



Theater District Improvement, Inc. 2017 Accomplishments

- Successfully hosted a free outdoors concert at Miller Outdoor Theatre. This concert consisted of performances from all seven Theater District performing arts organizations that help provide entertainment and inspiration to a new audience in addition to regular patrons after Hurricane Harvey. In addition, the Theater District recognized and awarded four local heroes for their brave community efforts they showed throughout the storm at the free event. It is estimated that 4,000 Houstonians attended from very limited advertising.
- In 2017, Theater District has increased social media reach on Twitter and Facebook by 25 percent and doubled Instagram followers.
- Refocused content in Downtown Magazine from event listings to engaging stories about the District and people in it. Distribution of Downtown Magazine has increased by 10,000.
- Facilitated collaboration between performing arts organizations and Houston First to create a single virtual ticket booth.
- Development of a new Theater District Houston website is in progress to help increase unique page views in addition to that of the district's informational page on downtownhouston.org.