

Post-Implosion Activities Keep Irving in the Spotlight

Now that Texas Stadium has joined the annals of Irving history, the city continues to capitalize on recent worldwide exposure, maximize the use of the implosion site, and will ensure that the remaining rubble and debris are put to good use.

Media Coverage

The leveling of Texas Stadium drew the eyes of the world to Irving in an explosive way. Coverage of the implosion garnered the second highest number of hits in the 25-year history of the Texas Press Clipping Bureau. In addition, the event attracted more than 400 members of media to the city. Live feed from Irving Community Television Network (ICTN) was carried on television stations around the world and on one of ESPN's online portals. ICTN footage also was featured on popular prime-time and late-night programs including "Inside Edition" and "The Tonight Show." The record-making amount of media coverage is valued at more than \$1 million.

Search and Rescue Training

Members of the Irving Fire Department were joined by their Dallas counterparts for a search and rescue training exercise at the Texas Stadium site. Donned with hard hats, steel-toed boots and knee pads, emergency responders simulated search and rescue activities on grounds covered with scrap steel and sharp edges. Emergency responders used this hands-on training opportunity to become familiar with equipment that is rarely available for practice. The Texas Stadium site, covered with rubble and debris, provided emergency responders with a training environment that rivals in comparison to the aftermath of an actual disaster or emergency.

Economic Development

Even in its transitory stage, the 80-acre site has generated an immediate \$15.4 million in revenue for the city. A portion of the site is being leased to the Texas Department of Transportation to store construction equipment and materials being used for nearby projects. Positioned as one of the largest redevelopment opportunities in the nation, the city continues to accept proposals from developers that are interested in bringing new, profitable and sustainable business to Irving.

Environmental Stewardship

Six million pounds of waste have sidestepped the waste stream thanks to the City of Irving's commitment to recycling 95 percent of the concrete and steel from Texas Stadium. The site will be cleared by July 22. The leftover materials will reincarnate as new highways, buildings and other planned city projects.

Community Impact

Kraft's sponsorship of the Texas Stadium implosion brought \$75,000 in cash and \$75,000 in food donations to deserving Irving charities. A \$25 admission fee to stadium grounds to witness the historic implosion of Texas Stadium garnered additional funds for local charities. Once the donation money has been spent, organizations are required to submit a summary of how the money helped Irving families and children.