

Theater District Improvement, Inc.

Mission

Theater District Improvement, Inc. (TDI) exists to enhance the quality of life and tourism in the Houston region by supporting and promoting the Theater District programs, initiatives and communication efforts. TDI seeks to:

- Position the Theater District as a vital attraction to residents and visitors to Houston by creating initiatives and programs that publicize Theater District performances and organizations
- Serve as the marketing hub for information about Theater District performances and organizations
- Grant Hotel Occupancy Taxes to the Alley Theatre, Da Camera of Houston, Houston Ballet, Houston Grand Opera, Houston Symphony, Society for the Performing Arts, and Theatre Under The Stars for the purposes designated by the Hotel Occupancy Tax ordinances

2016 OBJECTIVES

- Create new events to attract audience and awareness into downtown to promote the district as a destination.
- Produce and manage annual Theater District Open House to showcase performing arts organizations.
- Contribute performing arts-based content for Downtown Magazine, published by Downtown District on a quarterly basis, as well as the site DowntownHouston.org. Current distribution for the magazine is 240,000 annually, while the site received 569,000 unique visitors in 2015.

STRATEGIES

- Work with Houston First to promote the venues utilized in Open House, as well as capitalize on their marketing reach; highlight the ease of use and ubiquity of Houston METRO transportation; showcase Houston Parks and Recreation's Sesquicentennial Park as well as Buffalo Bayou Park to cross-promote resources available to residents and tourists coming to Houston. Interface with local visual and performing artists as well as vendors to allow a broader engagement of the cultural district. Implement a multifaceted marketing strategy to follow the lead of 2015's reach.
- Collaborate with Downtown District to produce content for Downtown Magazine as well as capitalize on Market Square programming enable creative placemaking.
- Market Theater District as the "one stop shop" for events, performances, and special offers.

ACTION PLANS

- Maintain quarterly reporting of MWBE compliance of 6% or greater of distributed funds; continuing timely reporting schedule as maintained in CY2015. Reporting will be completed on or before the first week of February, March, August, and November of 2016, approximately two weeks after City HOT payment has been received.
- Maintain compliant quarterly filing of HOT reporting to the City of Houston, working directly with the Mayor's Office of Cultural affairs to include cultural impact data and accommodate other requests. Filing will be submitted no less than one week after HOT payment has been processed, and can be expected the last week of January, October, July, and April of 2016.
- Maintain compliant quarterly Pay or Play reporting, working directly with the Office of Business Opportunity. Reporting will be completed on or before the first week of February, March, August, and November of 2016, approximately two weeks after City HOT payment has been received.
- Implement marketing strategy for Theater District Open House beginning the first of August and ending with a flurry of activity before the event itself in August 28th, 2016.
- Contribute performing arts-based content for Downtown Magazine, published by Downtown District on a quarterly basis, as well as the site DowntownHouston.org. Use these platforms to serve as a tool to promote Theater District events and news to residents and travelers to Houston. Current distribution for the magazine is 240,000 annually, while the site received 569,000 unique visitors in 2015.
- Expand social media engagement by doubling Theater District Houston Facebook and Twitter followers (from 3,000 to 6,000) and Instagram from 200 to 400 followers.