



RISING ABOVE TOGETHER

— ★ —
2022 ANNUAL REPORT



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HOSPITALITY HEROES

Few industries were hit as hard as the hospitality industry was during the pandemic. Thanks to the perseverance, dedication and hard work of our hospitality professionals, Dallas has emerged from the pandemic in a stronger position than almost any other major city in the nation. For this year’s cover, we honor the winners and finalists of the Hotel Association of North Texas’ HOSPY Awards.



- 1 Rickie Perry, Engineer I, Renaissance Dallas Hotel
- 2 Felix Gonzalez, Houseman Supervisor, Hyatt Regency Dallas
- 3 Lulu Rodriguez, Banquet Server, Renaissance Dallas Hotel
- 4 Chaz Renfro, Sous Chef, Rosewood Mansion on Turtle Creek
- 5 Stephen Davis, Bell Captain, Hyatt Regency Dallas
- 6 Nathan Duplissey, Class 2 Engineer, Omni Dallas Hotel
- 7 Carlos Castillo Velasquez, Executive Chef, Hilton Dallas Lincoln Centre
- 8 Nicolas Sunderland, Banquet Chef, Sheraton Dallas Hotel
- 9 Mario Martinez-Chavez, Engineering Supervisor, Hilton Dallas Lincoln Centre
- 10 Jose Garza, Engineering Technician 1, Rosewood Mansion on Turtle Creek
- 11 Christian Loomis, Cook, Marriott Dallas Uptown
- 12 John Brown, Bellmen, Omni Dallas Hotel
- 13 Juanita Vega, Turndown Room Attendant, Rosewood Mansion on Turtle Creek
- 14 Cecilia Harlen, Cook 1 - Fine Dining / Fearing's Restaurant, The Ritz-Carlton, Dallas
- 15 Estella Cardona, Room Stylist (Housekeeper), Renaissance Dallas Hotel
- 16 Lamar Henley, Server, Dallas Marriott Downtown
- 17 Sylvester Romero, Engineer-Lead, Doubletree by Hilton Dallas Campbell Centre





Big goals. Great partnerships.

In 2022, as the rest of the U.S. hospitality industry continued to climb out from under the darkest days of the pandemic, Dallas hoteliers found themselves in a remarkable position — leading the industry's nationwide recovery. Our resiliency shouldn't be surprising to our community. We did it just like we have during other adversities we've experienced: By rising above together!

On the cover of this report, you'll see the faces of hometown heroes, some of our city's thousands of hospitality employees who have dedicated themselves to keeping our great city open and welcoming. They pose with Walking Tall, one of three sculptures in Dallas' Deep Ellum that comprise The Traveling Man public art installation, which is inspired by the local neighborhood's history in the rail industry and its more recent development as an artistic community. Local creators Brad

Oldham and Brandon Oldenburg collaborated to create these landmark sculptures, which were gifted to our great city by the Dallas Area Rapid Transit. With its roots in history, and at a height of nearly four stories, Walking Tall is representative to many of a city on the move that is gaining global excitement and stature by standing taller than the rest.

Look closely at the faces of the hospitality workers featured on the cover and you will find determination, drive and dedication. Their work is reflected in the many outstanding statistics you will find in this report, where we quantify our collective successes. But to grasp the reasons behind the good news, it's important to note that all we do successfully is done together.

Much of the positive story outlined in this annual report centers around 2022 hotel revenue exceeding that of 2019. Where most major metropolitan areas are still hoping for a return to pre-pandemic revenues, we are already there. The Dallas Tourism Public Improvement District (DTPID), in partnership with Visit Dallas, ensured that Dallas kept its front door flung wide open, welcoming the world to come and stay. Dallas taxpayers are reaping the benefits, as the industry contributes to the exponential economic impact that tourism continues to bring. In 2012, Dallas was the first major city in Texas to establish a TPID, which by law allowed us to utilize travelers' dollars in a strategic way to not only grow the number of visitors to our city but also to enrich the lives of the people who live and work here.

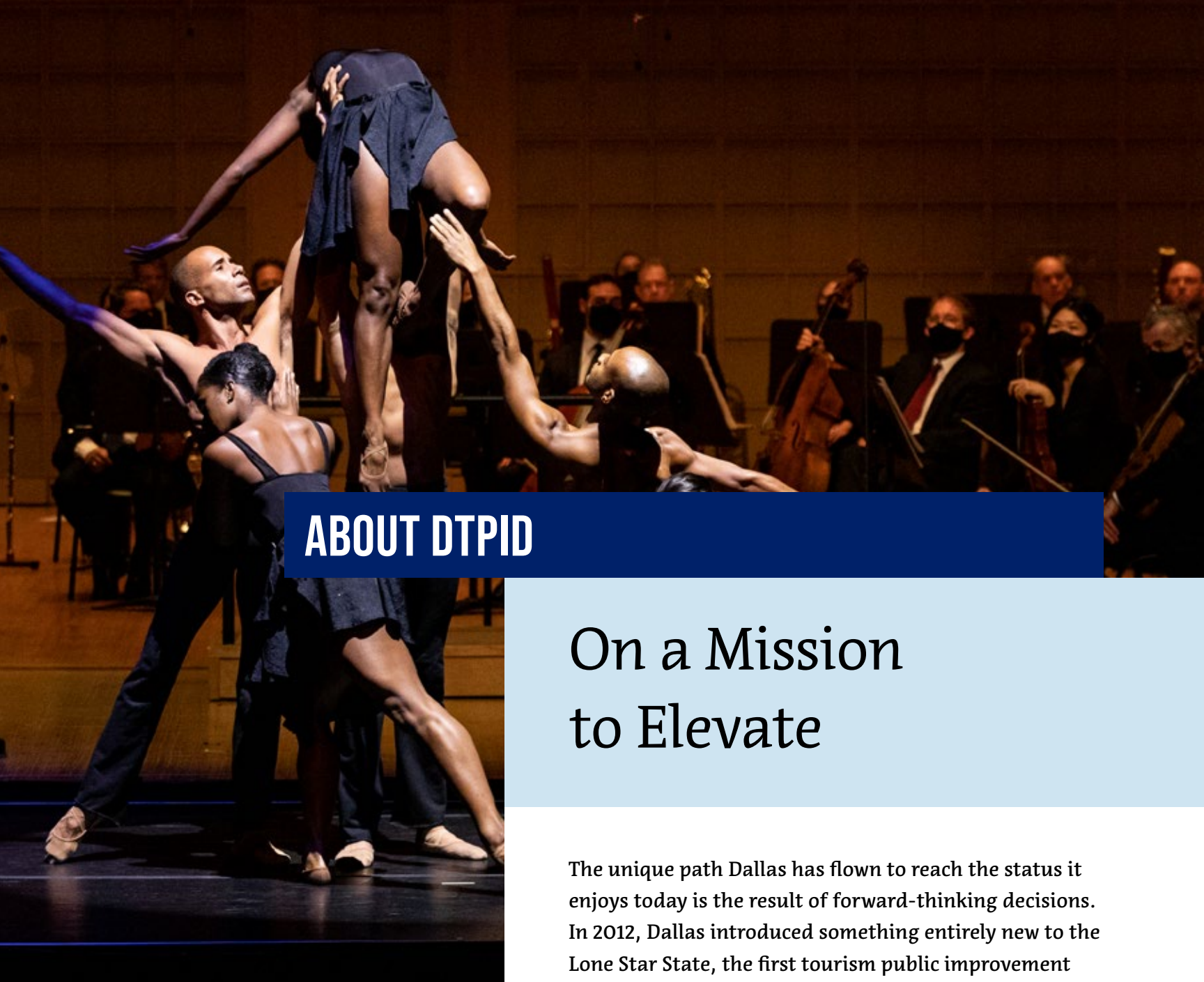
As Dallas-Fort Worth readies itself to become the nation's third-largest metropolitan area in a few short years*, we are already planning ahead to capitalize on this growth. Budgets, plans and more than \$2 billion has been approved to build a new and expanded, 2.5-million-square-foot Kay Bailey Hutchison Convention Center Dallas. Along with nearly doubling the size of the convention center, voters also approved a major refurbishment of historic Fair Park, which will restore one of our city's finest architectural works and its most popular playground. And the wins keep coming, as we learned this fall that Dallas will be a host city for FIFA World Cup 2026™.

Visitors continue to come in big numbers, and more are on the way. Our door remains wide open, ready to welcome the world, as we prepare to build upon the meaningful and lasting friendships that have been a hallmark of our success. Because relationships are important here: We succeed together by rising above together.

Sincerely,

A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke.

Greg White
Chairman of the Board
Dallas Tourism Public Improvement District
Westin Galleria Dallas



ABOUT DTPID

On a Mission to Elevate

The unique path Dallas has flown to reach the status it enjoys today is the result of forward-thinking decisions. In 2012, Dallas introduced something entirely new to the Lone Star State, the first tourism public improvement district in Texas.

Stimulating hotel room demand and increasing visitors to Dallas, the Dallas Tourism Public Improvement District (DTPID) has been a driving force in Visit Dallas' ability to compete for and win prized meetings, conventions and other destination events.

The result is a multibillion-dollar impact and an impressive ROI that illustrates the power of our city's hospitality industry and what's possible when the public and private sector collaborate in a transformative way. The success of DTPID's efforts led it to being renewed by the Dallas City Council in 2016 for a 13-year term through September 2029.

How It Works

Funding for DTPID comes from a 2% self-assessed fee imposed on nightly room revenue by Dallas hotels with 100 or more rooms. Funds collected are submitted to the City of Dallas, which remits them to DTPID. Currently, 137 hotel properties make up DTPID, representing over 80% of all hotel rooms in Dallas.

The Dallas Tourism Public Improvement District Corporation is a private, nonprofit corporation with governance provided by a 10-member board of directors and four nonvoting, ex officio board members. Hoteliers within the district fill the voting positions. Like all public improvement districts in Dallas, each year the Dallas City Council reviews and approves the service plan proposed by DTPID, which projects annual revenue and expenditures. DTPID contracts with Visit Dallas to manage and provide administrative support for programs authorized by the DTPID Board.

How Funds Can Be Used

Funding by DTPID is limited to the purposes established by hotel stakeholders in creating the DTPID and approved by the Dallas City Council. Use of assessment revenue is limited to the categories on the service plan, with no authority to add, remove or change expense categories.

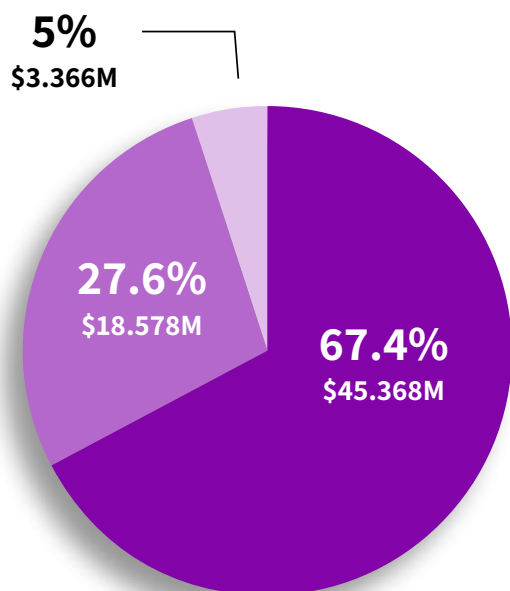
Uniquely positioned to share the story of Dallas with the world, DTPID is pleased to fund activities that encourage tourism and support events that build upon our city's tremendous quality of life.

FY22 for the DTPID was Oct. 1, 2021, through Sept. 30, 2022.

FY22 HOTEL OCCUPANCY TAX (HOT)

TOTAL: \$67.3 Million

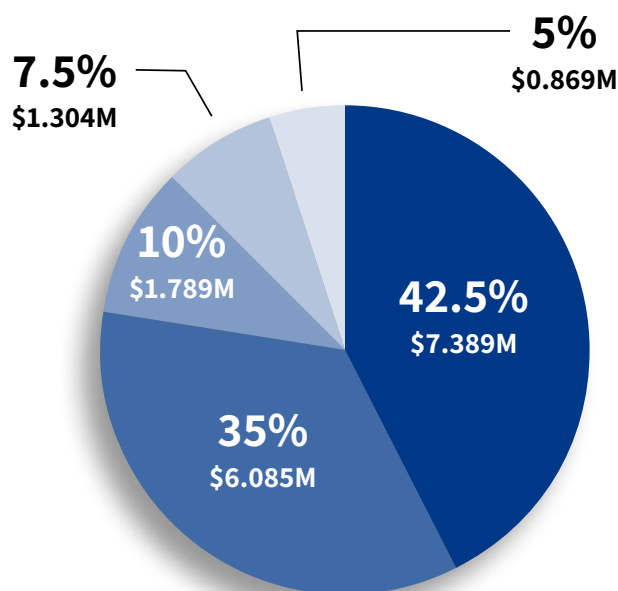
- Kay Bailey Hutchison Convention Center Dallas
- Visit Dallas (marketing and operational costs)
- Office of Cultural Affairs (in support of the arts)



FY22 DTPID

TOTAL: \$17.4 Million

- Incentives & Sales Efforts
- Marketing
- Site Visits & FAM Tours
- Local Arts & Events Incentives
- Operations, Research & Administration





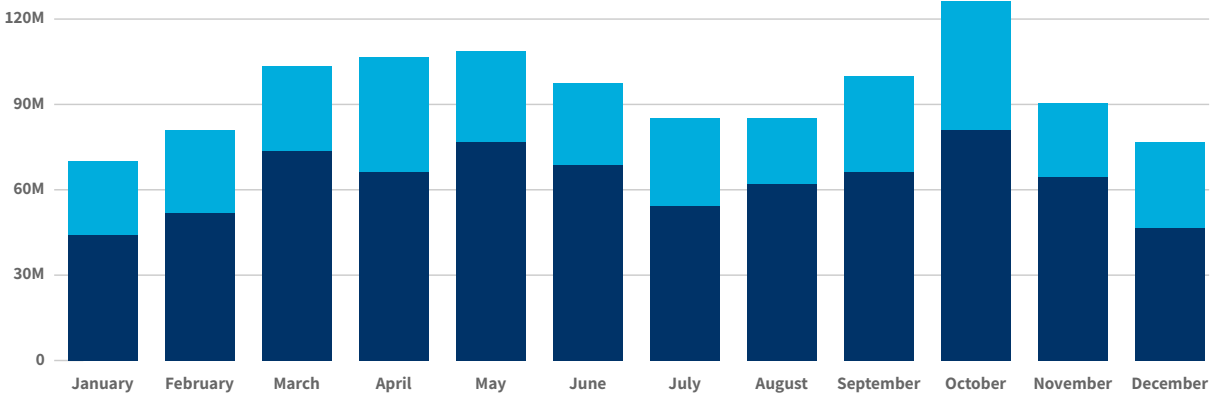
FINANCIAL OVERVIEW

Funding the Future

Even following a worldwide pandemic, Dallas has found a way to rise above the challenges in our industry. Since March 2022, Dallas monthly hotel revenues have been at all-time highs. Dallas is better positioned in its recovery to pre-pandemic rates than the state of Texas and the U.S. In Dallas, the calendar year 2022 has been a year of growth. Despite a looming recession, leisure transient travel continues to exceed even 2019 numbers, while business transient and group travel continues its recovery. Prior to the pandemic, room revenue reached a historic high in 2019. Continuing this upward trend, with leisure travel surging, room revenue in calendar year 2022 surpassed 2019 levels by 5.2%.

Total Room Revenue Calendar Year 2022

Weekday
Weekend

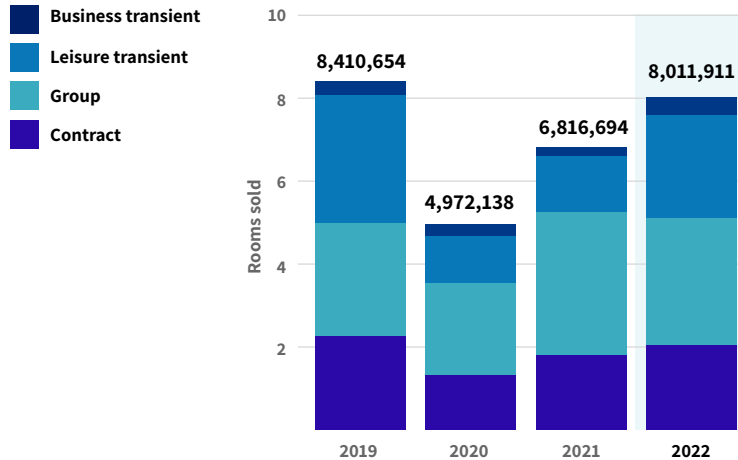


Monthly hotel revenues are at all-time highs since March.

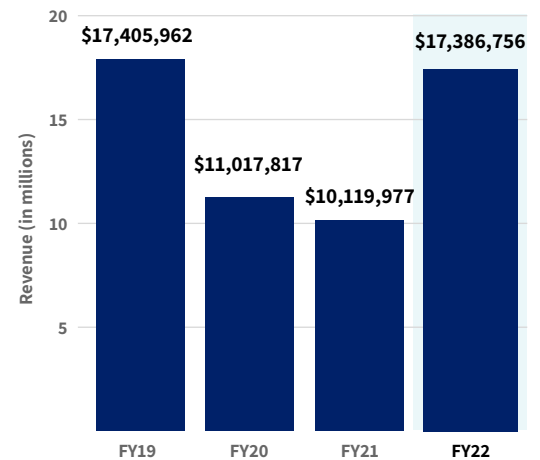
Together, we've come so far — and we're already on a path to greater heights.

Because of this strong recovery, DTPID collected nearly \$17.4 million in Tourism Public Improvement District fee revenue in FY22, compared to \$10.1 million the prior year, almost surpassing the 2019 pre-pandemic collection of \$17.4 million.

Annual Demand by Market Segment



Total TPID Fee Revenue by Fiscal Year



Overall, Dallas room revenue in calendar year 2022 surpassed 2019 revenue by 5.2%.

Annual Room Revenue



FY22 DTPID Expenses

Incentives & Sales Efforts	\$ 5,734,592
Marketing	\$ 5,241,769
Site Visits & FAM Tours	\$ 1,015,388
Local Arts & Events Incentives	\$ 1,319,953
Operations, Research & Administration	\$ 670,701
Total Expenses	\$ 13,982,403

Forecasting Future Financials

DTPID remains in a solid financial position to continue its role in providing funds to promote Dallas. The finance committee of the DTPID Board of Directors reviewed the FY23 budget prepared by Visit Dallas and approved the detailed budgeted expenses of \$19,887,000. In addition, net assets are retained to provide incentives for large citywide groups approved for future fiscal years.

A Decade of Delivering Value to Dallas

DTPID's IMPACT SINCE 2011

+58.3%
DIRECT VISITOR
SPENDING

+19.2%
TOURISM JOBS

+70.3%
ANNUAL HOTEL
REVENUES

+22.6%
VISITOR GROWTH



1

INCENTIVES & SALES EFFORTS



Launching Possibility

Providing the sustainable fuel for our city's successful convention and meeting business, DTPID funds Visit Dallas' incentive and sales programs. Incentives reduce the cost or provide complimentary rental for the Kay Bailey Hutchison Convention Center Dallas, allowing Dallas to compete with other top cities for event business.

Successfully Converting Leads

DTPID's founding in 2012 began providing the funds needed to convert leads into bookings.

Percentage of Opportunities Won vs Total opportunities

15%

FY04-FY11
Pre-DTPID

40%

FY12-FY22



THE MISSION

Keep Dallas on the short list of destinations to host meetings and citywide events.



For every \$1 the
DTPID expended in
sales incentives,
it has produced

\$14

in hotel room
night activity
for Dallas.

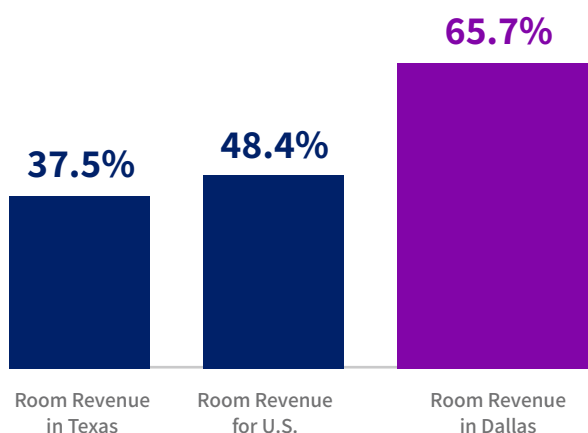
Fueling Growth with DTPID Dollars

Incentives and sales efforts comprised 42.5% of DTPID spending in FY22. This represents the greatest return on investment (ROI) for the DTPID, and for Dallas, as group meeting attendees spend more on average than any other visitors. Incentives and sales spend produces an ROI of at least 10 to 1, calculated by anticipated lodging revenues divided by the approved incentive.

To date, incentive funding by the DTPID for citywide events has generated an average ROI of 14 to 1. Since the DTPID's inception in 2012, every dollar spent in sales incentives has produced \$14 in hotel room night activity for Dallas.

Recovering Faster

Room revenue in Dallas was up 65.7% over the previous fiscal year, demonstrating continued upward trajectory. This is compared to room revenue in the U.S., which was up 48.4% and in the state of Texas, which was up 37.5%.



Lead generation from Visit Dallas shows that leads in FY22 were strong compared to FY19, a banner year.

DTPID-funded incentives were offered to qualified citywide and mini-wide leads committed to contracting rooms in DTPID hotels:

Major leads with incentives: **122**
 Potential hotel room nights: **1.8 million**
 Incentives approved: **\$39.7 million**
 Potential contract room revenue: **\$445.7 million**
 Potential lodging revenue: **\$579.5 million**
 Potential economic impact: **\$2.4 billion**

In FY22, incentives and sales efforts powered by budget from the DTPID yielded the following bookings:

Major events booked with incentives: **41**
 Estimated hotel room nights: **482,111**
 Incentives committed: **\$9.3 million**
 Estimated contract room revenue: **\$111.7 million**
 Estimated lodging revenue: **\$148.7 million**
 Estimated economic impact: **\$733.9 million**



FY22 DTPID-Funded Events

Big things truly do happen in Dallas. In FY22, DTPID's investment brought major citywide* events to town, including: Aviation Week Conferences & Exhibitions, the HELI Expo, the Mary Kay Seminar, the Red River Showdown, the Texas Computer Education Association, Women's Foodservice Annual Forum and WWE's WrestleMania, among many others. Mini-wide/citywide incentives paid in FY22 totaled \$2,615,282.

*Citywide: Events with 2,500 or more nights on peak booked by Visit Dallas into a city-owned facility.



Hotel Incentive Fund

One of the unique aspects of DTPID funding is support of hotels through the Hotel Incentive Fund. It's designed to help individual hotels in the DTPID compete for overnight group business, bringing dollars that might have gone elsewhere to the city of Dallas. In FY22, the DTPID funded \$1.2 million in individual hotel incentives.

DTPID's Hotel Incentive Fund in FY22

Approved applications: **479**

Hotels participating: **35**

Approved funding: **\$3.3 million**

Applications funded: **248**

Funded amount: **\$1.2 million**

Estimated room nights: **76,347**

The DTPID Board encourages all district hotels to apply for funding for any group event contracting 10 or more peak rooms at their property. District hotels can apply here: dallastpid.com/hotel-partners.

In the decade since its inception, the DTPID has approved 2,275 applications for individual hotel incentives, representing an investment commitment in the city of Dallas of over \$15.8 million.





Film & Tour Operator Incentive Programs

The DTPID Board developed and launched the Film Incentive Program at the end of FY2021, responding to a need to encourage the film and creative industries to choose Dallas for their projects. Producers contracting a minimum of 15 room nights at DTPID hotels are eligible for 10% of the daily hotel contract room rate as an incentive for choosing Dallas. Likewise, the Tour Operator Incentive Program supports leisure tour operators who contract a minimum of 15 hotel room nights at DTPID hotels for group leisure, educational or incentive travel only. Tour operators are eligible for a 10% incentive of the total room revenue actualized. Both programs are funded through DTPID's Incentives & Sales, and funding is subject to Board approval.

Sales Efforts

Strategic Partnerships

Through funding from the DTPID, Visit Dallas and the Dallas Sports Commission are empowered to engage in partnerships and sponsorships with key industry organizations. Their key objective is to target different audiences and increase awareness of Dallas as a destination for group and sporting events. These organizations include: Cvent, International Association of Exhibitions and Events (IAEE), Professional Convention Management Association (PCMA), Meeting Professionals International (MPI) and Sports Events & Tourism Association.





2

MARKETING



Raising Our Visibility

The DTPID funds marketing activities that keep Dallas top of mind as a destination for both business and leisure travel. The DTPID's marketing funds — which constitute approximately 35% of DTPID annual spending, and most of Visit Dallas' marketing budget — allow for the purchase of print, radio, video, outdoor and digital ad placement in high-propensity markets targeted at consumers and meeting professionals. Funds also allow for contracted marketing services, collateral development, airport welcome signage, event sponsorship and focus group research to test campaigns.

Marketing & Advertising: Inviting Everyone to Find Their All in Dallas

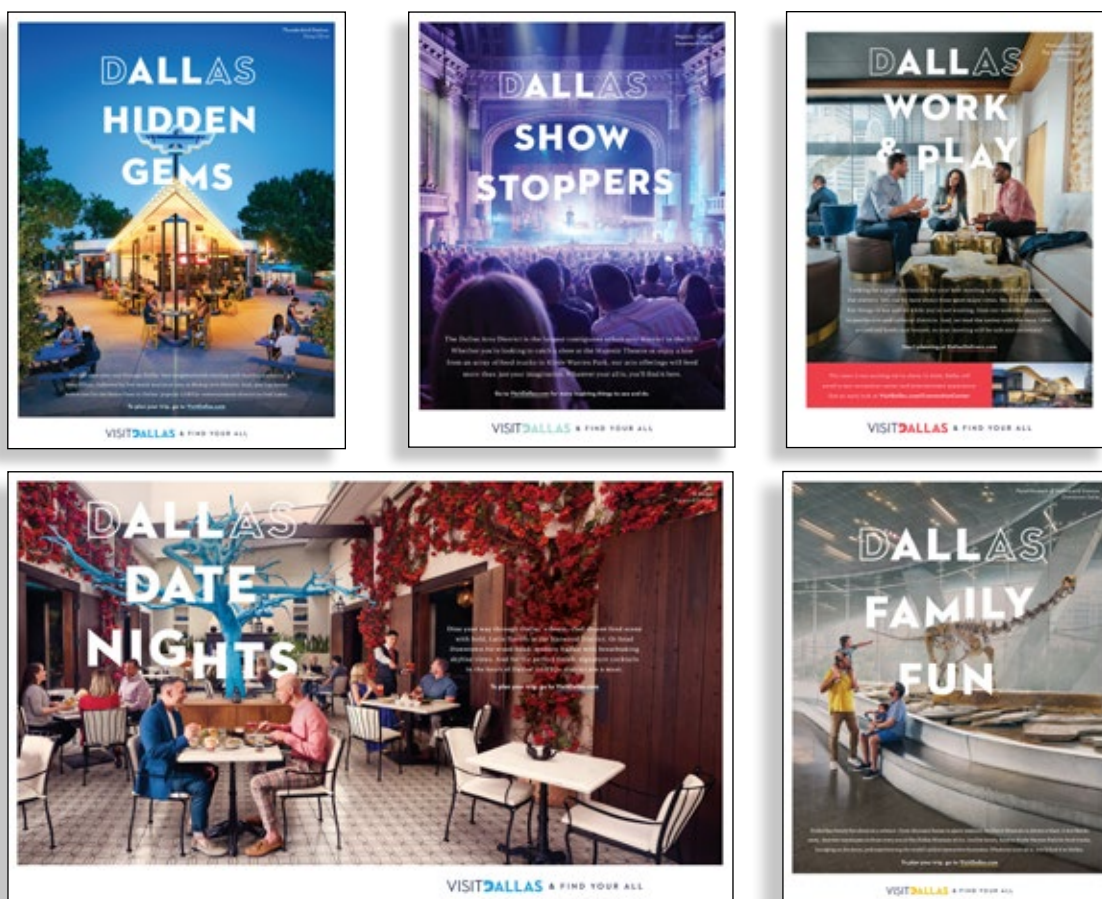
Campaigns such as "Find Your All" help visitors to connect with the cultural experiences and opportunities that fulfill them in Dallas.

GENERATING VALUE

In January 2022, with research funding provided by DTPID, Strategic Marketing & Research Insights (SMARInsights) presented its annual measure of advertising effectiveness. The study is designed to gauge the level of travel influenced by Visit Dallas' advertising campaigns. The study showed that 2021 paid marketing:

- **Generated 125,052 Dallas visits**, of which nearly 8 in 10 were overnight stays.
- With an average stay of just over two nights and 1.3 rooms on average per travel party, **more than 193,000 room nights** in city lodging were generated.
- **Produced \$122M in economic impact** (a 59% increase over 2020) and a return of \$120 for every dollar spent on advertising.

*A study of the 2022 campaign will be fielded in February 2023.



“Find Your All” Paid Media Campaign

With the support from DTPID, Visit Dallas continued into year two of the “Find Your All” campaign. Total paid media investment was \$2,760,128 — with 70% invested in the leisure market and 30% invested in trade — and produced nearly 200 million impressions.

In 2022, the campaign:

- Introduced tactics specific to “Night Lifers,” a younger audience segment (adults ages 25-34)
- Elevated the approach to diversity, equity and inclusion, further evolving meaningful messaging and targeting to key segments, including taking LGBTQ+ creative mainstream
- Expanded leisure geography to cast a wider net to fly markets (i.e., in the Midwest, mountain region and the Southeast) and testing a meaningful presence in Denver
- Incorporated a teaser announcement of the expanded convention center
- Expanded video efforts into platforms like TikTok and BuzzFeed
- Focused on high-impact out-of-home placements and custom content via new videos and interactive content to better tell the Dallas story
- Conducted a regional co-op campaign in partnership with the State Fair of Texas

In 2022, increased funding year over year not only drove more volume and scale but was significantly more cost-effective. When compared to FY21 outcomes, the FY22 paid media campaign delivered:

- **123% increase in paid website visits (1M vs. 469K),** Google Analytics
- **312% more video views (25.6M vs. 6.2M),** Sizmek, Facebook, Google Ads
- **117% increase in arrivals (32.6K vs. 15.1K),** Arrivalist
- **77% more impressions (197M vs. 111M),** Sizmek, Facebook, Google Ads, Print, OOH
- **8 times more website actions and conversions (70K vs. 8.4K),** Sizmek, Facebook, Google Ads/Analytics
- **72% decrease in cost per website action and conversion (\$40 vs. \$147),** Sizmek, Facebook, Google Ads/Analytics, Print, OOH

Dallas Holiday

Visit Dallas’ holiday campaign, Dallas Holiday, launched in October 2021. A broadcast media buy with Nexstar Media Group raised visibility for Dallas’ holiday offerings with more than 320 30-second commercial spots in the network’s 16 regional markets in Texas, Oklahoma, Louisiana and Arkansas, along with additional digital placements. Key messaging included the city’s abundant holiday offerings, the large “Enchant” Christmas event in Fair Park and signature NYE programming at Reunion Tower.

Visit Dallas Website

In FY22, visitdallas.com saw:

63,083 landing page views (11% growth year over year)	1,489,932 social media impressions (255.8% growth year over year)
5.6% social media engagement rate (14.3% growth year over year)	807,928 social media vertical video views (61.6% growth year over year)



Digital and Social Media Initiatives:

Showcasing the Best of Dallas



State Fair of Texas

FY22 began with a big push surrounding the 2021 State Fair of Texas. During the fair, visitdallas.com saw nearly 100,000 users searching for fair-related content, including event listings, the State Fair landing page and blogs written about activities surrounding the event. Website traffic peaked on Oct. 9, the day of the Texas/OU football game at Cotton Bowl Stadium, with 4,069 users searching for State Fair content on visitdallas.com and 70% of users located outside of Dallas.

Dallas Art Inspires

The Visit Dallas team launched Dallas Art Inspires, a video series focused on eight local creators who live and work in Dallas as they explore the places and spaces where they find inspiration and renewal. The series includes interviews with prominent artists and creators from Dallas and profiles more than 30 locations. The primary campaign ran Oct. 18-Nov. 9, 2021, with additional placements into the holidays, and outcomes included approximately 60,000 impressions and 6,800 video views.

Black History Month

In February, Visit Dallas celebrated Black History Month with the publication of an overview of Black-Owned Businesses in Dallas, a profile on local creator and art gallery owner Daisha Board and a Black History Month event collection.



Convention Center News on LinkedIn

On Feb. 11, Visit Dallas shared the news via LinkedIn that Dallas City Council approved plans for an expanded 2.5-million-square-foot convention center located adjacent to the current Kay Bailey Hutchison Convention Center Dallas. During Q2, the post garnered more than 24,000 impressions with an engagement rate of 16%, the most successful LinkedIn post to date from Visit Dallas.

Dallas Arts Month

Throughout April, Visit Dallas promoted Dallas Arts Month across the Visit Dallas website, blog and social channels. On social, 20 posts generated nearly 68,000 impressions. The Arts Month event collection saw more than 1,000 pageviews, up 38% over 2021.



3 SITE VISITS & FAM TOURS



Creating New Relationships

The excitement and possibilities that exist in Dallas are best experienced firsthand.

Key decision-makers in corporate events, trade shows, sports, tourism — as well as members of the media and other influencers — are invited to take part in site visits and familiarization tours (FAMS). These structured experiences include stops at many different landmarks, hotels and restaurants, showcasing the depth and breadth of activities available for any group on its visit to Dallas. Ten percent of DTPID's spending is dedicated to paying non-staff travel and tour expenses to bring these decision-makers to Dallas to highlight everything that makes Dallas the star of the Lone Star State.



In FY22, the DTPID provided funding to support 287 Site Visits and FAMS, keeping Dallas a top player in worldwide destinations.

This included:

Visit Dallas Sales Site Visits & FAMS:

160

To bring prospective customers who are considering booking Dallas for future group events, the sales team conducted 140 site visits and 20 FAMS. These included a West Coast FAM, Informa Housing FAM, Northeast Client FAM, Hospitality Financial and Technology Professionals FAM, Texas Associations FAM, Midwest Client FAM, a Garth Brooks Client FAM, Kevin Hart Client FAM and the Texas Society of Association Executives, to name a few. In addition, with DTPID funding, Visit Dallas sponsored a dinner for 450 people at Hyatt Regency Dallas for the CEO and top executives of Emerald, a company that produces more than 140 live events annually.

Dallas Sports Commission Site Visits & FAMS:

53

The Dallas Sports Commission hosted 53 site visits and FAMS in FY22, including the International Federation of Association Football (FIFA), the Confederation of North, Central America and Caribbean Association Football and the United States Soccer Federation. Other site visits throughout the year included those from World Wrestling Entertainment (WWE), CrossFit, National Cheer Association (NCA), World Champions Rodeo Alliance, International Pro Rodeo Association and the Federation de Futbol. Notably, one FAM included more than 75 attendees who represented all National Collegiate Athletic Association (NCAA) Men's and Women's corporate partners. This visit — and thorough planning — has helped the NCAA events substantially exceed projected ticket sales.



Client Services Site

34

The Visit Dallas Client Services team produces detailed site visits for definite groups as they plan their future events in Dallas. Clients typically tour hotels in their room block, venues for off-site events, restaurants, the Kay Bailey Hutchison Convention Center Dallas and more, sometimes making several visits to Dallas for pre-planning purposes. In FY22, that included visits from the National Automobile Dealers Association, the Institute of Electrical and Electronics Engineers (IEEE) — SuperComputing, Urban Land Institute, Helicopter Association International, American Society of Metabolic & Bariatric Surgery, O'Reilly Auto Parts and the International Association of Exhibitions and Events.

Tourism Clients & International Media Visits

24

The Visit Dallas Tourism team experienced an impressive 500% increase in the number of tourism clients and international media visits over the previous fiscal year. This included visits and FAMS with Aeromexico, American Airlines, the American Bus Association and Brand USA., welcoming clients from the United States, Mexico, Canada, Europe and India. In addition, the Mexico media FAMS provided Dallas with an earned media value of just over \$92,000.

Visit Dallas Public Relations Media Visits

16

DTPID funding also supported bringing worldwide media to Dallas to promote the city as an ideal travel destination. Journalists and influencers are hosted individually and on themed group press trips. Visit Dallas invites journalists from various media types — magazine, newspaper, digital, radio, TV and social media influencers — from across the world. In total, the team hosted 19 media members in Dallas, representing a diverse mix of outlet types.



The background of the entire page is a solid blue color. Overlaid on this background are several stylized, light blue mountain peaks of varying heights and widths, creating a layered, geometric landscape effect.

4

LOCAL ARTS
& EVENTS
INCENTIVES



Elevating & Enriching Dallas through Funding Local Events

More than \$1 million per year of the DTPID's funds are approved annually to support local arts and cultural events marketing. Since DTPID's inception in 2012, its event marketing fund has contributed more than \$10 million to over 200 local arts and culture organizations, which have produced more than 600 events supported by this funding. Groups can apply for up to \$25,000 annually to help market their events that will generate at least 30 overnight visits to Dallas.

In 2022, organizations that received approval for funding included the Dallas Black Dance Theatre 45th Anniversary Season, the Children's Chorus of Greater Dallas, the 52nd Annual USA Film Festival, the Dallas Holocaust & Human Rights Museum, the North Texas Irish Festival and the Dallas Arts District Foundation, among many others. The DTPID Event Marketing Incentive approved 81 events in FY22, including 51 new events and 30 that were rolled forward from FY21 due to COVID-19.

DTPID Arts & Events Incentives Fiscal Year 2022

Approved applications:	81
Approved funding:	\$1,717,527
Final funded events:	72
Final funded:	\$1,519,045
Estimated room nights:	426,722

Annual town halls are held virtually and in person to educate groups on how to apply for this funding. Applications for FY2023 opened on July 11, 2022, and funds were fully allocated in less than 72 hours. Applications for FY2024 are scheduled to open on July 10, 2023. Visit [Dallas will present details about the program at the Dallas Area Cultural Advocacy Coalition's meeting in February 2023](#) and will host multiple town halls, both in person and online, to support and educate potential applicants.



Voices of the Beneficiaries

As artists at Verdigris Ensemble, we devote over 90% of our time to the artistic product and building its deep roots in Dallas culture. The Event Marketing Fund has allowed our programming to be magnified out to the rest of the world in a way that would not have been possible before. From institutions to museums across the world, Verdigris has not only had people fly down to see our performances but has received artistic opportunities as a result of the Event Marketing Fund.

As Dallas continues to grow and expand rapidly, the Event Marketing Fund plays an invaluable role in showcasing our local arts organizations and generating a national sense of “I have to fly down and see this performance.” This, in turn, makes our city vivacious and energized, creating new opportunities within the larger local and regional economy. The Event Marketing Fund is investing in the arts, but it’s also investing in our city and is critically needed now more than ever.

Sam Brukhman

Artistic Director
Verdigris Ensemble



DTPID’s Event Marketing Fund has made a significant impact on the Dallas Arts District by investing critical marketing dollars to attracting visitors and residents to cultural events, attracting over 20,000 to the 2022 Annual Changing Perspectives Block Party at our most critical time of recovery after the pandemic. The economic impact of this event that featured the Brooklyn Jumbies, Afro-Caribbean Stilt Dancers, yielded approximately \$650,000 in direct cultural tourism spending, which benefits the City of Dallas and attracted diverse audiences. The event provides jobs to artists, vendors, production personnel, security, signage and more, and contributes to a vibrant and dynamic cultural district. The DTPID Event Marketing Fund is essential to producing free, accessible events in the Dallas Arts District.

Lily Cabatu Weiss

Executive Director
Dallas Arts District Foundation



The Dallas Tourism Public Improvement District funds provide critical support for marketing the Nasher Sculpture Center’s premium exhibitions to audiences far beyond North Texas — funds that would not be possible without DTPID. It is clear since the inception of DTPID’s support of the arts that Dallas is attracting a more robust visitation of cultural seekers who are enjoying a wide variety of entertainment and enrichment.

Jill Magnuson

Director of External Affairs
Nasher Sculpture Center

The background is a solid dark purple. It features several lighter purple triangles of varying sizes, some pointing upwards and some downwards, creating a layered, mountain-like effect. A thin, horizontal white line is positioned approximately one-third of the way down the page.

5

OPERATIONS,
RESEARCH &
ADMINISTRATION



Stewardship for Today & Tomorrow

By law, public improvement districts are allowed to spend up to 15% of their total budget on overhead — 10% by City of Dallas guidelines. However, the DTPID strives to keep costs low, operating with a small overhead of 5% instead.

Focus group participants say Dallas is:

- Upscale, classy and sophisticated
- Big, modern and exciting
- Family-friendly, affordable and relatively safe

Of the 5% of DTPID funding allocated to administration and research:

- 2% is dedicated to research to better understand tourism in Dallas;
- 2% is allocated for consulting and legal services, insurance and software subscriptions; and
- 1% is paid to Visit Dallas for administrative costs of activities for managing the DTPID, such as bookkeeping, reconciliations and board meeting preparation.

Research funded by the DTPID allows for understanding of who is coming to Dallas, what they are doing while they are here and demographic information associated with visitors. DTPID funding allows Visit Dallas to conduct focus groups using experts, including Strategic Marketing & Research Insights, Inc., to best understand the effectiveness of marketing efforts. Access to real-time travel analytic tools and quarterly reports from entities such as Tourism Economics, Arrivalist, and STR, Inc. plays a critical role in revenue projections, especially during these pandemic years, and allows Visit Dallas to make rapid decisions and modify spending accordingly.





LOOKING FORWARD

Excitement Ahead



Dallas' well-earned reputation as a competitive player in the meetings and conventions business and as a destination of choice for leisure travelers is influenced by the city's ability to incentivize bookings and galvanize marketing efforts. By collecting and directing revenues from travelers, DTPID has demonstrated the value of private businesses working together for public good. The impact that DTPID has created will continue to generate dividends for people living and working in Dallas. This is important to note as the area continues to expand: Dallas-Fort Worth Metroplex is projected to become the third-largest metropolitan area in the U.S. in the coming years, with population set to hit 10 million people by 2030.

Though success is already being realized, the impact is just beginning.

With the help of DTPID, future milestones in Dallas will be shared with the world. We are looking forward to a future that includes:

Convention Center & Fair Park

Plans for a \$2 billion, 2.5-million-square-foot convention center located adjacent to the current Kay Bailey Hutchison Convention Center Dallas were approved, and the initiative is underway with expected completion in 2029. Featuring 800,000 square feet of exhibit space, the center will also house 400,000 square feet of breakout space, including a 100,000-square-foot ballroom. With a larger capacity and the ability to host two large conventions at once, the center is expected to nearly double annual attendance and associated revenue for the city.

This new center will anchor a lively new Convention Center District, a walkable destination that also will serve to connect downtown Dallas with other noteworthy areas, including the Cedars and the planned Rail District. The opportunities to attract both locals and visitors are boundless.

Dallas' historic Fair Park — one of the most visited places in Texas thanks to the State Fair of Texas — will update many of its iconic, 130-year-old buildings. The Automobile Building, Centennial Hall, the Fair Park Band Shell, Music Hall at Fair Park, Cotton Bowl Stadium and Fair Park Coliseum will each get sleek new designs and visitor-friendly amenities and features that will allow for even more events in Dallas.

FIFA World Cup 2026™

On a live broadcast from New York City, officials from the International Federation of Association Football announced Dallas as one of 16 host cities for FIFA World Cup 2026™ hosting matches between 48 soccer teams. The Dallas Sports Commission projects a revenue impact of at least \$400 million to the region for the event, which will also further Dallas' visibility on the world stage and solidify its place on the short list of major cities to host global events.

NCAA Women's Final Four

Title games for all three National Collegiate Athletic Association (NCAA) women's basketball national championships — Division I, II and III — will be played in Dallas March 31-April 2. It will be the second time that all three women's basketball divisions will crown a national champion in the same city, matching what took place in Indianapolis in 2016. In addition, the 2023 NCAA Women's Final Four will be the culmination of the 50th anniversary celebration of Title IX.



Mapping Out Future Success

Hotels, venues, restaurants and attractions that are members of DTPID will again participate in site inspections from potential customers. Additionally, via Visit Dallas and the Dallas Sports Commission, DTPID will have an opportunity to help showcase Dallas through:

- 20 trade shows, including customer events at each show;
- 32 industry conferences;
- 36 familiarization tours;
- Regional events in Washington, D.C., New York, Chicago, Southern and Northern California, Austin and Colorado Springs as well as in Dallas;
- Chapter events in Dallas with Meeting Planners International, Professional Convention Management Association and the International Association of Exhibitions and Events.
- Sports Commission client events focused on universities, conferences and athletic associations.



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Craig Davis, President & CEO, Visit Dallas

Rosa Fleming, Executive Director, Convention & Event Services, City of Dallas

Jiroko Rosales, Assistant Director, Economic Development, City of Dallas

Traci Mayer, Executive Director, Hotel Association of North Texas

DTPID ADMINISTRATION TEAM | 214.751.1005 MAIN

For general inquiries: info@dallastpid.com or visit DallasTPID.com

Fred Euler, Executive Director, Dallas Tourism Public Improvement District

Scott Joslove, Legal Counsel, Texas Hotel and Lodging Association

Ken Benson, Public Affairs, Ken Benson and Associates

Craig Davis, President and Chief Executive Officer, Visit Dallas

Jill Larsen, Chief Financial Officer, Visit Dallas

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Sheryl Budelier, Program Administrator, Visit Dallas (Hotel Incentive Fund)

Raul Santillan, Sr. Sales Manager, Partnerships, Visit Dallas (DTPID hotel liaison)



1807 Ross Avenue, Suite 450
Dallas, TX 75201

DallasTPID.com