

Mesquite

— VISIT TEXAS —

2020 Press Kit



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Mesquite Quick Facts

Mesquite became a stop on the Texas & Pacific Railroad in 1873.

Mesquite officially became a city in 1887.

Demographic

38.1% Hispanic or Latino

27.6% Caucasian

24.6% Black or African American

9.7% All Others

Mesquite Accolades

- Town to Watch, True West Magazine (2019)
- City for Dogs, Texas Dog Magazine (2019)
- The Best Cities for Living the American Dream (#21), Smart Asset (2019, 2018)
- Texas Main Street Program Designation, Texas Historical Commission (2018)
- Golf Course of the Year, Texas Turfgrass Association (2014)
- Film Friendly Texas Designation, Texas Film Commission (2013)
- Tree City U.S.A. Designee, National Arbor Day Foundation (1990-Present)
- Top 50 Public Golf Courses in the Dallas-Fort Worth Metroplex (#48), AVID Golfer Magazine (2011)
- Renovation Project of the Year Award, Texas Turfgrass Association (2010)
- Top 50 Public Golf Courses in the Dallas-Fort Worth Metroplex (#50), AVID Golfer Magazine (2010)
- Second Largest General Aviation Airport in North Texas, Dallas Business Journal (2010)
- Golf Course Renovation Project of the Year, Texas Turfgrass Association (2010)
- Scenic City Silver Level Certification, Scenic City Certification Program (2010)
- Softball Field of the Year, Texas Turfgrass Association (2004, 2002)
- Top 10 Safest Cities in the United States (#9), Money Magazine (1997)
- Top 10 Safest Cities in the United States (#10), Money Magazine (1996)



Destination Overview

Located 15 minutes east of downtown Dallas, Mesquite is one of the few places that real, authentic Texas culture is still thriving. Declared the Rodeo Capital of Texas by the Governor, Mesquite is home to the traditions of rodeo, BBQ and deep Texas roots. The experiences for visitors in Mesquite are endless and continue to grow with the city.

An exciting journey begins when visitors arrive in Mesquite with a food scene of more than 140 restaurants to choose from, more than 3 million square feet of retail to conquer and attractions that appeal to the kid in all of us. From shopping to sports, art and history, visiting Mesquite is an adventure that is just waiting for you.

Upcoming Developments

Downtown Mesquite

Downtown Mesquite is the historic heart of the community. Through a dynamic partnership of citizens and the City of Mesquite, a powerful new force has pushed for its revitalization. After receiving the Texas Main Street Program designation in 2018, a vital downtown that is authentic, vibrant and a point of pride for the community is closer than ever. The first infrastructure project broke ground in 2019. Front Street Station, a \$5.5 million public improvement project, will update infrastructure, including new sanitary sewer lines, storm drain and water lines, as well as the installation of three grease traps to accommodate restaurant development. New lighting, sidewalks, paving, shade structures, a stage and more than 80 parking spaces will also be installed. In addition, there will be a pass-through “pocket park” that will allow pedestrian passage between Front Street and Main Street.

Ironhorse Village

Iron Horse Village, a new mixed-use community, is coming soon from the Centurion American Development Group. The development is slated for completion of phases 1 and 2 in late Fall 2020 and will sit on 54 acres of prime real estate adjacent to the famed Mesquite Arena. Iron Horse Village will incorporate 336 single-family homes, 130,000 square feet of retail, restaurant and entertainment space and 4.5 acres of green space filled with creeks, ponds, trails, open space, lookouts and park space. Designs feature decorative masonry and metal walls that reflect and modernize the rodeo culture of Mesquite, incorporating steel cattle, sculptures, benches, pathways and native landscaping.

Trinity Pointe

The future is here in Trinity Pointe on the IH-20 corridor. More than 10,000 new residents will call Mesquite home within the next decade. The explosive growth in the areas surrounding Trinity Pointe has dubbed Kaufman County as the 3rd fastest growing county in the United States, with Mesquite being a big part of it. With plenty of room for commercial growth along one of the major interstate highways in the southern United States, Trinity Pointe presents the opportunity for 450 home sites and a 25-acre retail tract for development.

Mesquite Mentions

From must-attend events and historical heritage to the one-of-a-kind music lover and those looking for unique dining experiences, Mesquite offers an array of opportunities to write, post, blog or talk about.

A Shopping Adventure Waiting for You in Mesquite

Dallas may be next door, but Mesquite holds its own when it comes to shopping. At the intersection of IH-635 and IH-30 lies more than 3 million square feet of retail shopping, including Town East Mall and Market East Shopping Center. Town East Mall has almost 200 stores as well as a lively food court and is one of the largest regional malls in east Dallas. Market East Shopping Center has shopping staples such as Homegoods, Super Target and Michael's, just to name a few. Other one-of-a-kind shopping experiences are in Downtown Mesquite with stores for the dedicated crafter and the antique collector looking for their next big find.

Events That Welcome Everyone

Mesquite has countless events throughout the year that welcome everyone for a great time. Attend our home-sourced, original events and festivals that have fantastic food trucks, games, carnival rides and more. More importantly, these events reflect Mesquite's diverse community with celebrations for Cinco de Mayo, Day of the Dead and the Martin Luther King Jr. holiday.

Attractions that Give a Rush of Adrenaline and Fun

Have you ever stood in the center of a racetrack as the cars zipped past you? Head to the Devil's Bowl Speedway to knock it off your bucket list. The unique attractions in Mesquite make the perfect trip for anyone. Tackle one of the best escape rooms in Dallas at Xcape Adventures, take the driver's seat in go-karts at Celebration Station or conquer the obstacle course at our newest attraction, Urban Air.

Outdoor Gems Found in Mesquite

More than 70 parks bring the vibrant community of Mesquite to life. Visitors can tackle 17 miles of trails or fish in the various ponds found in scenic parks. Stroll through the Paschall Park Butterfly trail in March and October as the monarchs migrate. Take archery lessons at the Westlake Archery Range or grab a couple of rounds at the awarded Mesquite Golf Club. Take the family to the new KidsQuest 2.0 at Debusk Park. The updated park includes ADA accessibility, swings, tall slides, room to run, climbing features and a unique environment for creative play.

Real.Texas. Flavor: A Melting Pot of Cuisines

All great vacations or getaways include good food. Thankfully, Mesquite has options for every tastebud. Find authentic Mediterranean eateries and the best in Cajun cuisine in this foodie paradise that is worth exploring. Of course, there is the mouthwatering Texas BBQ throughout the city and Tex-Mex that does not compare. Try some of our Zagat-rated restaurants and we are sure you will be back for seconds.

Mesquite's Place in Texas History

Mesquite's western history dates as far back as 1873 as it became a new depot town for the Texas and Pacific Railroad and brought the first settlers and bustling business developments to the new Texas town. Visitors can read more about the early settlers of Mesquite, and its contribution to the legendary railroad system at the Texas State Historical Marker found in Downtown Mesquite. Take a deep dive into Mesquite's history with a tour of the Opal Lawrence Historical Park and the Florence Ranch Homestead.

The Evolution of the Mesquite Arena

The iconic Mesquite arena has undergone an evolution in the previous years. A change of ownership and a \$2 million renovation, has upgraded it to a first-class soccer arena to host the Mesquite Outlaws, the latest team to join the Major Arena Soccer League. It has also become the epicenter of Mesquite's growing live music scene hosting acts like the Charlie Daniels Band, the Temptations and a host of major Latin artists.

How the Mesquite is Keeping Rodeo Culture Alive

The legendary Mesquite Championship Rodeo has been thrilling fans since 1958. The crown jewel of Mesquite's western history, the rodeo has undergone significant changes over the years. However, it still keeps the traditions and competition of rodeo culture alive. Experience the Mesquite Championship Rodeo every Saturday from June – August. Other specialty rodeos held at the Mesquite Arena include the Cowboys of Color and the Hip Hop Cowboys Spring Rodeo. These two specialty rodeos promote the diverse, authentic western sport of rodeo to residents and visitors of Mesquite.

The Origins of Texas BBQ in Mesquite

If there is one thing that Texans know, it is how to cook food over a fire. Where would the world be without Texas BBQ or smoked brisket? Mesquite-based J&R Manufacturing is proud to contribute to the history of Texas BBQ. These internationally used smokers started as an idea of two Mesquite natives that decided to go into the pit barbecue business, and in 1974 the Oyler Barbecue pit was born. Fast forward to now, J&R smokers, broilers and rotisseries appear in kitchens around the world. You can find them at SeaWorld, the Hilton Tokyo Bay Hotel, and in Gordan Ramsey's Las Vegas Restaurant in Caesar's Palace.

The Creative Way the Mesquite Arts Center Brings Light to the Community

The Mesquite Arts Center plays a vital role in the community by encouraging and giving young artists a space to create with dance, painting, visual art, theatre and music. Throughout the year, the Arts Center hosts several workshops as free after school programming and weekend fun for children of all ages. It is home to the multi-generational Mesquite Symphony Orchestra that has been playing for more than 30 years and the Mesquite Arts Theater that has been around just as long. Every summer, it gives music lovers and families a chance to get together to hear cover bands of their favorite artists and discover local talent at multiple free outdoor concerts.

Resources

VisitMesquiteTX.com

VisitMesquiteTX.com is the best source to stay up-to-date on all things Mesquite. Find a detailed event calendar that shows what to do every day of the week. See the perfect place to throw your next celebration, conference or wedding. Check out our video gallery to get an in-depth look at all that our city has to offer along with detailed business listings for the best in lodging, dining and attractions.

Blogs to Guide You to the Best of Mesquite

More than 90 blogs and articles give a glimpse to the best places, people and experiences in Mesquite. These stories serve as a guide to visitors looking to submerge themselves in the community. Found on VisitMesquiteTX.com, visitors can learn about the top events, restaurants and hidden quirks of Mesquite.

Visit Mesquite TX! App

Trip planning just became so much easier with the Visit Mesquite TX! App. Created through Visit Widget, visitors can customize their Mesquite experience right on their mobile device. Create personal itineraries that fit your preferences or follow one curated by the Mesquite Convention and Visitors Bureau staff. Additionally, learn about all the lodging, attraction and dining options in Mesquite and gain access to exclusive offers.

Contact Us



Jessica McClellan

CVB Manager

972-204-4928

jessica@visitmesquitetx.com



James Johnson

Marketing Coordinator

972-204-4927

james@visitmesquitetx.com



Alberto Rivera

Meeting and Group

Sales Coordinator

972-204-4998

alberto@visitmesquitetx.com

Photo/Video Requests



Free photography and high-definition (HD) b-roll video clips can be downloaded for editorial use or to promote Mesquite as tourism and convention/meeting/sports destination. To request access to our online photo and video library, contact the Marketing Coordinator at amber@visitmesquitetx.com.

All photos and video footage must be credited to the Mesquite Convention and Visitors Bureau

Press Trips Requests

The Mesquite Convention and Visitors Bureau plans press trips to acquaint writers with our unique and growing destination. In order for us to assist with the planning of your trip, please email jessica@visitmesquitetx.com