

Houston Theater District Improvement, Inc. Business Plan

Introduction

The Theater District Improvement, Inc. was established to promote the Houston Theater District as a destination for Houstonians and visitors alike. The Houston Theater District is home to world class performing arts facilities and world class performing arts companies. It is one of the largest theater districts in the country and boasts professional companies in ballet, opera, symphony, theatre, musical theatre and chamber music. Through a variety of initiatives, the Theater District Improvement Inc. seeks to publicize the variety of performances to the greater public and position Houston's Theater District as an essential component of what makes Houston a world class city.

The following is a summary of the Theater District Improvement Inc.'s mission, goals and objectives:

Mission, Goals and Objectives

Mission

The Theater District Improvement, Inc.'s exists to enhance the quality of life and tourism in the Houston region and beyond by supporting and promoting the Theater District programs, initiatives and communication efforts. The Theater District Inc. seeks to:

- To position the Theater District as a vital attraction to residents and visitors to Houston
- To serve as the hub for information about Theater District performances and organizations
- To create initiatives and programs that publicize Theater District performances and organizations
- To educate and inform elected official and general public of the needed role the arts play in our community
- To grant Hotel Occupancy Taxes to the Alley Theatre, Da Camera of Houston, Houston Ballet, Houston Grand Opera, Houston Downtown Improvement Inc., Houston Symphony, Society for the Performing Arts, and Theater Under The Stars for the purposes designated by the Hotel Occupancy Tax ordinances

Goals

- Promote Houston's Theater District as a major cultural attraction
- Grow attendance to Theater District events
- Develop new audiences for Theater District events
- Utilize technology and communication strategies to increase awareness of the Theater District.

Objectives

- Produce and manage annual Theater District Open House day as a showcase of Houston's performing arts scene
- Create and publish Downtown Magazine as a tool to promote Theater District events and news to residents and travelers to Houston
- Create and publish the Downtown website as a tool for residents and visitors to obtain information about performances and Theater District organizations.
- Create and distribute regular e-blast to extensive databases on performances schedules, ticket offers and news.
- Manage Houston Young people For The Arts young professionals group to promote the arts to young professionals
- Create events to attract audience and awareness into downtown as a vehicle to promote

Grants

As designated by the Theater District Improvement, Inc.'s Board of Directors, the Hotel Occupancy grants are to be distributed using the Alley Theatre, Da Camera of Houston, Houston Ballet, Houston Grand Opera, Houston Symphony, Society For The Performing Arts, and Theater Under The Stars form 990 functional expense amount. A rolling five year average will be used to determine the percentages of distribution to each group. In addition, a flat amount determined by the board, will be distributed to Houston Downtown Improvement, Inc. to market the Theater District and publicized events and performances to the greater public. See Exhibit A for this year's distribution amounts.