

# 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.*

## 2019 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 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 the annual Theater District Open House to showcase constituent performing arts organizations. Based on findings from the audience survey, identify different avenues to reach new audiences and create programming that is cohesive, but still highlights each organization's qualities and venues.
- Collect and develop new tools (PowerPoint, infographic, etc.) that depicts a comprehensive snapshot of the Theater District's impact.
- Hold discussions with a Theater District Accessibility Consortium, individuals from the programming/education departments of Theater District organizations, to discuss various methods in which the District can be more accessible to all Houstonians, especially those that have special needs.
- Develop a social media strategy that will attract audience and awareness into downtown to promote the district as a destination. Additionally, through collaborative relationships with the cultural districts, develop avenues to market the City of Houston as a destination city as well.

## ACTION PLAN

- Use data points from the attendance survey to revise and expand the marketing strategy for Theater District Open House that will include targeted PR and advertising activity.
- Work with Houston First to promote the venues utilized in Open House, as well as capitalize on their marketing reach. Discuss ways to incorporate Houston Parks and Recreation's Sesquicentennial Park, Jones Plaza (if available), and other outdoor spaces within the Theater District. Additionally, 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.
- Provide data tools to various community partners that details the Theater District's reach and community impact. Explore ways to educate downtown's Theater District businesses, residents and visitors on the initiatives to welcome patrons into the theater.
- Develop a new strategic plan to expand social media engagement by increasing Theater District Houston followers on Facebook, Twitter, Instagram and Theater District Houston newsletter.
- Drive discussions between METRO and the Theater District organizations to promote the convenience of Houston METRO transportation into and within the district.
- All grantees will report impact data as requested by the City.
- Discuss and develop a cohesive marketing strategy through the Theater District Accessibility Consortium and individuals on our Board that welcomes all of Houston and surrounding areas into the theaters.
- 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.
- During City declared disasters, our staff will automatically organize under MOCA's coordination.