

Theater District Improvement, Inc.

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*

2017 OBJECTIVES

- Attract audience and awareness into downtown to promote the district as a destination by creating new events, like a once a month performance series in Sesquicentennial Park, and continuing existing events, Food Truck Tuesdays in Jones Plaza and Theater District Open House
- 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 763,195 unique visitors in 2016

STRATEGIES

- Work with Houston First to promote the venues utilized in Open House, as well as capitalize on their marketing reach. Facilitate collaboration between performing arts organizations and Houston First to create a single virtual ticket booth
- Highlight the ease of use and promote the ubiquity of Houston METRO transportation into and within the district
- Showcase Houston Parks and Recreation's Sesquicentennial Park as well as Buffalo Bayou Partnership 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 2016's reach
- Capitalize on Market Square programming to enable creative placemaking and collaborate with Downtown District to produce content for Downtown Magazine; previous content has included coverage of the renovated Alley Theatre, an interview with new Theatre Under The Stars Artistic Director Sheldon Epps, and a Q&A series with Composer Paola Prestini about her collaboration with Da Camera of Houston which brought *The Colorado Project* to Houston. Market Theater District as the "one stop shop" for events, performances, and special offers

ACTION PLANS

- Working directly with the Mayor's Office of Cultural Affairs (MOCA), maintain timely contract compliance including quarterly MWBE utilization, Pay or Play, annual audit and expenditure filings
- 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 late August 2017
- 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
- Expand social media engagement by increasing Theater District Houston Facebook and Twitter followers (from 6,000 to 9,000) and Instagram from 400 to 600 followers