

# COWBOYS Stadium SCOREBOARD

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## WHAT A DAY!

### Stadium Doors Open For Special Ceremony

On May 27, the Dallas Cowboys joined local and state officials to celebrate the grand opening of the new Cowboys Stadium. Ring of Honor guests and Cowboys coaching staff joined Owner Jerry Jones for the official ceremony

that marked the completion of five years of construction. From the singing of the national anthem by the Hockaday School Choir to fireworks and sky divers, guests applauded a job well done.

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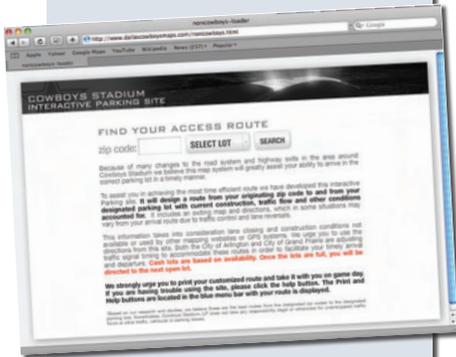


Fireworks mark the ribbon-cutting with a bang.



The Stadium Scoreboard chronicles the progress of the Cowboys Complex Development Project from bond sale to kick off. This quarterly publication is produced by the City of Arlington especially for the taxpayers of Arlington.





## Get Driving Directions and Parking Information!

The Dallas Cowboys have set up the interactive website at [www.DallasCowboysmaps.com](http://www.DallasCowboysmaps.com) to combat the potential headaches that accompany traffic congestion and confusion. It is the surest and most efficient guide to get you to and from your starting point and your parking lot. ★

## Special Ceremony, continued

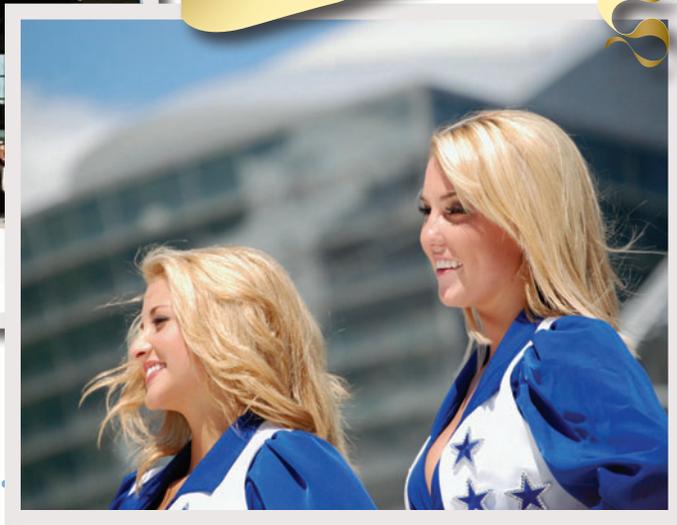
“We are extremely proud of the citizens of Arlington for helping us build this magnificent Stadium,” Mayor Robert Cluck said. “Without their support, this building would not have been possible today.”

Jerry Jones thanked the involvement of

family, friends and supporters who inspired the \$1.15 billion project. He told special guests that it was public interest in the Cowboys franchise that carried the organization through some of the toughest financial times to date.



### Cowboys Stadium Ribbon Cutting Highlights



## Special Ceremony, continued



**Fireworks explode overhead as Mayor Cluck and Jerry Jones officially open Cowboys Stadium**

Following the remarks, giant retractable doors were opened amid fireworks, marching bands, Dallas Cowboys Cheerleaders and media cameras.

The Cowboys will play their first preseason home game in the new Stadium on Aug. 21 against the Tennessee Titans. The game will be broadcast nationally with kickoff set for 7 p.m. ★

**Hundreds enter the stadium for a first look**



**Mayor Cluck thanks the citizens of Arlington**



## Keeping Score

Approximately 99%  
Percent of project complete

17  
Number of construction days left

1,700  
Estimated number of workers on the site

110  
Estimated number of companies working on the site

NFL Preseason game  
August 21, 2009  
First scheduled football game to be held in the stadium

To date, project costs have reached \$997,472,025 as of June 25, 2009. Arlington has committed a total of \$325 million. The City's portion of the total expenses as of August 1, 2009 is \$325,000,000. The costs are paid out of a trust jointly controlled by the City of Arlington and the Cowboys.

# IT'S showtime!

Cowboys Stadium played host to history on Saturday, June 6, 2009. Over 60,000 patrons finally got a chance to see the mega structure up close and personal. Cars were queuing up before 2 p.m. when the parking lots opened. A steady stream of concert goers arrived in anticipation of the inaugural event later that evening.

Braving the 90 degree heat that shimmered up

from the blacktop, thousands enjoyed tailgating parties and cookouts. Some fans were local while others drove from as far away as El Paso just to attend the premiere event.

Some were dressed for the weather; many wore hats and boots, while others arrived in cowboy attire of a completely different nature: Cowboy jerseys. Despite these differences, everyone would become part of history when country legend George Strait took the stage. ★



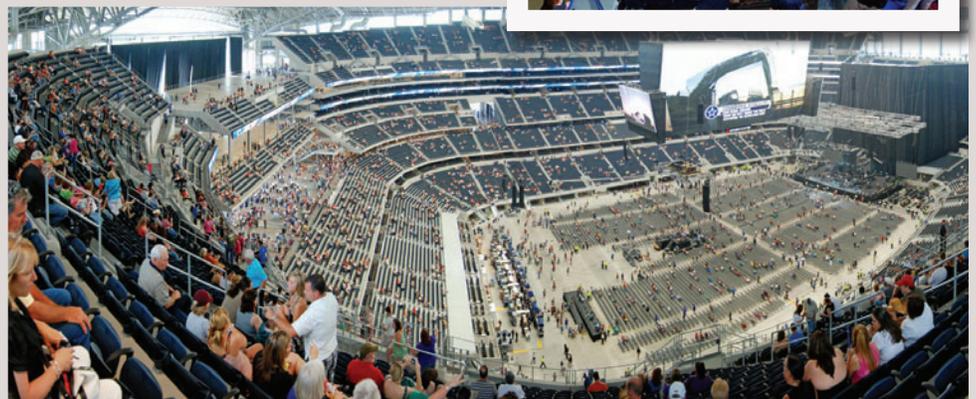
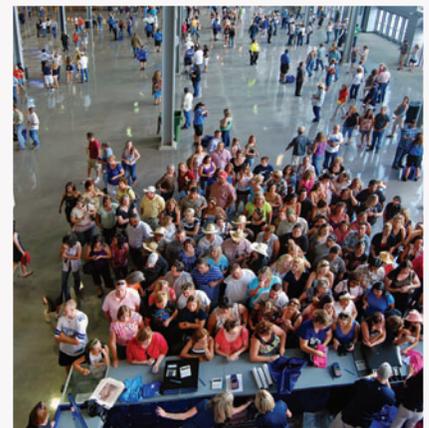
George Strait



June 2009 Stadium and surrounding area

## Ready for Business

The stadium is now a flurry of daily activity from event preparation to hundreds of people taking guided tours and visiting the pro shop.



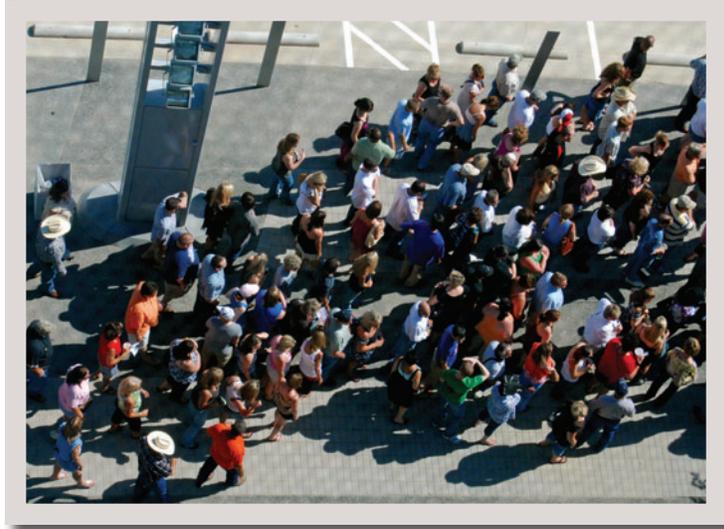
## Worth the Wait

Despite the lines to enter the venue and long waits for some concessions, concertgoers expressed no regrets in being able to attend the inaugural event at Cowboys Stadium. Viewing the largest HDTV on earth while watching the roof open as George Strait sang 'Texas' were both definitely worth the wait.

Local residents and businesses, initially concerned over possible traffic congestion and parking issues around the stadium, were pleased all went much better than expected. Residents in the adjacent Claremont Retirement Community report they were able to come and go very easily, and the City of Arlington Traffic Operations reports that roads were clear within 90 minutes of George Strait exiting the stage.

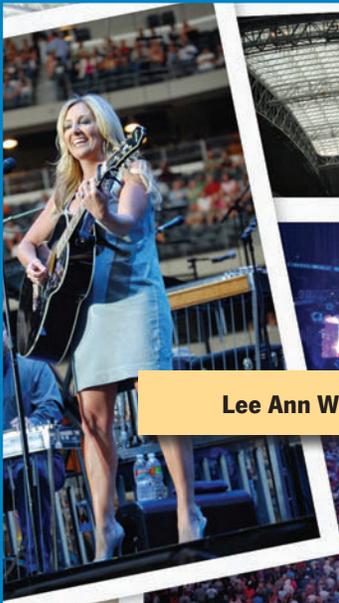
Other events this summer have helped stadium operations prepare for the upcoming Cowboys football season. The Jonas Brothers' concert, World Football League games, and the soon-to-be-held Paul McCartney concert have all contributed to getting the new stadium ready to be a year-round special events center.

On August 9, the Cowboys held an open house for Arlington residents. Approximately 30,000 people took the opportunity to view the state-of-the-art facility. ★



Fans say Stadium  
worth the wait

# PHOTO gallery



Lee Ann Womack



George Strait

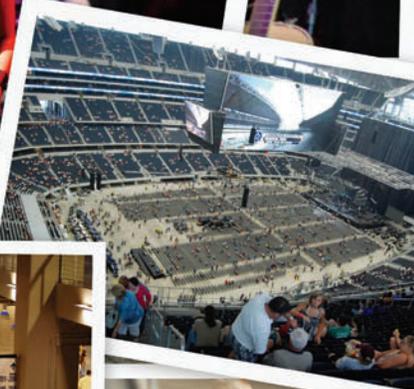




**COWBOYS**



**Reba McEntire**



**Blake Shelton**



## Did You Know?



Looking for stadium events, or an entertainment district map? Visit [www.arlingtontx.gov/cowboys/index.html](http://www.arlingtontx.gov/cowboys/index.html). This site contains the latest news and announcements such as Super Bowl XLV coming to Arlington in 2011, as well as many useful links. The City of Arlington's Cowboys web page is your source for staying informed.

## Playing it Safe

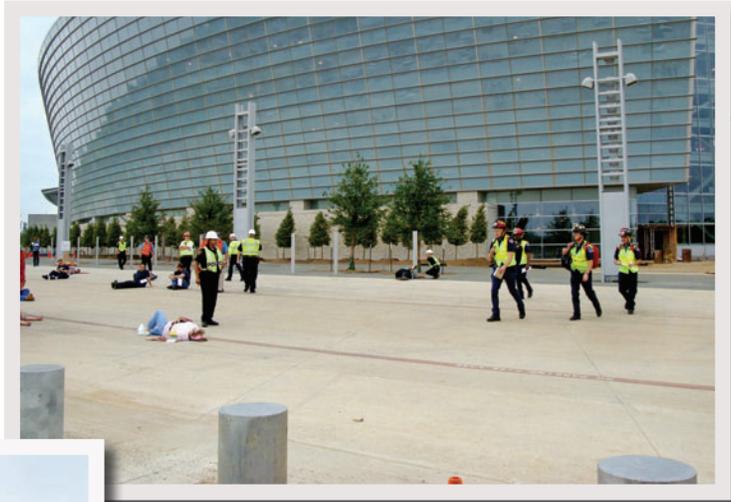
On Sunday, April 26, 2009 over 300 people took part in public safety drills at the stadium. Drills demonstrate how quickly onsite teams can respond, treat victims and transport them to appropriate facilities. On the inside, Police personnel practiced various scenarios including a search for a simulated explosive device using the City's specially trained dogs.

Outside the stadium, officials staged a mass casualty exercise. Every aspect of the scenario was simulated, from the initial 911 call to first responders arriving on the scene and treating and transporting casualties to area hospitals via bus, ambulance and helicopter.

Several City leaders were present to observe emergency

operations. "Everyone should have a pleasant experience when they come to Arlington and enjoy the events that are happening here, and part of that is making sure that everyone is safe," said City manager Jim Holgersson.

At any given event the possibility of at least 80,000 spectators is possible. Being prepared to respond is essential. At 3 million square feet, the facility's size makes it a challenge for first responders, and knowing their way around is crucial. ★



**First Responders take part in safety exercises at Cowboys Stadium**



## M/WBE Spotlight

### By the Numbers:

#### Minority and Women Owned Business Enterprises

(as of August 2009)

125 – Number of minority and women-owned enterprises with contracts

\$224.8 million – Dollars paid to minority and women-owned enterprises

42 – Arlington and Tarrant County minority and women-owned enterprises with contracts

29% – Overall M/WBE participation to date

### Fair Share Committee Members Tour Stadium

Members of the Fair Share Agreement Committee returned this summer for a site tour of the Cowboys Stadium. On June 24, members and guests saw the final product and their contributions to this \$1.15 billion project over the past five years.

“The tour gave all of us a chance to see to what extent everything has been done to make sure that the Stadium is first class,” said Fair Share Committee Member Elzie Odom, and former Mayor of Arlington.

Following the tour, Odom said he was even

more impressed with the success of the Fair Share program and the participation of minority and women-owned enterprises from Arlington.

“Minority and women-owned business participation across the board was highly successful,” Odom said. “This stadium is a credit to our entire community.”

It was 2004 when the City of Arlington and Cowboys Football Club signed the Fair Share Agreement with a commitment to include minority and women-owned enterprises in all aspects of the design, procurement, development and

construction of the Cowboys Stadium. In 2005, the Cowboys hired K Strategies to monitor and report compliance of the agreement. A final report is due out this fall. ★



M/WBE Committee Members Tour Stadium

### Coming Next Quarter:

More minority and women-owned firms are working on the Cowboys Stadium. Watch for another spotlight next quarter. To learn more about the M/WBE program, call KStrategies, Inc. at 214-599-9766 or [www.kstrategies.com](http://www.kstrategies.com).

# THE Boys

As the Cowboys countdown to the upcoming football season, there are plenty of events that will keep the turnstiles spinning before and after the Cowboys are on the field. Here is a look at scheduled events since the stadium doors opened on June 6.

Saturday, June 6, 2009	George Strait
Saturday, June 20, 2009	Jonas Brothers
Sunday, July 19, 2009	CONCACAF Gold Cup quarterfinals
Sunday, July 26, 2009	Chelsea vs. Club America Soccer
Wednesday, August 19, 2009	Paul McCartney
Saturday, September 5, 2009	OU vs. BYU
Saturday, October 3, 2009	A&M vs. Arkansas
Monday, October 12, 2009	U2 360 Tour
Saturday, November 28, 2009	Baylor vs. Texas Tech
Saturday, December 19, 2009	UNC vs. Texas
Saturday, January 2, 2010	AT&T Cotton Bowl
Sunday, February 14, 2010	NBA All Star Game



## Dallas Cowboys Football 2009 Home Schedule

### 2009 Preseason Schedule

Friday, August 21	Dallas Cowboys vs. TENNESSEE
Saturday, August 29	Dallas Cowboys vs. SAN FRANCISCO

For complete event information visit <http://Stadium.DallasCowboys.com> ★

### 2009 Regular Season Schedule

Sunday, September 20	Dallas Cowboys vs. NEW YORK GIANTS
Monday, September 28	Dallas Cowboys vs. CAROLINA
Sunday, October 25	Dallas Cowboys vs. ATLANTA
Sunday, November 1	Dallas Cowboys vs. SEATTLE
Sunday, November 22	Dallas Cowboys vs. WASHINGTON
Thursday, November 26	Dallas Cowboys vs. OAKLAND
Sunday, December 13	Dallas Cowboys vs. SAN DIEGO
Sunday, January 3	Dallas Cowboys vs. PHILADELPHIA



# END Zone

## Shopping Like a Pro



**Full Time Pro Shop Employee -  
Deborah Dillard**

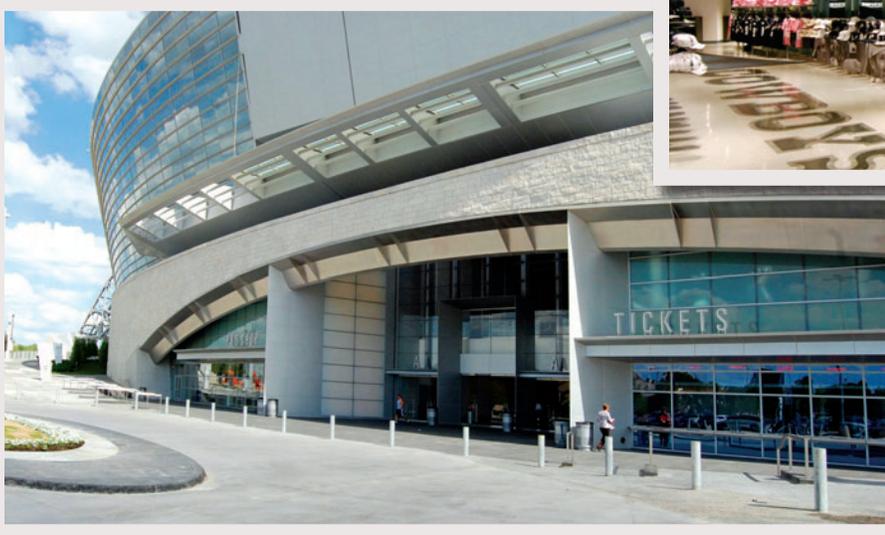
If you can think of it, simply add the Cowboys logo to it then find it at the new Cowboys Pro Shop inside the stadium. Open everyday, this 18,000 square foot outfitter of Cowboys merchandise is the ultimate for diehard fans and sets a new standard in stadium pro shops.

There are Cowboys caps covering an entire wall in almost every size and color. For fans seeking jerseys a wide selection awaits and spans all decades of the Cowboys franchise. From Staubach to Whitten, Dorsett to Aikman, no fan favorite goes unseen.

Apart from the standard fan fare one can find an array of apparel for men, women and children. Souvenirs, games, watches, books,

posters, DVDs and more are scattered throughout ensuring this two-story giant has something for every fan.

The Cowboys Stadium Pro Shop is open 7 days a week, Mon-Sat 9 a.m. to 6 p.m. and Sundays 11 a.m. to 5 p.m. Hours may vary on event days. Parking is available at Gate 1, Entry A off Randol Mill Road. For more information call the Cowboys Stadium Pro Shop at 817-892-4000. ★



# END Zone

## I-30 Updates

Cowboys Stadium events are here and the I-30 Mobility Improvement Project present challenges are getting in and out of the Entertainment District. The City of Arlington continues to work closely with the Texas Department of Transportation and the Cowboys to make event traffic flow smoothly. Several key events have put traffic management plans into practice since the June 6, George Strait concert. As the events grow in size, so does the

traffic. Arlington's Traffic Management plan is adjusted to meet the demands of each event's unique requirements. The Cowboys have developed a tool at [www.DallasCowboysMaps.com](http://www.DallasCowboysMaps.com) to direct patrons along the most efficient routes. The new stadium has 14 distinct approaches compared to three at Texas Stadium. This means more efficient traffic both in and out of the venue.



The Cowboys Stadium Scoreboard is published quarterly by the Cowboys Stadium Working Group.

Collins Street Bridge Construction over Eastbound I-30.



Center Street Bridge over I-30.



Collins Street Bridge Construction over Westbound I-30.



### I-30 Updates

The I-30 Mobility Improvement Project seeks to reduce congestion and improve regional mobility by expanding capacity along I-30. Construction between Cooper Street and Ballpark Way is scheduled to be completed in fall 2010.

Through fall 2009: Northbound FM 157/Collins Street between Lamar Boulevard and Randol Mill Road will be detoured via Randol Mill Road to Center Street across I-30 to Ryan Plaza Drive returning to FM 157/Collins Street. This detour will be used to expedite the construction of the new FM 157/Collins Street bridge.

### Bridge Work Continues

The demolition of the Collins Street (FM 157) bridge has accelerated the reconstruction of the new bridge. Completion is scheduled for this fall and the bridge will open to its complete capacity nearly four months ahead of schedule. Center Street across I-30 is the current detour route for all FM 157/Collins traffic crossing I-30.

### Before you go!

Register to receive e-mail alerts about I-30 construction and lane closures at [www.Keep30Moving.org](http://www.Keep30Moving.org). This website also includes helpful links to [www.Traffic.com](http://www.Traffic.com), where you can check your drive time and see panoramic views of the area. ★



For more information about roadway improvement projects planned in the Entertainment District, call the City of Arlington Department of Public Works at 817.459.6550 or visit the City of Arlington website at [www.ArlingtonTx.gov](http://www.ArlingtonTx.gov) keyword search Entertainment District. ★