeting
- May 15: Envision Dallas staff/volunteer training at DFW International Airport
- May 22: Meeting with Jake Steinman re: accessibility playbook
- May 28-30: IGLTA Global Partner Summit – Tampa Bay, FL
- May 30: Pride Flag raising at Dallas City Hall
- June 2: Internal FIFA marketing meeting
- June 2: City of Dallas THIP orientation
- June 4: African American Community Leaders Reception (AA CLR) planning meeting
- June 11: Envision Dallas training for staff at Hyatt Regency hotel (two sessions)
- June 12: FIFA Human Rights – Social Inclusion, LGBTQ+ working group meeting
- June 12-15: Hosted LGBTQ+ social influencer – Ravi Roth – for Dallas Pride 2025

- June 13: Meeting with Miles Partnership re: Destination Optimization program
- June 13: Meeting with AFRIMMA re: 2025 awards event
- June 13: American Advertising Federation (AAF) Luminary Awards gala
- June 15: Dallas Pride Parade, where the Dallas Tourism Public Improvement District (DTPID) sponsored the Dallas Mayor and City Council parade float
- June 17: D26 accessibility working group meeting
- June 19-22: Dallas Southern Pride, where Visit Dallas sponsored
- June 21: Dallas Arboretum Pride in Bloom celebration
- June 26: LGBT MPA Education & Advocacy Committee meeting
- June 26: State of DEI meeting hosted by the Conference Board
- June 27: Visit Dallas sponsored NTX LGBTQ Chamber of Commerce Pride in Business Awards
- Monthly accessibility meetings with Visit Dallas marketing team
- Monthly Destinations International (DI) Social Inclusion Committee meetings

### **Community Engagement**

- April 2: Dallas Wings Champions of Change season kick-off reception
- April 8: State Fair Classic 100<sup>th</sup> Anniversary kick-off breakfast
- April 14: Active bystander and anti-human trafficking training hosted by 24HourDallas
- April 15: Friends of Latino Cultural Center quarterly board meeting
- April 22: Meeting with Eric Moore re: 2025 BioNTX conference in Dallas
- April 22: Meeting with RobotLAB Dallas
- April 25: Reception honoring Kim Tolbert hosted by UNT Dallas
- May 7: Dallas Can-Do Spirit Day at City Hall
  - Proclamation by Mayor Eric Johnson
  - City Hall Plaza activation in conjunction with City of Dallas, Dallas Mavericks, Trinity Dallas, hospitality partners, non-profit partners and others
- May 21: DDI “Safe in the City” reception
- June 4: Pride in Excellence awards at Dallas City Hall
- June 10: Visit Dallas partner networking event
- June 11: Dallas Arboretum Earned Revenue Committee meeting
- June 16: Dallas City Council inauguration
- June 18: Meeting with Angela Ross, AT&T
- June 27: Moderated panel at Dallas Hope Charities event
- June 30: Dallas Arboretum and Botanical Society board of directors meeting
- Ongoing 24HourDallas meetings
- Ongoing Dallas Mayor’s Anti-Hate Advisory Council meetings

### **Public Affairs**

- May 21: KBHCCD Master Plan briefing at Dallas City Council
  - Coordinated partners to speak in favor of the project
  - Gary Sanchez represented Visit Dallas to speak in favor of the project
- June 18: Meeting with Texas State Representative Venton Jones

- June 24: Legislative update to Visit Dallas Marketing Committee
- June 25: Visit Dallas contract renewal at Dallas City Council
  - Coordinated speakers for meeting
- Bi-monthly Destinations International (DI) Advocacy Committee meetings
- Bi-weekly meetings with Texas Hotel and Lodging Association (THLA) and Texas DMOs re: legislative session and bill tracking
- As-needed meetings re: SB 1065 (firearms bill)



## PRESIDENT AND CEO

### Interviews and Speaking Engagements:

- April 18: Consular Corps of Dallas/Fort Worth Meeting Speaker
- May 5: Economic Development Office Presentation
- May 6: Dallas Weekly Interview
- May 7: Fox 4 Good Day Interview
- May 8: WFAA Midday – Live Segment
- May 27: Newsweek Interview
- June 4: Association Convention & Facilities Magazine Interview

### Meetings and Events:

- April 3: CDME Board Meeting
- April 4: DTPID Budget Committee Meeting
- April 15: Hunt Realty Investments 50<sup>th</sup> Anniversary
- April 17: 2025 AT&T Stadium Suite Holder Golf Invitational; Visit Dallas Sales Committee Meeting
- April 25: Dallas Friday Group Luncheon – Shaping the Future of Dallas Parks
- April 28: State of Downtown Dallas – Leaders Meeting
- April 29: DTPID Board Meeting
- April 30: FIFA Neighborhood Work Group Meeting
- May 1: 44<sup>th</sup> Annual National Day of Prayer Luncheon
- May 7: Dallas Can-Do Spirit Day Proclamation and City Hall Plaza Activation; Dallas Assembly Annual Meeting
- May 8: Visit Dallas DEI Committee Meeting
- May 12: Hotel Association of North Texas Golf Tournament
- May 15: Big 8 Hotel GM Meeting; FIFA Working Group Meeting
- May 16: Dallas Friday Group Luncheon: 2026 FIFA World Cup
- May 20: Business Council for the Arts Q2 Board Meeting
- May 21: Safe in the City Reception
- May 29: Dallas Assembly Meeting
- June 3: DTPID Annual Meeting; FIFA Dallas 2026 Planning Meeting
- June 9-10: TACVB Innovation Summit
- June 16: 2025 Dallas City Council Inauguration
- May 17: FIFA Working Group Meeting
- June 23: Visit Dallas Finance and Executive Committee Meeting
- June 24: THLA Summer Board Meeting (Galveston, TX)
- June 25: Dallas City Council Meeting
- June 26: Visit Dallas Board Meeting; AMA 2025 Marker of the Year Awards
- June 27: LGBTQ Chamber of Commerce Pride in Business Awards