

**Theater District Improvement, Inc.**  
**2019 Accomplishments**

- Hosted booths at two popular local festivals, Bayou City Arts Festival in March 2019 and Midtown Arts Festival in April 2019, to promote the work of Theater District companies.
- Engaged with downtown Houston hotel managers to promote hotel engagement in the Theater District.
- Celebrated the 26<sup>th</sup> Theater District Open House (TDOH). In addition to the annual activities of performances in Theater District venues and sales of ticket and subscription packages, Theater District Houston provided additional advertising support and social media outreach in 2019. Advertising support included developing the advertising plan for the event, negotiating rates and media buys, management of media partnerships, as well as management of advertising campaigns on Facebook and Instagram. The increased efforts on social media also included identifying social media influencers and developing promotional language for them to use on various platforms. Theater District also coordinated taping & interviews with member organizations for the “Unwrap Your Candies Now” podcast with Ernie Manouse and Catherine Lu
- Continued to participate on the Jones Plaza Redevelopment committee. This committee was responsible for surveying, drafting, and selecting a firm that identified the vision for Jones Plaza. In 2019, a \$10 Million gift was pledged by Lynn Wyatt to name the plaza (Lynn Wyatt Square for the Performing Arts), and the project is scheduled to break ground in August 2020.