

# WELCOME DALLAS TPID Annual Meeting 2020

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Contract Administrator  
VisitDallas  
[barbara@dallastpid.com](mailto:barbara@dallastpid.com)  
214-507-7669 text





# AGENDA

- I. Background & Mission
- II. Administrative/Financial Update
- III. Event Incentive Update
- IV. GBAC STAR Program
- V. Hotel Incentive Update
- VI. Sales & Marketing Update





# BACKGROUND & MISSION



Greg White

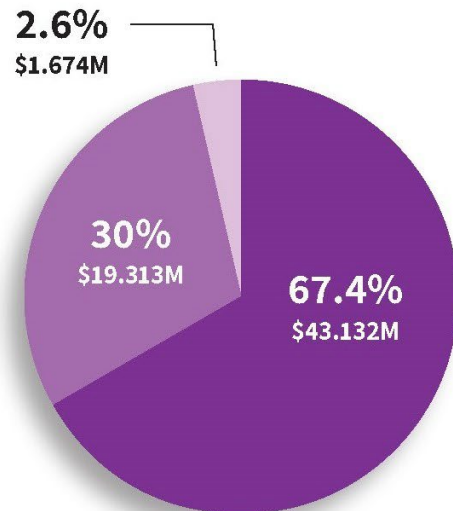
Chairman of the Board  
Dallas Tourism Public  
Improvement District



# BACKGROUND & MISSION

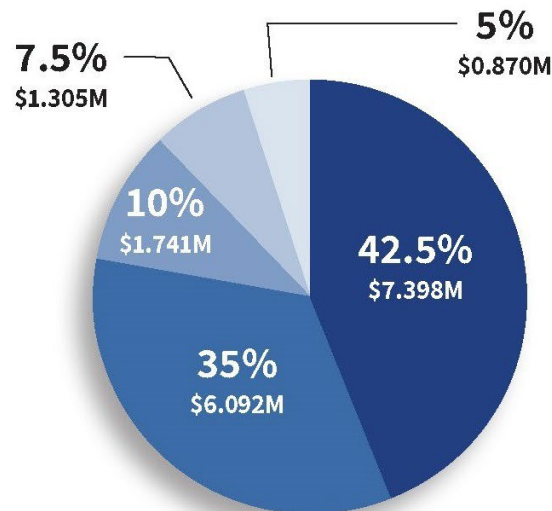
## FY2018–2019 HOTEL OCCUPANCY TAX (HOT) TOTAL: \$64.119 Million

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



## FY2018–2019 DTPID TOTAL: \$17.4 Million

- Sales and Incentives
- Marketing
- Sites and Familiarization Tours
- Inciting Local Organizations and the Arts
- Operations/Administration/Research



- Designed to significantly increase the funding available to market and provide incentives to enhance Dallas' performance as a convention and tourism destination.







# BACKGROUND & MISSION

## SERVICE PLAN

- Sales Efforts & Incentives
- Marketing/Promotions
- Sites & FAMS
- Event Incentive Fund
- Operations / Research / Administrative



## BACKGROUND & MISSION

- Dallas Tourism Public Improvement District Corporation
- City of Dallas, Office of Economic Development
- VisitDallas
- Board of Directors

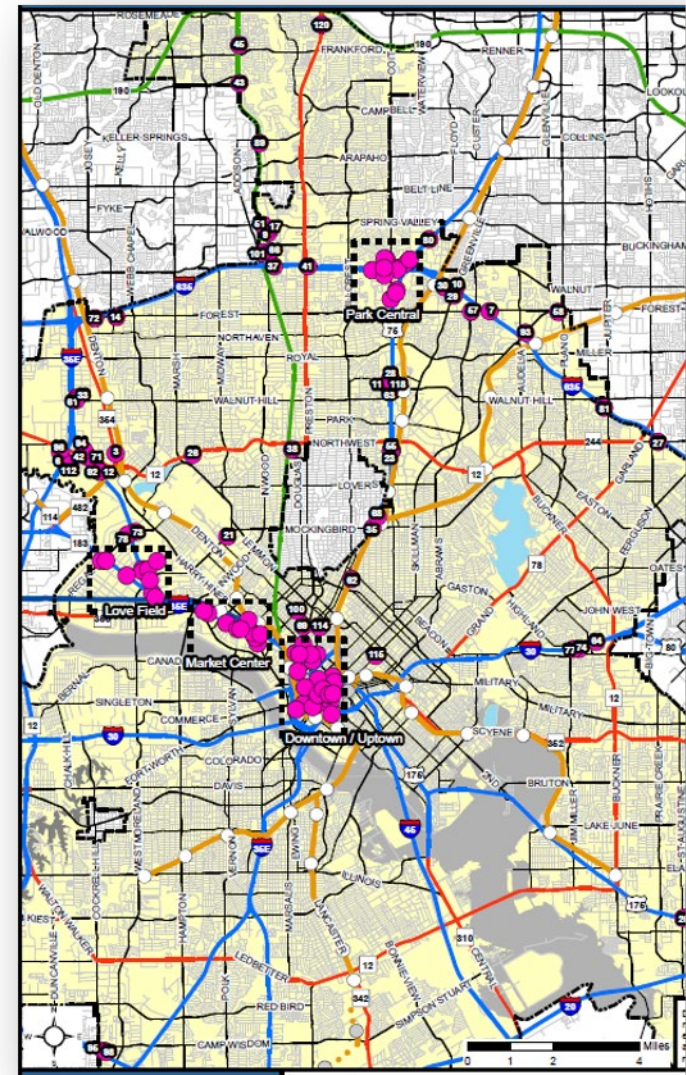




# BACKGROUND & MISSION

## DISTRICT SCALE

- Hotels with 100 or more hotel rooms as voted in by City Council annually.
- 128 hotel properties in the Dallas Tourism Public Improvement District account for:
  - Approximately 80% of room supply and demand in Dallas
  - Approximately 90% of room revenue in Dallas



Map indicates the location of the 120 hotels originally authorized for inclusion in the DTPID in 2016. Dual-branded properties are considered as one hotel in these numbers. Four hotels approved in the Service Plan are currently not open.

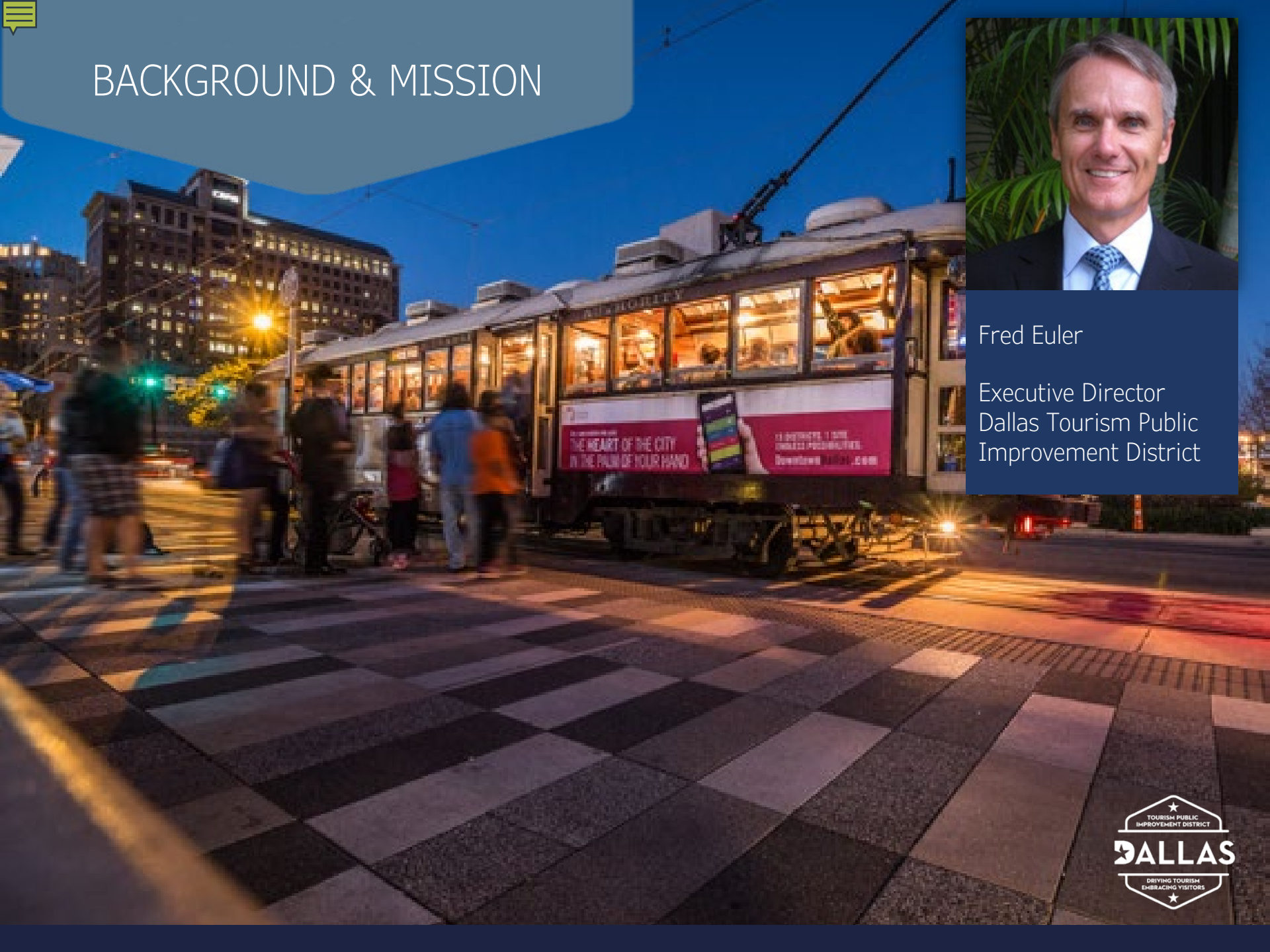


# BACKGROUND & MISSION



Fred Euler

Executive Director  
Dallas Tourism Public  
Improvement District





# BOARD OF DIRECTORS

Hotels with 1,000 or more rooms



Michael Koffler  
Hyatt Regency Dallas



Robert Watson  
Hilton Anatole  
**Secretary**



Mark Woelffer  
Sheraton Dallas Hotel  
**Vice-Chairman/Treasurer**





# BOARD OF DIRECTORS

Hotels with 301 – 999 rooms



Kevin Gilbert  
Magnolia Hotel Dallas



Brett Krafft, CMP  
Hilton Dallas Lincoln Center



Greg White  
Westin Galleria Dallas  
**Chairman of the Board**





# BOARD OF DIRECTORS

Hotels with 100 – 300 rooms



Andrea Gates  
Rosewood Mansion  
on Turtle Creek



Patti Hansen  
Aloft and Element Hotels  
Dallas Love Field



Sean Kennerty  
Woodbine Development  
Corporation



Mayur 'Mike' Patel, CHO  
Prosper Hospitality



# BOARD OF DIRECTORS

Ex Officio



Craig Davis  
President and CEO  
VisitDallas



Traci Mayer  
Executive Director  
Hotel Association  
of North Texas



Rosa Fleming  
Director, Convention and  
Event Services  
City of Dallas



Courtney Pogue  
Director, Economic  
Development  
City of Dallas







Craig Davis, CDME  
President and CEO  
VisitDallas





Jill Larsen, CPA  
Chief Financial Officer  
VisitDallas

OPERATIONS, RESEARCH  
& ADMINISTRATION

Careful stewardship. Insightful knowledge.



# OPERATIONS, RESEARCH & ADMINISTRATION

Striving to keep costs low,  
operating with a small  
overhead of 5%

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- 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 VisitDallas for administrative costs of activities for managing the DTPID



# 5-YEAR ACTUAL ASSESSMENT REVENUE

## Dallas TPID Assessment Revenue

FYE15	FYE16	FYE17	FYE18	FYE19
\$ 13,537,644	\$ 14,775,070	\$ 14,890,959	\$ 16,514,029	\$ 17,405,962

*Based upon actual collections, not service plan budget.  
Dallas TPID fiscal year is October 1 – September 30.*



# CURRENT FISCAL BUDGET VS. BUDGET REDUCTION

Fiscal Year	Original Service Plan		Budget Reduction 2019-20
	Budget 2019-20		
Assessment Revenue – Original Budget	\$	19,133,893	\$ 11,671,218
Service Plan Expense Categories	%		
Incentives & Sales Efforts	42.5%	\$ 8,131,905	\$ 4,960,268
Marketing (Promotion/Advertising)	35.0%	\$ 6,696,863	\$ 4,084,926
Site Visits & Familiarization Tours	10.0%	\$ 1,913,389	\$ 1,167,122
Event Funding Application Pool	7.5%	\$ 1,435,042	\$ 875,341
Operations/Research/Administration	5.0%	\$ 956,695	\$ 583,561
<b>Total Expenses</b>	<b>100.0%</b>	<b>\$ 19,133,893</b>	<b>\$ 11,671,218</b>

Based upon service plan approved by City Council for fiscal year 2019-20.  
Anticipated revenue reduction based upon Tourism Economics study, April 2020.  
Dallas TPID fiscal year is October 1 – September 30.



# 5-YEAR TOURISM ECONOMICS FORECAST

## Dallas TPID Assessment Revenue

Fiscal Year	FYE21	FYE22	FYE23	FYE24	FYE25
TPID TOTAL	<b>\$13,395,678</b>	<b>\$15,208,732</b>	<b>\$16,815,368</b>	<b>\$18,417,201</b>	<b>\$19,719,524</b>
\$ Growth	2,479,889	1,813,053	1,606,636	1,601,832	1,302,323
% Growth	23%	14%	11%	10%	7%

*Based upon actual collections history and Tourism Economics forecast completed April 3, 2020, not approved service plan budget.*

*Dallas TPID fiscal year is October 1 – September 30.*



# 5-YEAR SERVICE PLAN BUDGET

		FYE21	FYE22	FYE23	FYE24	FYE25
<b>Projected Dallas TPID Assessment Revenue</b>		<b>\$ 13,395,678</b>	<b>\$ 15,208,732</b>	<b>\$ 16,815,368</b>	<b>\$ 18,417,201</b>	<b>\$ 19,719,524</b>
<b>Service Plan Expense Categories</b>	<b>%</b>					
Incentives & Sales Efforts	42.50%	5,693,163	6,463,711	7,146,531	7,827,310	8,380,798
Marketing (Promotion/Advertising)	35.00%	4,688,487	5,323,056	5,885,379	6,446,020	6,901,833
Site Visits & Familiarization Tours	10.00%	1,339,568	1,520,873	1,681,537	1,841,720	1,971,952
Event Funding Application Pool	7.50%	1,004,676	1,140,655	1,261,153	1,381,290	1,478,964
Operations / Research / Administration	5.00%	669,784	760,437	840,768	920,860	985,976
<b>Total Expenses</b>	<b>100.00%</b>	<b>\$ 13,395,678</b>	<b>\$ 15,208,732</b>	<b>\$ 16,815,368</b>	<b>\$ 18,417,201</b>	<b>\$ 19,719,524</b>

*Expenditures are limited to actual collections, which can not exceed the 2% fee on each occupied room as defined in the petition.*

*Dallas TPID fiscal year is October 1 – September 30.*







Mark Thompson  
Senior Vice President of Tourism  
VisitDallas

[Mark@visitdallas.com](mailto:Mark@visitdallas.com)

# ARTS & EVENTS INCENTIVES

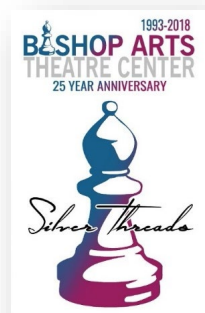
Elevating ideas. Enriching lives.





# EVENT INCENTIVE FUND

- 7.5% of the Dallas TPID budget supports arts and cultural events, both big and small, through dedicated funding.
- To date, \$7,704,166 has been awarded to Dallas Arts & Culture organizations since the program began in FY2013.



# EVENT INCENTIVE FUND

FYE20 as of May 31, 2020

- 93 applications have been submitted
- \$1,925,626 funds requested
- \$1,023,511 funded

Events moving to FYE21 due to COVID-19

- 14 events
- \$351,385 funds approved
- \$90,524 funded\*

\*Non-profit organizations can receive up to 50% of funds in advance of the event to assist with marketing the event.



# EVENT INCENTIVE FUND



## FYE 2021

- Anticipate to begin accepting new applications in June for fiscal year 2021.
- Maximum funding lowered to \$30,000 from \$35,000.
- Information about the Event Incentive Fund may be directed to  
Maribeth Lysen  
214-571-1074  
[Maribeth@DallasTPID.com](mailto:Maribeth@DallasTPID.com)



*Dallas TPID fiscal year is October 1 – September 30.*







Brad Kent  
Chief Sales Officer  
VisitDallas

[Brad@visitdallas.com](mailto:Brad@visitdallas.com)

# SALES & INCENTIVES

Inviting the world. Investing in Dallas.



# DALLAS TPID HOTEL BENEFIT



- Available complimentary to all Dallas TPID hotels; paid by Dallas TPID.
- 20 hotels have registered and have begun the certification process.
- Includes Kay Bailey Hutchison Convention Center Dallas and 50 city owned arts and cultural venues.
- Information or to register contact: Raul Santillan  
214-571-1074  
[Raul@visitdallas.com](mailto:Raul@visitdallas.com)



# HOTEL INCENTIVE UPDATE

## Individual Hotel Incentives

- The Individual Hotel Incentive Program is designed to provide Dallas TPID participating hotels the opportunity to apply for funding to attract additional in-house meetings to their properties.
- As with all other Dallas TPID expenditures, the program is subject to a 10-to-1 return on investment (hotel room revenue generated).





# HOTEL INCENTIVE UPDATE

## COVID-19 Stimulus Incentive Changes Calendar Year 2020

- Increased the ceiling on incentive funds from 10% of projected lodging to 15% when actualized in calendar year 2020.
- Minimum of 10 guest rooms on peak instead of standard 10% of inventory.
- Available to the four 1000+ room District hotels with a maximum of \$150,000 available for booked and consumed between April 3, 2020 and December 31, 2020.
- Triple BIG D Rewards points for ConferenceDirect and HelmsBriscoe associates for groups booked and consumed by December 31, 2020 in Dallas hotels.

**NEW BIG D REWARDS Offer**

Exclusive for ConferenceDirect associates!

FOR THE CUSTOMER	FOR ASSOCIATE
15% rebate on total room revenue spend to the master account	Triple Big D Rewards points

For NEW events held now through Dec. 31, 2020, at participating Dallas hotels.

**TO PARTICIPATE:**  
Simply include Jana Hofer in all Big D Rewards RFPs and bookings to participate.

**CONTACT**  
JANA HOFER  
(214) 571-1043  
jhofer@confdallas.com

ConferenceDirect  
VISIT DALLAS

Rules and Restrictions: Incentive to bookings through ConferenceDirect. For NEW events only booked and actualized through Dec. 31, 2020. Other discounts do not apply. Maximum booking of 10 guest rooms on peak to qualify this rebate of lodging spend to master account not to exceed \$150,000. Dallas hotel must be competing for the business with another property outside Dallas (properties in North Texas include the Arlington Spring, Singapore and Plaza 450 considered outside of Dallas). Visit [confdallas.com/offer](http://confdallas.com/offer) for a list of participating hotels. Tax/fees must be included in RFP financing process.

### ConferenceDirect and HelmsBriscoe promotion for 2020

- 4 Bookings & 3,646 room nights in first 30 days offering
- 51 leads representing 12,769 potential room nights for 2020 are being pursued as of end of May

# HOTEL INCENTIVE UPDATE

## COVID-19 Stimulus Incentive Changes for Next Fiscal Year October 1, 2020 – September 30, 2021

- The maximum amount a District hotel can receive will increase from \$100,000 to \$150,000.

- Questions about the Hotel Incentive Program may be directed to Sheryl Budelier  
214-571-1337  
[Sheryl@dallastpid.com](mailto:Sheryl@dallastpid.com)



*Dallas TPID fiscal year is October 1 – September 30.*





# HOTEL INCENTIVE UPDATE

FYE20 as of May 31, 2020

- 257 applications submitted
- \$1,464,814 funds requested
- \$496,978 funded

To date, \$7,490,120 has been awarded and \$2,283,513 funded since the program began in FY2013.



# SALES & INCENTIVES

## 42.5% of Dallas TPID budget

- 25.0% Large group incentives
  - 5.0% Individual hotel incentives
  - 12.5% Sales efforts
- Tradeshow and event sponsorships that highlight Dallas as “the” destination for that next corporate gathering, cultural festival, sports event or industry tradeshow.
  - Sales activities must show a minimum 10:1 ROI



# GROUP INCENTIVES

- Standards for these activities are high.
- Incentives must show a minimum 10:1 ROI, calculated by resulting lodging revenues divided by approved incentives.





# CITY-WIDE GROUP CONVERSION

Opportunities won / Total opportunities



15%



FY2004-2011

41%



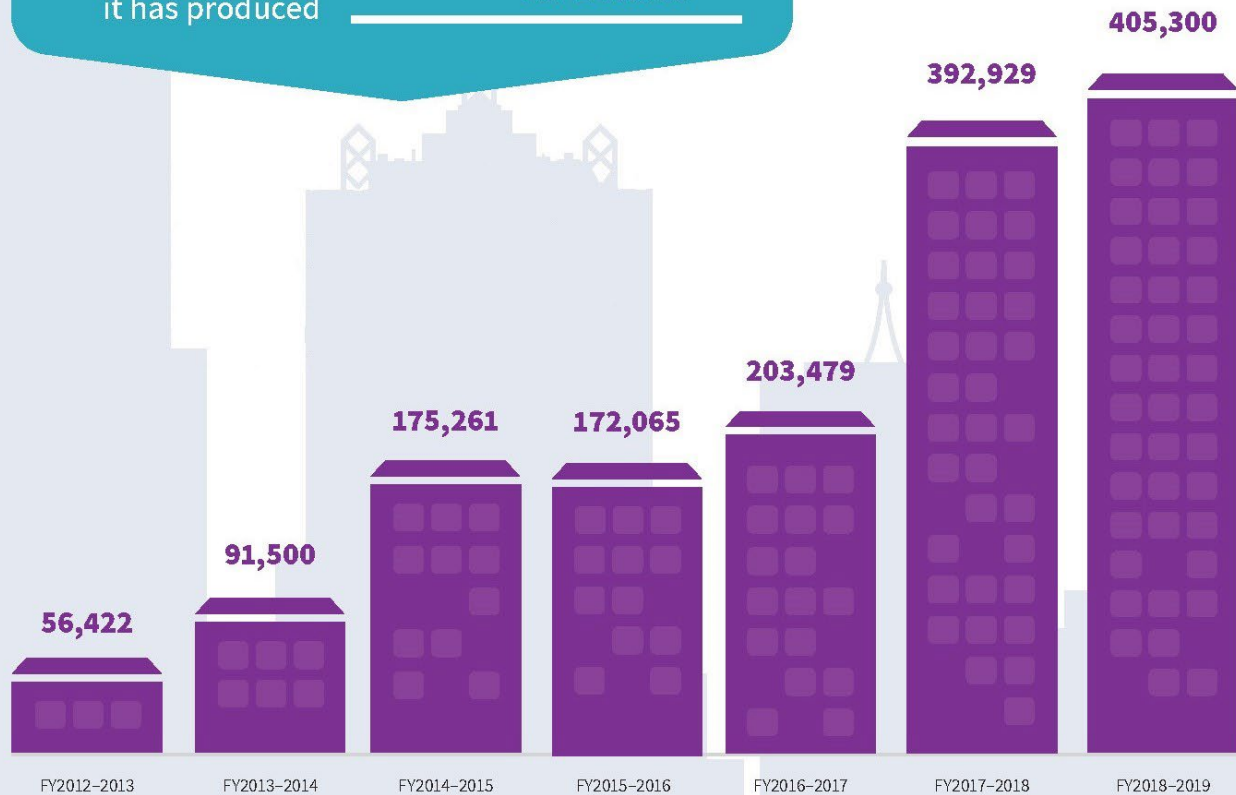
FY2012-2019

Since the inception of the DTPID, the conversion rate on the number of opportunities has nearly tripled.



For every dollar the  
DTPID expended in  
sales incentives,  
it has produced

**\$14** in hotel room  
night activity  
for Dallas.

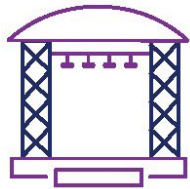


## Dallas Hotel Room Consumption Sees Spike



## SALES & INCENTIVES

At the end of fiscal year 2019, the DTPID had committed \$19.4 million to events that have happened in the City of Dallas, which generated \$285 million in hotel revenue, for a total economic impact for the City of Dallas of \$1.8 billion.



**\$19.4M**

Committed to events



**\$285M**

In hotel revenue



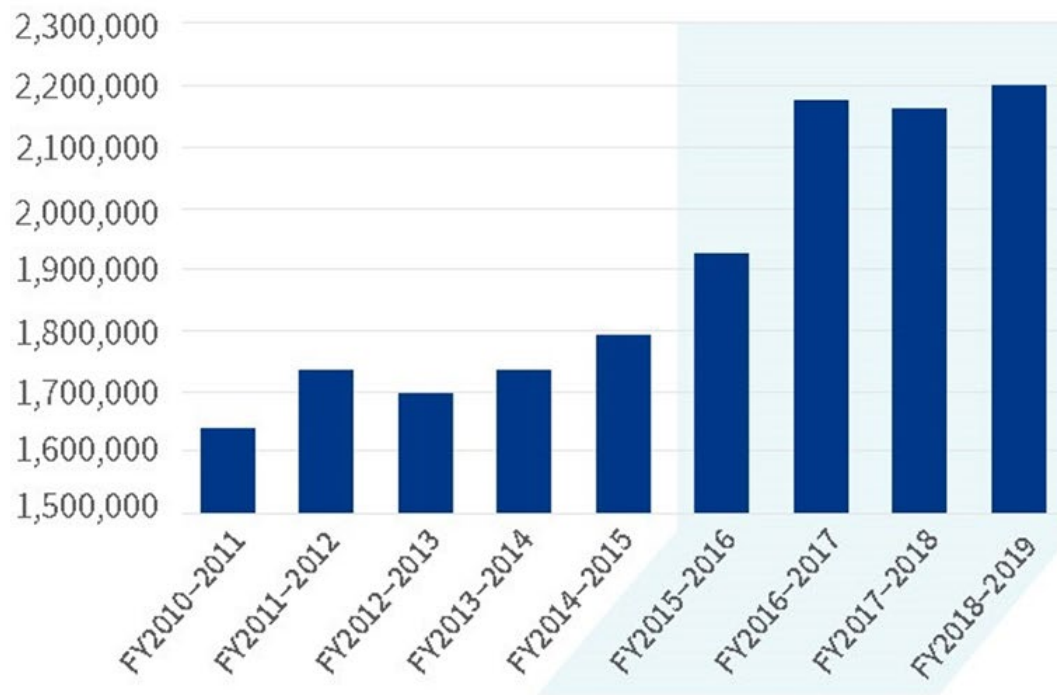
**\$1.8B**

Total economic impact



# FILLING THE FUTURE FUNNEL

City-wide contracted hotel rooms by fiscal year for future years (up to ten years out)

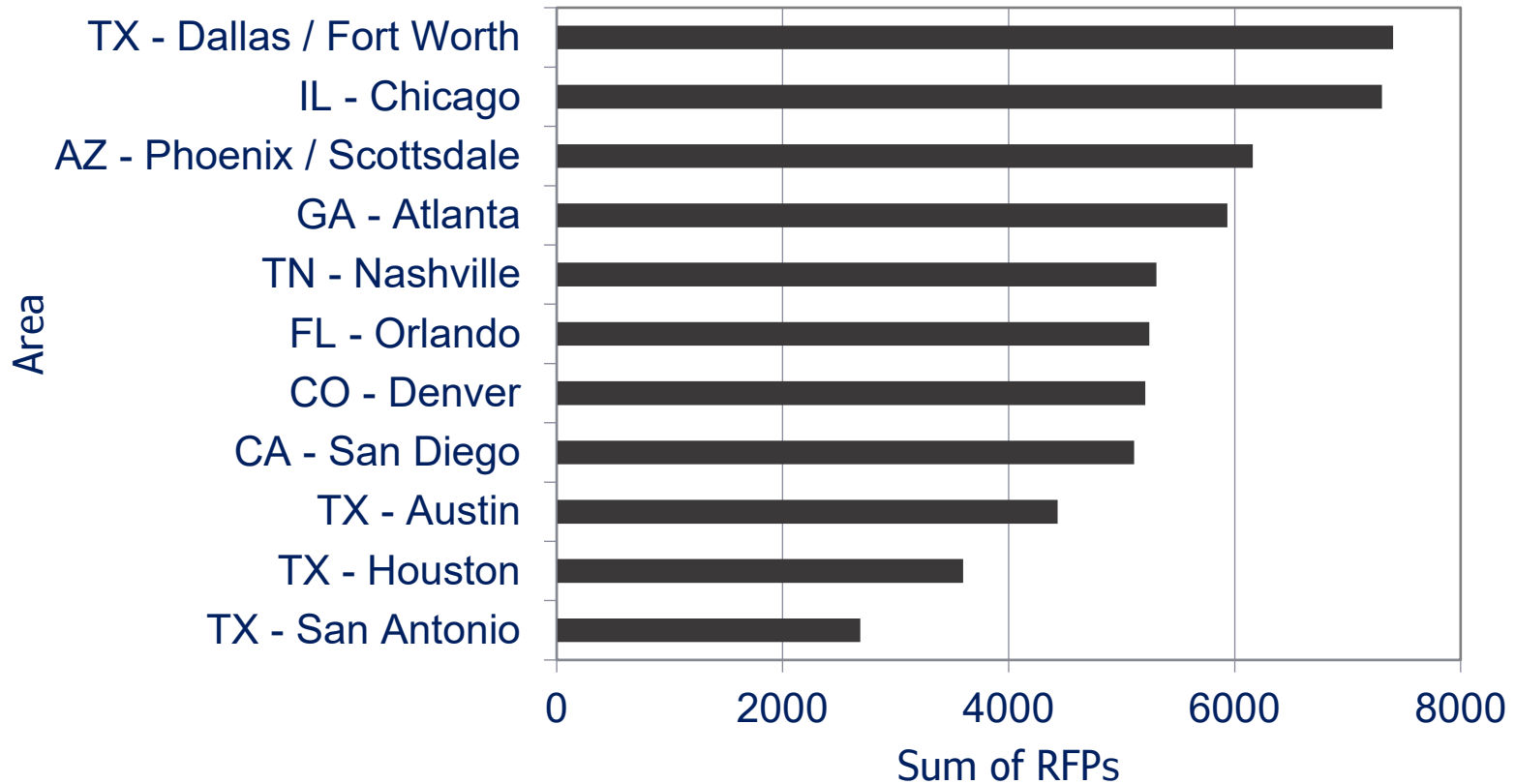


- At the end of fiscal 2010-11 we had 1.6M future booked room nights.
- With the Dallas TPID ability to offer incentives, we were able to grow future room nights to 2.2M at the end of fiscal 2018-19.



# SALES UPDATE

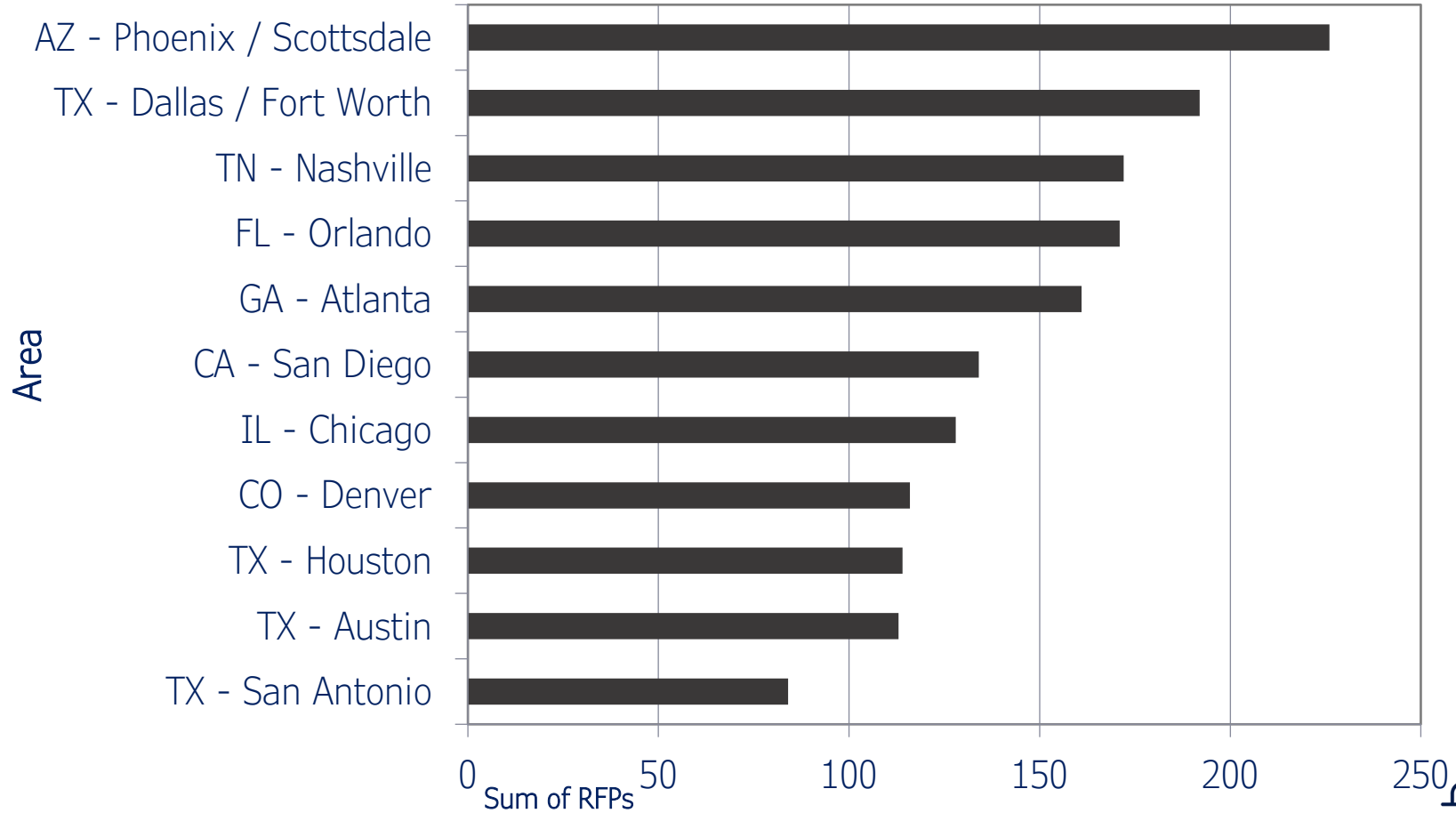
## Received RFPs – Previous 365 Days





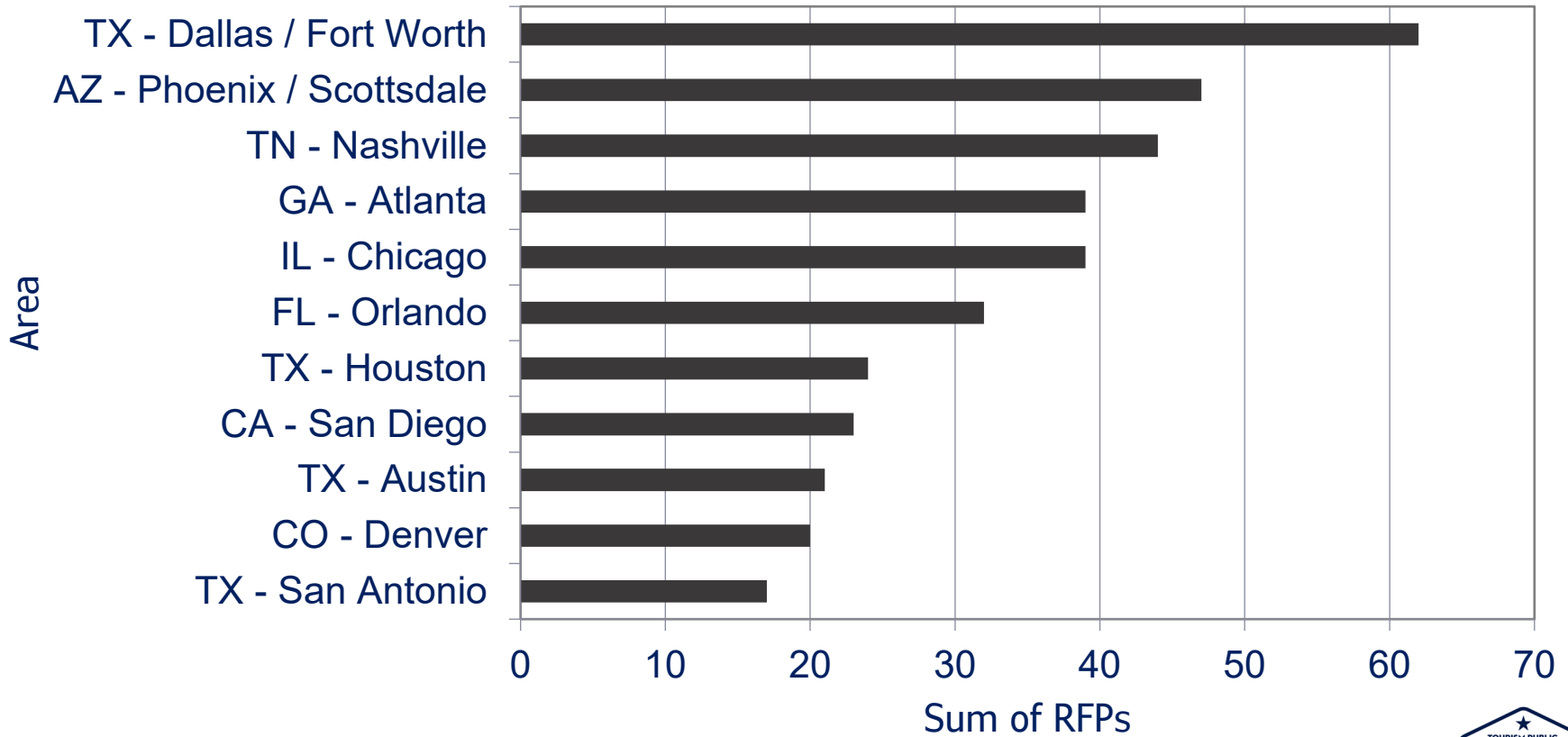
# SALES UPDATE

## Received RFPs – Since 5/1/2020



# SALES UPDATE

## Awarded RFPs – Since 5/1/2020





# SALES & INCENTIVES

## Sales Incentives as of May 31, 2020

- 589 opportunities
- 223 closed won
  - 130 returning
  - 93 new
- 48% conversion \$65,833,405 approved for incentives (definite business)
- 4,271,612 EIC calculated rooms
- 3,492,441 contracted rooms



# SALES & INCENTIVES

## Active Pipeline

- 67 opportunities
  - 26 returning
  - 41 new
- \$24,055,454 approved for incentives
- 1,349,083 EIC calculated rooms
- 1,208,866 requested rooms





# SALES UPDATE

## Group Bookings - Through May 2020 (% Goal Achievement)

Team/Period	Month	Third Quarter	YTD
Citywide Team	54,331 (78%)	73,620 (53%)	201,649 (58%)
Hotel Sales	20,180 (54%)	32,442 (43%)	175,655 (83%)
Sports	0%	719 (1%)	219,367 (82%)
<b>Total</b>	<b>74,511 (53%)</b>	<b>106,781 (38%)</b>	<b>596,671 (72%)</b>



# SALES UPDATE

## Group Lead Volume – Through May 2020 Comparison to past 5 years trends

	2020	2019	2018	2017	2016	2015
No. of Leads	2,548	2,699	2,326	2,118	2,016	1,733
Lead Room Nights	3,746,191	3,315,118	3,383,288	3,554,547	3,470,863	2,567,809
Room Nights/Lead	1,470	1,228	1,454	1,678	1,721	1,482
# of Bookings	840	939	744	695	695	581
Booked Room Nights	596,671	845,197	629,981	683,121	867,810	685,672
Room Nights/Booking	710	900	847	983	1,248	1,180

March 1 - May 31, 2020

- For your meetings, during the above period, the VisitDallas sales team, netted and audited booking results:
- 349 Bookings
- 145,690 Room Nights
- 85% for 2020 and 2021 (41% for 2020; 44% for 2021)





## SALES UPDATE

- We are seeing strong demand for Dallas via leads, and for large events who previously were booked or met in Boston, Anaheim, Las Vegas, Chicago.
- The yield on each lead has grown, but customers aren't willing to secure the rooms they have in the past.
- 2020 YTD is the second-best year we have had in terms of the number of leads received and handled by our team, and the # of those leads that we are booking.



# SITE VISITS & FAMS

- 10% of Dallas TPID budget is allocated for sites and FAMS.
- FY 2018-2019, VisitDallas conducted 377 site visits and familiarization tours, allowing attendees to experience, firsthand, the top Dallas sights, landmarks, hotels and more.







Frank Libro  
Chief Marketing Officer  
VisitDallas

[Frank@visitdallas.com](mailto:Frank@visitdallas.com)

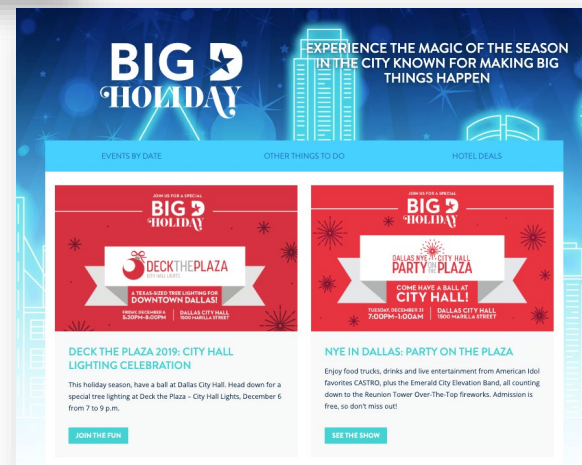
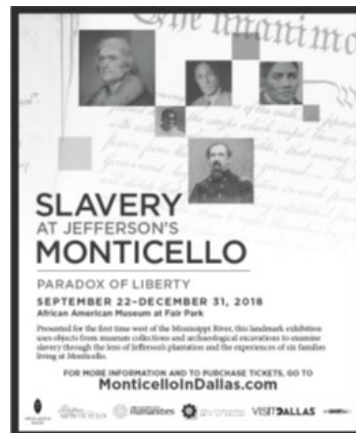
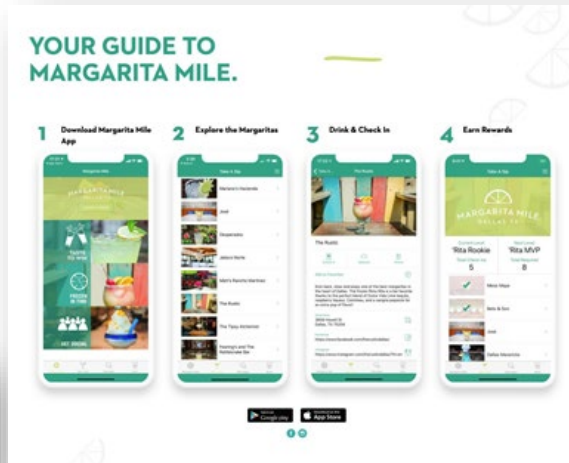
# MARKETING

Taking the lead. Staying in front.



# MARKETING

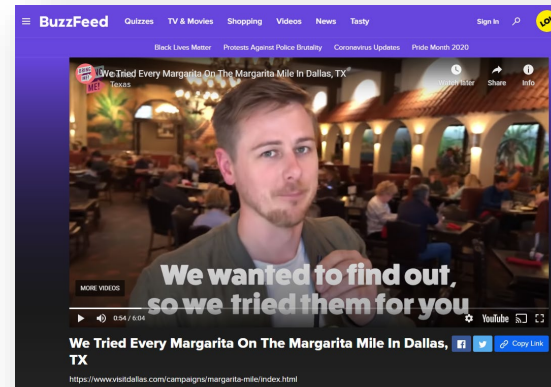
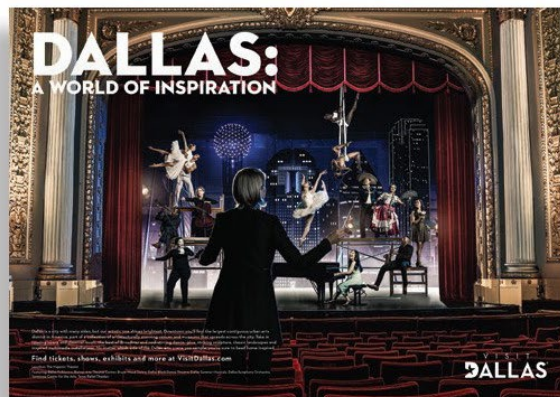
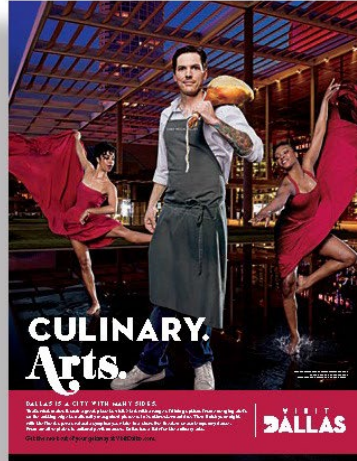
- 35% of Dallas DTPID budget is used to highlight both leisure and business opportunities that exist in Dallas.
- Help drive repeat leisure and business travel by incorporating themes of Arts and Culture, Celebrating the Best of Texas and New and Now





# IMPACT ON TOURISM

- The 2019 campaign generated more than \$141M in visitor spending and \$218M in economic impact.



# DOMESTIC MARKETING

## Digital

- Abilene
- Ft. Smith/Fayetteville
- Lubbock
- Monroe
- Odessa-Midland
- San Angelo
- Sherman-Ada
- Tulsa
- Tyler-Longview
- Waco
- Wichita Falls

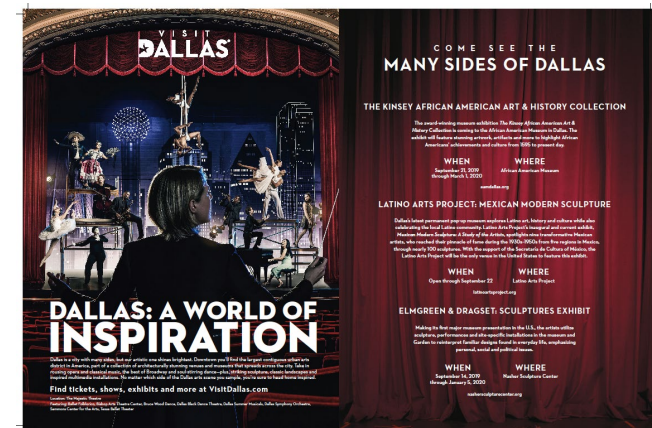
## Print and Digital

- Austin
- Houston

## TV, Print and Digital

- San Antonio
- Oklahoma City
- Shreveport
- Little Rock

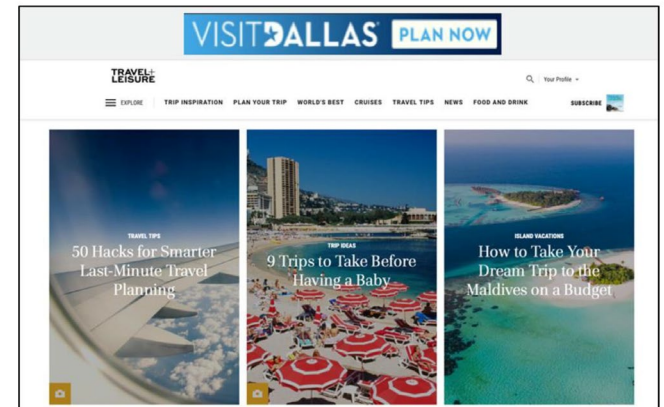
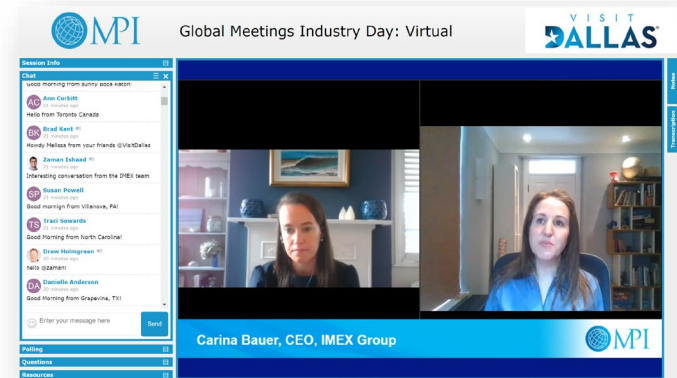
National audience targeted via Google advertising, social and display ads.





# PROJECTED MEDIA BUY FYE21

- Leisure Travelers = \$1,430,000 – 65%
- Trade/Meeting Planners = \$484,000 – 22%
- Local = \$286,000 = 13%



# DALLAS NAMED 2019 RESTAURANT CITY OF THE YEAR



2019  
Restaurant City  
of the Year  
—  
bon appétit

bon appétit

BEST-NEW-RESTAURANTS

## Dallas, Texas, Is the 2019 Restaurant City of the Year

From the rich bowls of boat noodles to the crazy charcuterie boards to the spicy strawberry sotol, one thing is clear: Texas' oft-skipped food destination is no longer skippable.



BY HILARY CADIGAN  
SEPTEMBER 12, 2019





# BRIDGE CAMPAIGN

→ ↻ visitdallas.com/things-to-do/events/index.html



OPEN FOR BUSINESS: TAKE-OUT AND DELIVERY OPTIONS



MEETING PLANNERS

SPORTS

TRAVEL TRADE

PARTNERS

ABOUT

MEDIA

FILM



THINGS TO DO EVENTS HOTELS DINING PLAN BLOG



85°

Stay home now, #VisitDallasSoon.

Check out our list of virtual events.

SEE THE LIST



# BRIDGE CAMPAIGN

# DALLAS ROADTRIP  
# DALLASSTAYCATION

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- Market intelligence and common wisdom tells us that short-range travel will return first
  - We expect road trips to be popular as confidence rebuilds
  - This is Dallas' sweet spot
  - Developed a "bridge" campaign to launch when the time is right
  - Dallas Road Trip will bridge the gap between the market comeback and our next consumer campaign
- 





# BRIDGE CAMPAIGN

**Audience: LOCAL**  
**Messaging: STAYCATION**

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Tactics include:

**TV**

**OOH/Billboards**

**Print**

**Digital**

**Radio - DJ reads**

**Audience: REGIONAL**  
**Messaging: ROAD TRIP**

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Tactics by market include:

**TV & Digital Markets:**

Oklahoma City, Shreveport, Tulsa, Tyler-  
Longview, Waco, Wichita Falls

**Print:**

Oklahoma City, Shreveport, Tulsa, Austin,  
Houston, San Antonio

**Digital Markets:**

Abilene, Austin, Ft. Smith, Houston, Little  
Rock, Lubbock, Monroe, Odessa-Midland,  
San Angelo, San Antonio, Sherman-Ada

BRIDGE CAMPAIGN

# TAKE A D-TOUR



THANK YOU



[DallasTPID.com](http://DallasTPID.com)

