



INVITING THE WORLD INVESTING IN DALLAS

2021 ANNUAL REPORT

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CHAIRMAN'S LETTER

Dear Dallas TPID Stakeholders,

It was another challenging year for the tourism and the hospitality industries as we continue to battle against the impacts of the COVID-19 pandemic. Nonetheless, the Dallas Tourism Public Improvement District (DTPID) continued its important role of supporting initiatives designed to lure more visitors and meetings to Dallas.



DTPID funds not only helped Dallas attract more visitors than many other cities but are also helping position Dallas as the destination of choice when travel and meetings start returning to normal. Latest industry projections estimate hotel occupancies in Dallas could return to pre-COVID levels sometime in 2022, with a full recovery in travel revenue occurring in 2022-23 depending on further impacts that might come from the virus. In this annual report you'll find a summary of our activities for the past year. Key points include:

- For the second straight year, the DTPID experienced a decline in revenues due to the impacts on travel from the COVID-19 pandemic. However, we are starting to see signs of a recovery in travel and anticipate DTPID revenues climbing by more than 60 percent in the year ahead.
- While leisure travel appears to be close to returning to pre-COVID levels, business travel and meetings continue to lag in terms of recovery. This past Texas-OU weekend, for instance, Dallas hotel occupancies surpassed pre-COVID levels – indicating a desire by many to start attending events and travel again.
- To help drive more leisure travel to Dallas, the DTPID invested in an aggressive regional marketing and media campaign that generated more than 108 million media impressions among travelers.
- Although conventions and meeting travel continues to lag behind leisure in recovery, the DTPID continued its investments to lure more meetings and conventions coming to Dallas. DTPID funding, designed to keep the Dallas brand in front of meeting planners, resulted in Dallas receiving more requests for proposals from meeting planners than most of our competitor markets across the nation. DTPID funding also helped secure more meetings being held in Dallas this year than last.
- The DTPID also continued to invest in arts and cultural organizations through its event marketing fund. Although last year was a tough year for many cultural and community organizations, the DTPID continued to work with our local organizations to assure funds were available as needed to help them market themselves to the traveling public. The DTPID also established a new Film Industry Incentive program designed to encourage more film and creative industries to choose Dallas for their projects.
- The DTPID also continued through its hotel incentive fund to make DTPID funding available to individual DTPID stakeholder hotels to help them lure more meeting business to their properties. To date, almost 70 properties have taken advantage of this program.

The DTPID will remain active in the year ahead to promote tourism and meetings coming to Dallas. Since the DTPID's inception in 2012, the City of Dallas has seen a 25 percent increase in the number of visitors coming to the city with visitor spending increasing by almost 50 percent. While we still have a ways to go before travel and meetings return to pre-COVID levels, we are confident that things have started moving in the right direction.

Finally, starting next year, the DTPID will surpass Visit Dallas as the primary funding source for tourism marketing in Dallas, generating more dollars on a yearly basis than our city's tourism agency due to the recent changes made by the city in its funding formulas from the hotel occupancy tax. This will increase the importance of DTPID funding in luring more visitors and meetings to our city in the years ahead. We are looking forward to that challenge.

Sincerely,

GREG WHITE

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



Background & Mission

The Dallas Tourism Public Improvement District (DTPID) was the first tourism public improvement district created in Texas when it was established in 2012. DTPID's primary purpose has been to stimulate hotel room demand to increase Dallas visitors. Originally limited to a five-year term, the initial success of the DTPID in luring more visitors to Dallas led to it being renewed in 2016 for a 13-year term running to September 2029.

How It Works

Funding for the Dallas TPID comes from a two percent 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 the DTPID. Currently, 132 hotel properties make up the DTPID, representing over 80 percent of all hotel rooms in Dallas.

The Dallas Tourism Public Improvement District Corporation is a private non-profit corporation with governance provided by a 10-member Board of Directors and four non-voting, ex-officio board members. Hoteliers within the district fill the voting positions. Like all public improvement districts in Dallas, the Dallas City Council reviews and approves each year the service plan proposed by the DTPID, which projects annual revenue and expenditures. The 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 the DTPID is limited to the purposes established by hotel stakeholders in creating the DTPID and approved by 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. DTPID funds also cannot be used to pay staff salaries or travel expenses.

**DTPID'S
IMPACT
SINCE 2012**

+40% DIRECT
VISITOR
SPENDING

+30% TOURISM
JOBS

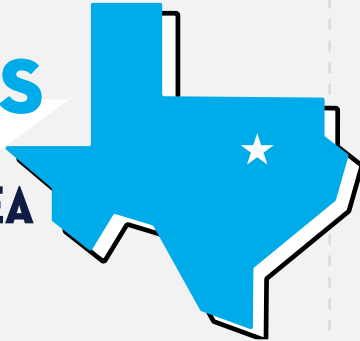
+17% OCCUPANCY

+20% VISITOR
GROWTH

Learn more about the impact Dallas TPID provides to the Dallas economy at DallasTPID.com/local-impact.

Why Tourism Matters TO DALLAS

DALLAS
THE MOST
VISITED AREA
IN TEXAS



Source: Office of the Governor, Economic Development & Tourism



DALLAS VISITOR DIRECT SPEND BY SEGMENT

VISITOR SPENDING

80% FROM OVERNIGHT GUESTS
20% FROM DAY-TRIPPERS

VISITORS TO DALLAS

- Spend **\$5.3 billion** SUPPORTING LOCAL BUSINESSES
- Generate **\$8.9 BILLION** TOTAL ECONOMIC IMPACT
- Support **65,000+** TOURISM JOBS
- **1 IN 20 JOBS** are related to the TOURISM INDUSTRY
- Generate **\$3.4 BILLION** in combined PAYROLL WAGES
- Generate **\$148 MILLION** in PROPERTY TAXES and **\$53 MILLION** in SALES TAXES in Dallas, funding public services like safety, road improvements, recreation and trails



Source: Tourism Economics

\$5.3 BILLION TOTAL VISITOR SPENDING

Visitors to the City of Dallas region spent \$5.3 billion across a range of sectors.

Note: Lodging spending is calculated as an industry, including meetings, catering, etc. Transport includes both air and local transportation.



Financial Summary

DTPID collected just over \$10.1 million in Tourism Public Improvement District fee revenue in fiscal year (FY) 2021 compared to \$11 million the prior year and \$17.4 million in 2019. This continuing decline was solely due to the pandemic and its effect on hotel stays and rates. The DTPID Board of Directors again reduced spending this year to \$7.2 million in response to the projected reduced revenue. This reduction was nearly a \$10 million decline from FY 2019 expenses of \$17.4 million. Expenses by Service Plan category for FY 2021 were:

Fiscal Year 2021 Expenses

Incentives and Sales Efforts	\$ 2,420,430
Marketing	\$ 3,142,538
Sites and FAMS	\$ 306,689
Event Funding Applications	\$ 787,417
Management and General	\$ 482,094
TOTAL EXPENSES	\$ 7,139,168

Financial Forecast

DTPID remains in a solid financial position despite the extraordinary decline in revenue in the fiscal years 2020 and 2021. The finance committee of the DTPID Board reviewed in detail the fiscal year 2022 budget as prepared by Visit Dallas, and the Board of Directors approved the detailed budgeted expenses. That revenue budget, including interest, is forecasted at \$14,477,200. The expense budget is forecasted at \$15,840,465, including incentives for large city-wide groups approved in prior fiscal years.

City Of Dallas Forecast

Total visitor volume and spending rebounded in 2021.

NEAR FULL RECOVERY BY YEAR-END 2022

Forecast of total visitor volume and spending

	2016	2017	2018	2019	2020	FORECAST	
						2021	2022
Visitor volume, \$ millions	26.53	26.98	27.68	28.75	18.89	25.22	28.48
%ch		1.7%	2.6%	3.8%	-34.3%	33.5%	13.0%
% of 2019 levels				100.0	65.7	87.7	99.1
Visitor spending, \$ billions	4.77	5.08	5.33	5.69	3.11	4.34	5.41
%ch	0.62%	6.6%	4.8%	6.8%	-45.4%	39.8%	24.6%
% of 2019 levels				100.0	54.6	76.4	95.1



Incentives & Sales Efforts

Investing in Dallas

The heart of the Dallas TPID lies in the Incentives and Sales Efforts plan, which focuses on bringing group meeting business to Dallas. Representing 42.5 percent of the spending of the DTPID, it provides the greatest return on investment for the DTPID (and Dallas) as group meeting attendees spend more money on average than other visitors to Dallas. Events, meetings and activities funded by the DTPID aim to provide at least a 10-to-1 return on investment (ROI), calculated by anticipated lodging revenues divided by the approved incentive. To date, incentive funding by the DTPID for city-wide events has generated an average of 13-to-1 ROI.

The DTPID has committed to providing more than \$42 million in incentives to future groups, giving the city an economic impact of more than \$2.7 billion. Most of the incentive money provides complimentary rental for groups meeting at the Kay Bailey Hutchison

Convention Center Dallas (KBHCCD), which allows Dallas to remain competitive with other major meeting centers across the nation. As Texas enjoyed a more open visitor experience than other cities, DTPID incentives continued to help drive Dallas business for the future. While the economy and group pace were slower, participation in industry events was possible due to the resources provided by DTPID funds, allowing Dallas to continue to move forward, creating awareness of our destination via customer events that emerged around the country. We are confident that Dallas will continue to lead the country out of the pandemic and bring needed business to our community via the efforts of the DTPID.



Big Wins

Here are some of the events that Visit Dallas and Dallas Sports Commission booked this past year due to DTPID's commitment to incentives. Together these events have a combined economic impact of over \$338 million. Additionally, Dallas was awarded the 2024 NCAA Men's Regional Basketball Championship. Also, Dallas and Arlington were awarded WWE WrestleMania 38 for 2022, with the main event occurring at AT&T Stadium; AXCESS at the KBHCCD; the Hall of Fame, NXT; and "Monday Night Raw" occurring at the American Airlines Center.



Qualified Lead Generation

Leads to Hotels: 2,317

Potential Room Nights: 3,911,431

Source: Visit Dallas FY21 Q4 booking performance report

ACCOUNT	EVENT	ARRIVAL	CONTRACTED ROOM NIGHTS
Elite Tournaments	2021 IWLC Presidents Cup	11/19/2021	16,740
Informa Markets	IRE 2023	3/7/2023	10,877
AT&T	AT&T Business Summit 2023	10/23/2023	8,384
Redfin Real Estate	Redferno 2024	1/17/2024	24,275
National Cheerleaders Association	All-Star National Championship	3/1/2024	49,007
AT&T	AT&T Business Summit 2024	9/16/2024	8,384
National Cheerleaders Association	All-Star National Championship	2/28/2025	48,059
Society of American Military Engineers	Small Business Conference 2026	11/4/2026	7,647
IEEE	Supercomputing Conference	11/16/2026	25,772
Informa Markets	IRE 2027	2/1/2027	10,877
National Automobile Dealers Association	NADA Show/ATD Show	2/12/2027	48,185
American Rental Association	The 2031 ARA Show	2/1/2031	20,592
ASIS International	Annual Seminar and Exhibits 2031	9/8/2031	23,312

FIFA World Cup 2026 Bid

The DTPID Board of Directors approved funding to support the bid for Dallas to be a host city for the 2026 FIFA World Cup. Early in the year, FIFA submitted a second request for information (RFI) focused on the stadium, training venues, sustainability, legal, fan fests, international broadcast center and promotions. The Dallas Sports Commission (DSC) worked with more than 200 stakeholders to

develop Dallas' Human Rights Plan, presented to FIFA in summer 2021. In addition, DSC developed an assets library and marketing plan to submit to FIFA. Current Dallas training venues include Cotton Bowl Stadium, MoneyGram Soccer Park, Dallas Baptist University, SMU and the University of Dallas. In June, accommodations data was submitted to FIFA identifying the headquarter hotel, International Broadcast Center, training team hotels, media and hospitality packages. FIFA scheduled a visit to Dallas in fall 2021 and will decide on host cities in the first half of 2022.



Conferences & Tradeshows

Each year, Visit Dallas and DSC bring before the DTPID Board of Directors various tradeshows and sponsorship opportunities to promote Dallas. DTPID funds most exhibiting fees for tradeshows or sponsorships to give Dallas greater brand recognition. These events are critical to Dallas and allow vital one-on-one appointments and access to important events and meetings with decision-makers.

TEAMS Conference (virtual) | [Oct. 19-20, 2020](#)

ConferenceDirect APM (virtual) | [Oct. 27-28, 2020](#)

Meeting Professionals International (MPI) World Education Conference | [Nov. 3-6, 2020](#)

ConferenceDirect CDX Fall (virtual) | [Nov. 18-19, 2020](#)

National Coalition of Black Meeting Planners Annual Conference (virtual) | [Nov. 18, 2020](#)

Exhibition and Convention Executives Forum (ECEF) (virtual) | [Nov. 18, 2020](#)

Sports ETA (virtual) | [Dec. 2-3, 2020](#)

International Association of Exhibitions and Events (IAEE) Expo! Expo! (virtual) | [Dec. 8-10, 2020](#)

Association Forum Holiday Showcase (virtual) | [Dec. 16, 2020](#)

Religious Conference Management Association | [Jan. 5-7, 2021](#)

Professional Convention Management Association (PCMA) Convening Leaders (virtual) | [Jan. 12, 2021](#)

Association Forum Healthcare Collaborative (virtual) | [Jan. 26, 2021](#)

Society of Independent Show Organizers (SISO) CEO Summit | [April 12-15, 2021](#)

IAEE Women's Leadership Regional Forum (virtual) | [April 20, 2021](#)

MPI World Education Conference | [June 15-17, 2021](#)

PCMA Education Conference 2021 | [July 7-10, 2021](#)

Corporate Event Marketing Association (CEMA) Summit | [July 25-27, 2021](#)

Cvent Connect | [Aug. 1-4, 2021](#)

Southwest Showcase | [Aug. 13, 2021](#)

American Society of Association Executives (ASAE) Annual Meeting & Exposition | [Aug. 14-16, 2021](#)

SISO Summer Conference | [Aug. 24-26, 2021](#)

Connect Marketplace | [Aug. 30-31, 2021](#)

ConferenceDirect CDX | [Aug. 30-Sep. 2, 2021](#)

MPI Thought Leaders Summit | [Sep. 12-15, 2021](#)

Center for Exhibition Industry Research (CEIR) Predict Conference (hybrid) | [Sep. 13-14, 2021](#)

Texas Society of Association Executives New Ideas Conference | [Sep. 19-21, 2021](#)

IAEE Women's Leadership Forum | [Sep. 22-23, 2021](#)

Informa Pharma Forum | [Sep. 21-24, 2021](#)

TEAMS Conference | [Sep. 27-30, 2021](#)



The Hotel Incentive Fund

The incentive and sales portion of the service plan includes opportunities for district hotels to apply for funds to attract group business. This program has proved effective in luring group business to individual Dallas hotel properties. For the fiscal year 2021, over \$640,000 in individual hotel incentives were funded.

In response to COVID, the DTPID Board revised its guidelines to increase the available funding per hotel to \$150,000 from Oct. 1, 2020, through Dec. 31, 2021. In addition, the funding is pro-rated at \$112,000 from Jan. 1, 2022, through Sept. 30, 2022. Since its inception, the DTPID has approved over \$12 million for individual hotel incentives, of which \$1.2 million is earmarked for future hotel events.

Fiscal Year 2021

Approved Applications | 414

Approved Funding | \$3,675,397

Funded Amount | \$644,220

The DTPID Board encourages all district hotels to apply for funding for any group event contracting ten or more peak rooms at their property.

How is the DTPID Hotel Incentive calculated?

- Anticipated number of Contracted Room Nights as determined by contracted room block
- Multiplied by Average Contracted Hotel Rate to get Total Room Revenue
- Divide Total Room Revenue by 10 for Maximum Dallas TPID Incentive

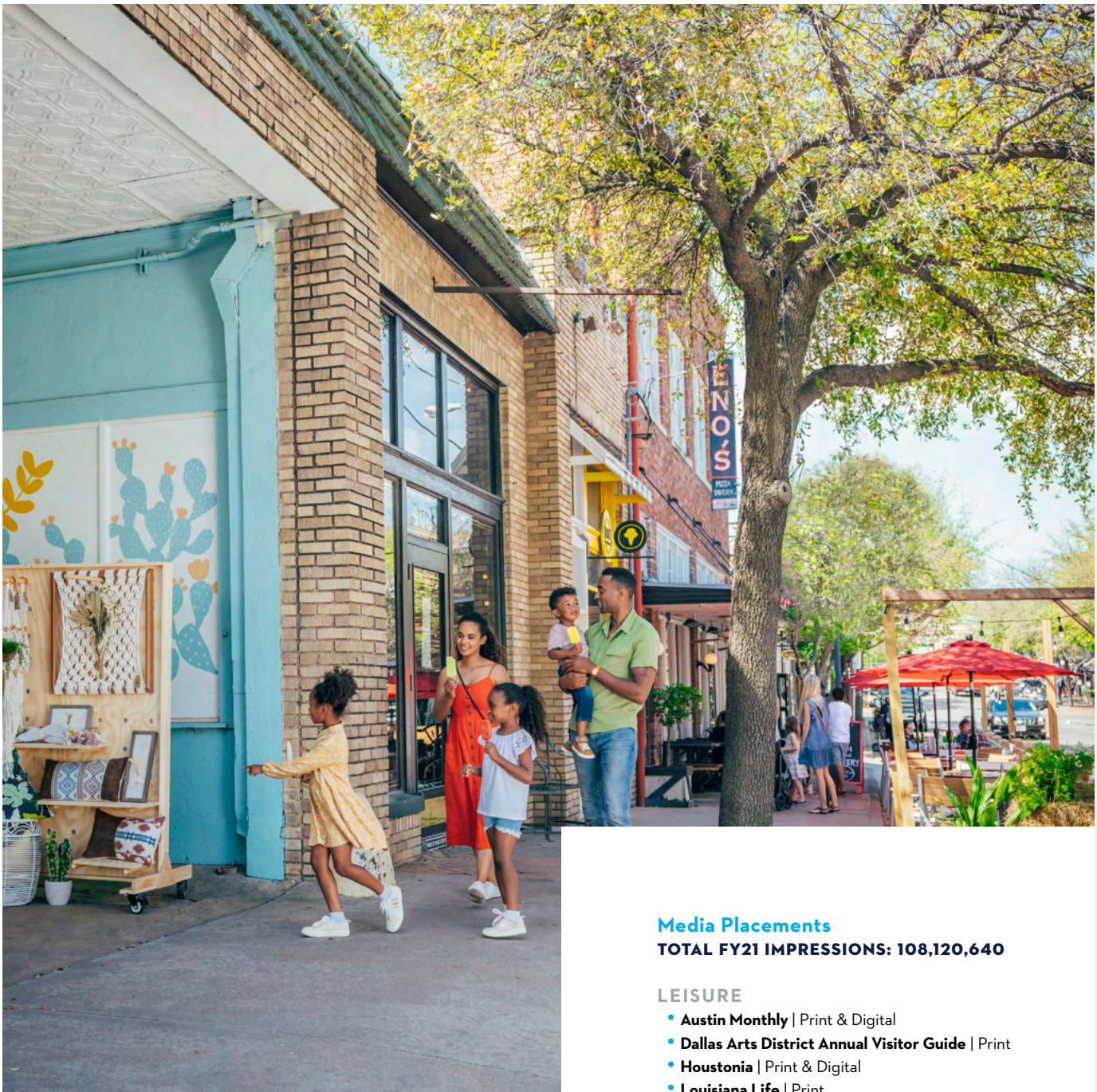
District hotels can apply here: dallastpid.com/hotel-partners

Film & Tour Operator Incentive Programs

The DTPID Board developed and launched the Film Incentive Program at the end of the fiscal year 2021. The Board responded 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 percent 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. This program is for group leisure, educational or incentive travel only. Tour operators are eligible for a 10 percent incentive of the total room revenue actualized. Both programs are funded through the Incentives & Sales Efforts service plan. Funding is available through Sept. 30, 2022, and subject to Board approval.

Hotel Sales & Leadership Training

With the support of DTPID, sales training was held on June 29, 2021, at KBHCCD by Master Connection Associates, with a total of 60 attendees. This training was critical to the market as many hotels did not have budgets for sales training in 2021, while at the same time many factors changed in the sales process. In addition, many salespeople have not had experience selling in a down market, which amplified the need for additional training on prospecting, qualifying, researching, negotiating and closing opportunities in a down market. The training was completed for salespeople and sales leadership, with highly positive feedback from attendees in a post-event survey.



Marketing

Building the Brand

The DTPID allocates 35 percent of its revenue to fund marketing and advertising campaigns. The efforts of the Visit Dallas Marketing department are devoted to promoting the fun, unique and memorable experiences that visitors to Dallas can experience. Dallas-based Slingshot agency was chosen as the new marketing agency of record with their contract beginning Oct. 1, 2020.

New creative assets were developed for the 2021 campaign – Find Your All – and launched across multiple platforms, including broadcast, digital, print, OOH (billboard), and social media executions. Regional markets were a key focus in the leisure buy. Additionally, Visit Dallas and Slingshot concurrently developed assets for a limited meeting execution for the same timeframe, being conservative in trade placements this fiscal as COVID-19 continued to cause uncertainty in the market.

Media Placements

TOTAL FY21 IMPRESSIONS: 108,120,640

LEISURE

- **Austin Monthly** | Print & Digital
- **Dallas Arts District Annual Visitor Guide** | Print
- **Houstonia** | Print & Digital
- **Louisiana Life** | Print
- **Oklahoma Magazine** | Print
- **Passport** | Print & Digital
- **San Antonio Monthly** | Print & Digital
- **Southern Living** | Print & Digital
- **Texas Monthly** | Print & Digital
- **Garden & Gun** | Print
- **AdTheorent** | Digital
- **Condé Nast Traveler** | Digital
- **Conversant** | Digital
- **CultureMap** | Digital
- **Digilant** | Digital
- **Edge Media** | Digital
- **ESPN** | Digital
- **Expedia Group** | Digital
- **GlassView** | Digital
- **Google** | Paid Search
- **Viant** | Digital
- **Vistar** | Digital
- **WeatherBug** | Digital
- **Billups** | Out-of-Home (OOH)



TRADE

- **Google** | Paid Search
- **Convention South** | Print & Digital
- **Prevue** | Print & Digital
- **Black Meetings & Tourism** | Print & Digital
- **Meetings Today** | Print & Digital
- **AdTheorent** | Digital
- **ASAE** | Digital
- **CVENT** | Digital
- **EProDirect** | Digital
- **Meeting Professionals International** | Digital
- **Professional Convention Management Association** | Digital
- **Trade Show News Network** | Digital

Big D Holiday

Visit Dallas' holiday campaign – Big D Holiday – ran in November and December 2020 and focused on driving safe and responsible holiday travel to Dallas. DTPID-funded campaign activities included:

- Co-op media buy with Expedia and Enterprise Rental Cars – TX, OK, AR
- Broadcast and digital marketing in 15 regional Nexstar markets – TX, LA, OK, AR
- Significant digital, social media and PR elements

Visit Dallas worked closely with Reunion Tower, NBC5, and Nexstar Media to create Dallas content and broadcast New Year's Eve programming opportunities in local and regional drive markets. The hour-long broadcast of Dallas content was broadcast in six central states, on 25+ stations, with additional exposure in West Coast and Southern states; it aired on NBC5 locally.

The Enterprise Rental Cars and Expedia co-op campaign indicated a 23:1 return on ad spend, with the campaign generating almost 22,000 room nights during a critical need period for a total of \$2.5 million gross revenue.



Site Visits & FAM Tours

Tourism, meetings and events are vital to Dallas' economy. Pre-COVID, visitors spent more than \$5 billion each year in Dallas, creating jobs, taxes and revenues in hospitality-related industries, including hotels, restaurants, arts and entertainment venues. DTPID funds support Visit Dallas and DSC in their efforts to bring guests to experience Dallas first-hand through curated site visits and familiarization tours (FAMS). The DTPID allocates 10 percent of revenue to these sites and FAMS to bring tour operators, travel agents, journalists, event planners and decision-makers to Dallas.

While sites and FAMS were off to a slow start at the beginning of the fiscal year, things quickly picked up in the second half. However, with the continuing effects of COVID-19 on travel, site visits and FAMS in the fiscal year were down 45% over the previous year. Visit Dallas and DSC executed over 100 sites and FAMS in comparison to fiscal year 2019 when 377 tours were conducted.

Visit Dallas, Sales

Sales FAMS and site visits are instrumental in luring meetings and events to Dallas. These DTPID funded events allow event planners the opportunity to experience the city first-hand. This effective use of funding has

allowed Dallas to secure more group business and become one of the country's top meeting and event destinations.

SITE VISITS¹

- Texas Democratic Party
- Alpha Phi Alpha
- American Hair Research Society
- Career Education Colleges and Universities
- Site Selection Solutions, Inc.
- Commercial Vehicle Safety Alliance
- Gilead
- Glut1 Deficiency Foundation
- Haemonetics Corporation
- Holder Construction
- Investment Company Institute
- North American Association of Commencement Officers
- Pulmonary Hypertension Association
- Southern Baptist of Texas Convention
- BlackLine Systems, Inc
- The Salvation Army USA
- Turning Point USA
- Association of Biomolecular Resource Facilities
- TricorBraun

FAMS

- Dallas Cowboys vs. New York Giants
- Dallas Cowboys vs. Arizona Cardinals
- Dallas Cowboys vs. San Francisco 49ers
- HelmsBriscoe Post Annual Business Conference

- KBHCCD Masterplan Task Force Meeting
- Riverfront Jazz Festival
- Deep Ellum Festival
- AT&T Discovery District Local
- ASAE Dallas

Visit Dallas, Client Services

The Client Services team manages the client experience for definite bookings all the way through event completion and wrap-up. The team serves as the best resource for event planning and promotional needs and works to make clients and their event attendees feel at home in Dallas. Several citywide groups participated in site visits to Dallas, some even twice in the same year, all in preparation for their upcoming Dallas event.

- Alpha Kappa Alpha
- American Society of Metabolic & Bariatric Surgery
- Asian American Hotel Owners Association
- CAMX
- DistribuTech/PowerGen
- Heli-Expo
- Hospitality Financial Technology Professionals
- International Pool, Spa, Patio Expo
- National Automobile Dealers Association
- Southern Association of Colleges & Schools



Dallas Sports Commission

SITE VISITS¹

- Big 12 Baseball
- CrossFit Games
- CONCACAF
- Dallas Open
- Easy West Shrine Bowl
- EM2
- Enchant Dallas
- FC Barcelona
- FIFA World Cup 2026
- IWLCA
- MEX Tour
- MLS NEXT
- Red Bull Show Run
- TNBA
- WCRA
- VEX Robotics World Championships
- WWE WrestleMania
- WUSHU World Championship
- NCAA Men's Final Four

Visit Dallas, Public Relations

The Public Relations team hosts media from all over the world in order to promote Dallas as an ideal travel destination. Journalists are hosted both individually and on themed group press trips. The PR team targets journalists from a variety of media types – magazine, newspaper, digital, radio, tv and social media influencers.

- My Curly Adventures
- St. Louis Dispatch
- Dallas Mavericks FAM

- Caviar & Cashmere
- Global Traveller
- Costa Rica Media FAM
- Food & Wine
- El Universal
- The Busy Life Plus Three
- The Local Palate
- AY Magazine

Visit Dallas, Tourism

Pre-pandemic, familiarization tours for clients and tour operators worked to showcase the Dallas product and increase international travel to the city. Tours were severely limited in FY21 as borders remained closed most of the year, but the Visit Dallas Tourism department was able to see participation from Mexico and some domestic tour operators.

INTERNATIONAL

- Travel agents and tour operator Naturleon, Mexico
- Travel agent Grupo Lazur and Operadora Bassman, Mexico
- Scenic-Roads, a Las Vegas-based receptive operator handling French student group travel
- GTM Mayorista, Mexico
- IACE Mayorista, Mexico

DOMESTIC

- Houston Global Solutions
- Norwin Express

¹Listed clients do not include all sites that occurred and are a snapshot of events for illustrative purposes.



Local Arts & Events Incentives

More than \$1 million per year of the DTPID's funds are approved annually to support local cultural and community events marketing. Groups can apply for up to \$25,000 annually to help market their events, which will generate at least 30 overnight visits to Dallas. Since 2012, the DTPID has supported more than 576 events and provided more than \$8.7 million in funding to local cultural organizations and community groups. In the fiscal year 2021, organizations that received approval for funding included The Sammons Center for the Arts, The Dallas Black Dance Theater, Children's Chorus of Greater Dallas, The Black Academy of Arts and Letters, Teatro Dallas, Dallas Pride, Bishop Arts Theatre, and the Dallas Zoo, among many others. The DTPID Board, responding to ongoing impacts from the COVID-19 virus on cultural and community organizations, continued with amended procedures from summer 2020 to allow 2021 recipients to move their events to 2022 (if needed) and still receive funding. DTPID funding in support of the arts improves the quality of life for residents and visitors alike while also providing a positive economic impact to the city.

Fiscal Year 2021

Approved Applications | 63
Final Funded Events² | 41
Estimated Room Nights | 126,797

Fiscal Year 2021

Approved Amount | \$ 1,325,479
Final Funded Amount | \$ 648,229
Pre-payments for Non-profit Applicants³ | \$ 139,188

TOTAL FUNDED \$ 787,417

The Local Arts & Events Incentive Fund application portal went live on July 1, 2021, and DTPID has pre-approved 79 events for up to \$1,709,862, including the 22 events rescheduled from fiscal year 2021. The Local Arts & Events funding for 2022 has been fully committed.

²DTPID approved 22 events for the fiscal year 2021; due to COVID-19, they were rescheduled to 2022 for a total approved amount of \$520,073.

³Qualified non-profit groups may receive a portion of the approved funding in advance for marketing purposes. The funding may be received in the previous fiscal year.

To see a complete list of the event organizations supported by the Dallas TPID, visit [DallasTPID.com/cultural-arts-partners](https://dallastpid.com/cultural-arts-partners).



Operations, Research & Administration

The DTPID is limited to 10 percent of their total budget for administrative expenses per the City of Dallas guidelines. By state law, public improvement districts can spend up to 15 percent of their total revenue on administrative expenses. DTPID annually spends less than five percent on overhead, including no more than one percent for administrative costs paid to Visit Dallas for managing the PID. Consulting, legal services, insurance and software subscriptions make up no more than two percent of the budget. While the balance of the budgeted expenses in this category of the service plan goes toward providing the necessary research, Dallas needs to understand the travelers coming to Dallas. Funding allows Visit Dallas to conduct focus groups using experts like Strategic Marketing & Research Insights, Inc. in Dallas' feeder markets to understand the effectiveness of the marketing efforts. Access to real-time travel analytic tools and quarterly reports from entities like Tourism Economics, Arrivalist and STR, Inc. played a critical role in our revenue projections during these pandemic years. It allowed us to make rapid decisions and modify spending accordingly. These research tools are instrumental in determining need periods to fill the hotels in Dallas, travel indicators, and travel and tourism recovery. Furthermore, these tools view citywide event booking trends and help determine incentive recommendations in the future.

Research

Travel to Dallas continued to rebound throughout 2021, and a collection of factors will result in Dallas hotel revenues returning to pre-COVID levels by the second half of 2022. The DTPID has continued to work with Tourism Economics to create a custom quarterly forecast on when travel might return. Despite new COVID variants, hotel revenues have continued to exceed expectations. While full hotel revenue recovery was not expected until 2024-25, annual revenues are projected to outpace pre-COVID levels in 2022-23.

Leisure travel remained at high levels at the end of 2021, after exceeding pre-COVID levels early in 2021. Dallas hotel revenue performance over Labor Day and Texas/OU weekends serves as

a strong indicator of the level of growth experienced in the leisure segment. 2021 Labor Day travel was 56% higher than 2020 and 13% higher than 2019, while the 2021 Texas/OU weekend was 102% higher than 2020 and 15% higher than 2019 room revenues. In fact, the two-day total hotel revenues generated during Texas/OU weekend were the highest level in the city, dating back to the Superbowl in 2011.

The charts below highlight quarterly Dallas hotel demand and revenues performance levels indexed to pre-COVID levels for the next two years. Demand is expected to match pre-COVID levels in the second quarter of 2022, while revenues will equal pre-COVID levels in the third quarter.

Meetings are beginning to show significant levels of recovery in Dallas as well. When examining meeting consumption by month that Visit Dallas booked during 2021, contracted room levels are over 80% of pace to their pre-COVID levels.

Dallas is well-positioned when group meetings return. With its central location in the U.S., two major airports, a strong hotel product, an attractive convention center complex, and a commitment to the health and safety of travelers with the GBAC STAR™ certification, Dallas will be ready when group travel resumes. Moreover, advanced bookings for 2025 and beyond remain ahead of historic pace due to the support of the DTPID and the incentives it provides.

The DTPID will continue to promote Dallas as a destination of choice for visitors and meetings. Although Dallas will face stiff competition from other major tourism and meeting markets across the country, DTPID funding will help accelerate the return of visitors to our city and the solid economic boost they provide.

Demand Forecast

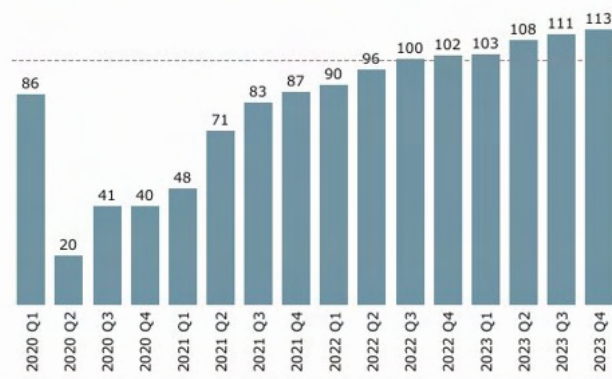
Index (2019=100)

Years Shown
Multiple values



Room Revenue Forecast

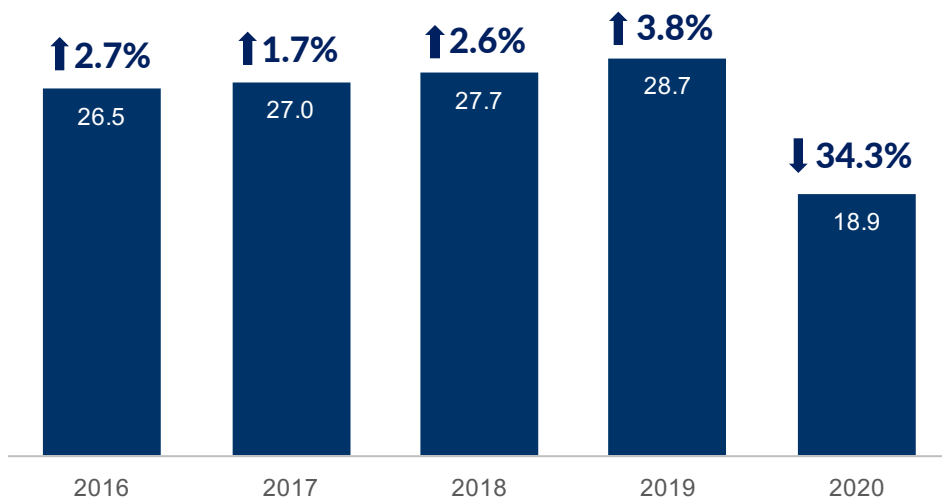
Index (2019=100)



COVID'S EFFECT ON DALLAS TOURISM

VISITATION LEVELS FELL 34.3% IN 2020

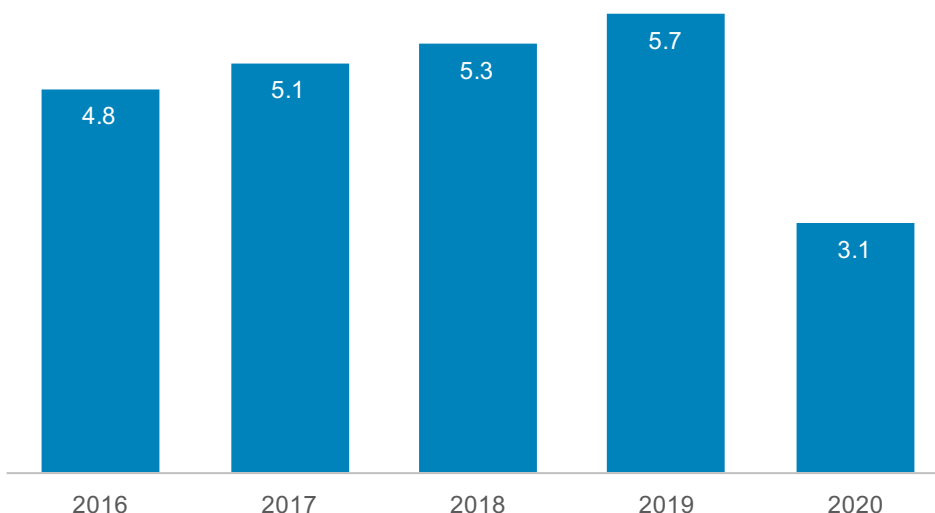
City of Dallas visitor levels and annual growth
Amounts in millions of visitors and year-on-year percentage growth



Source: STR;
Tourism
Economics

VISITOR SPENDING DECREASED 45.4%, TO \$3.1 BILLION

City of Dallas total visitor spending
Amounts in billions of nominal dollars



Source: STR;
Tourism
Economics

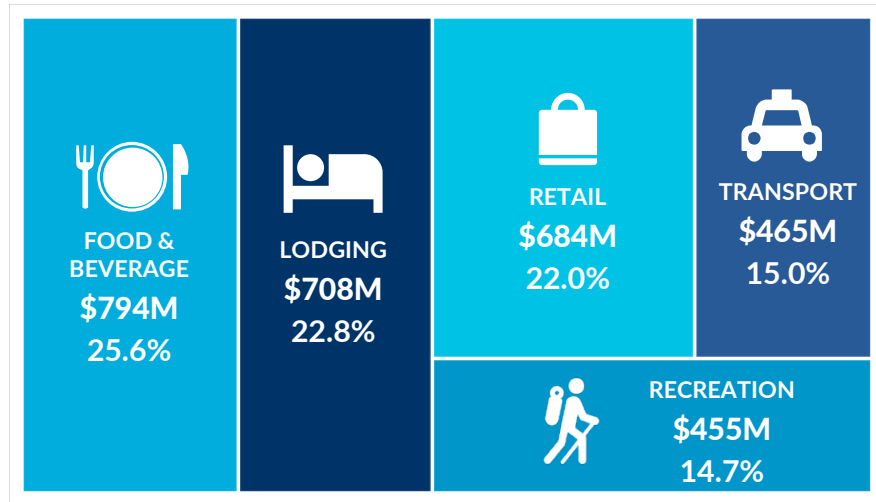
The Dallas Tourism PID reports on a fiscal year of October 1 - September 30. All research provided is based upon a calendar year. The year 2021 data is obtained in the spring annually and not available at printing.

COVID'S EFFECT ON DALLAS TOURISM

\$3.1 BILLION TOTAL VISITOR SPENDING

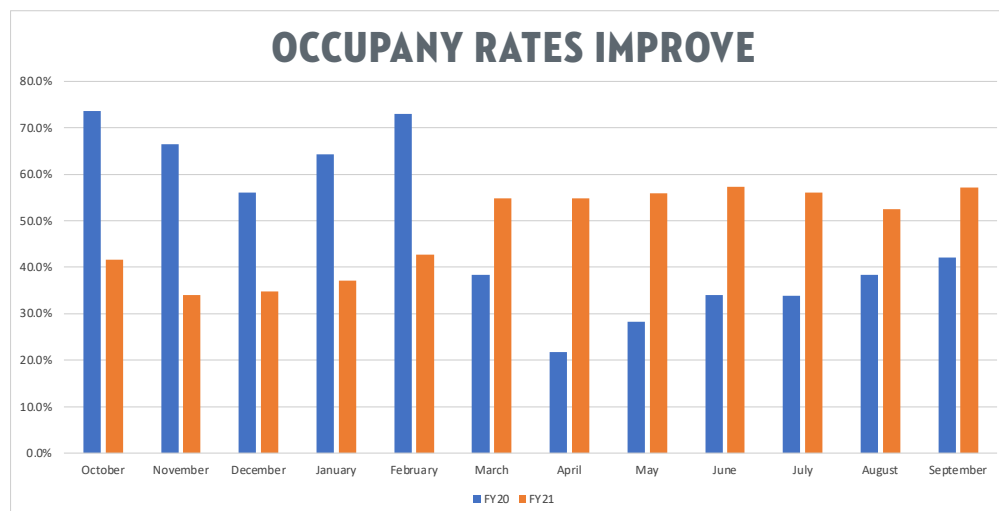
Visitors to the City of Dallas region spent \$3.1 billion across a range of sectors.

Note: Lodging spending is calculated as an industry, including meetings, catering, etc. Transport includes both air and local transportation.



Source: Tourism Economics

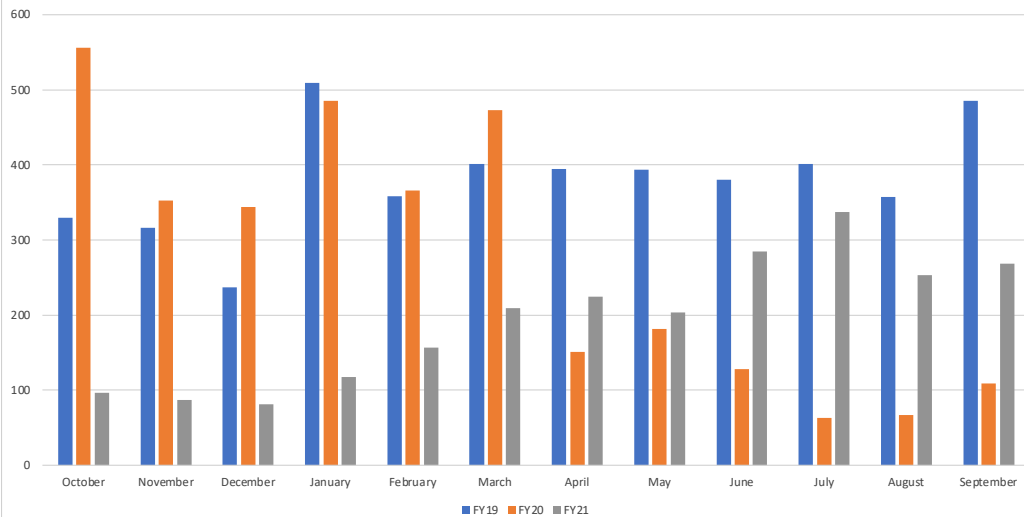
2021: YEAR IN NUMBERS



Source: STR

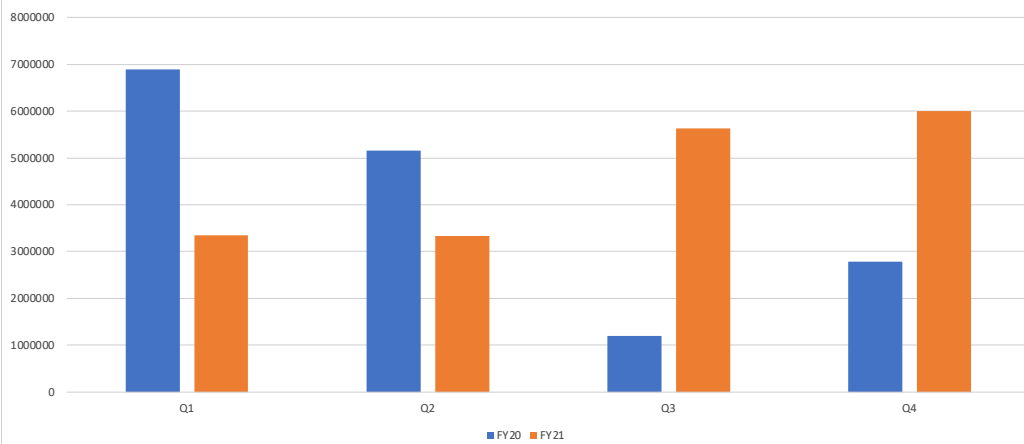
2021: YEAR IN NUMBERS

MEETING RFPs RECOVERING



Source:
Visit Dallas,
Simpleview CRM

DALLAS AREA AIRPORT PASSENGERS RECOVERY



Source: Airlines
Data Inc

Board of Directors & Administrative Team

BOARD OF DIRECTORS & ADMINISTRATIVE TEAM

HOTELS WITH 1,000 OR MORE ROOMS

Michael Koffler, Hyatt Regency Dallas

Robert Watson, Board Secretary, Hilton Anatole Dallas Hotel

Mark Woelffer, Vice-Chair/Treasurer, Sheraton Dallas Hotel

HOTELS WITH 301 TO 999 ROOMS

Kevin Gilbert, Magnolia Hotel Dallas

Brett Krafft, Hilton Dallas Lincoln Center

Greg White, Chairman of the Board, Westin Galleria Dallas

HOTELS WITH 100 TO 300 ROOMS

Noeha Coutry, W Dallas - Victory Hotel & Residences

Andrea Gates, Rosewood Mansion on Turtle Creek

Sean Kennerty, Woodbine Development Corporation

Mike Patel, Prosper Hospitality

EX-OFFICIO

Craig Davis, President & CEO, Visit Dallas

Rosa Fleming, 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

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