

## **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.*

### **2018 OBJECTIVES**

- Position the Theater District as a vital attraction to residents and visitors to Houston.
- Serve as the marketing hub for information about Theater District performances and organizations.
- Create initiatives and programs that publicize Theater District performances and organizations.
- Educate and inform elected officials and the general public of the essential role the arts play in our community.
- Grant Hotel Occupancy Taxes to the Alley Theatre, Da Camera of Houston, Houston Ballet, Houston Downtown Improvement, Inc., 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.

### **STRATEGIES**

- Produce and manage annual Theater District Open House to showcase constituent performing arts organizations. To exceed 2016 metrics, goals for 2018 Theater District Open House include converting a minimum of 1,000 attendees to ticketholders, as well as exceeding \$460,000 in combined ticket and subscription sales (a 15% increase from the previous year).
- 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 250,000 annually, while the site received 45,520 unique visitors in 2017. \*Please note that this does not include visits to theater district related stories, videos or calendar listings.
- Attract audience and awareness into downtown to promote the district as a destination by creating new events, art installations, Theater District Open House and give input to the redesign of Jones Plaza.

### **ACTION PLAN**

- Work 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.
- Expand and implement marketing strategy for Theater District Open House beginning the first of August that includes targeted PR and advertising activity before the event itself in late August 2017.
- Work with Houston First to promote the venues utilized in Open House, as well as capitalize on their marketing reach. Showcase Houston Parks and Recreation's Sesquicentennial Park, Jones Plaza, and other outdoor spaces within the Theater District.
- Partner with Buffalo Bayou Partnership, to cross-promote resources available to residents and tourists coming to Houston during Theater District Open House.
- 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 250,000 annually. Previous years' content has included coverage of educational art programs, place-making through the arts and Theater District community efforts during Hurricane Harvey.
- Expand social media engagement by increasing Theater District Houston followers on Facebook, Twitter, and Instagram channels by 25%.
- Highlight the ease of use and promote the convenience of Houston METRO transportation into and within the district.
- Plan strategic public arts initiatives to enhance the vibrancy of the cultural district.
- Capitalize on Market Square programming to enable creative place-making.
- All grantees will engage in structured dialogue with the City on disaster planning and preparation.
- During City declared disasters, our staff will automatically organize under MOCA's coordination.
- All members will complete community impact proposals via Data Arts.
- Manage and update current Data Arts profile for TDI.