

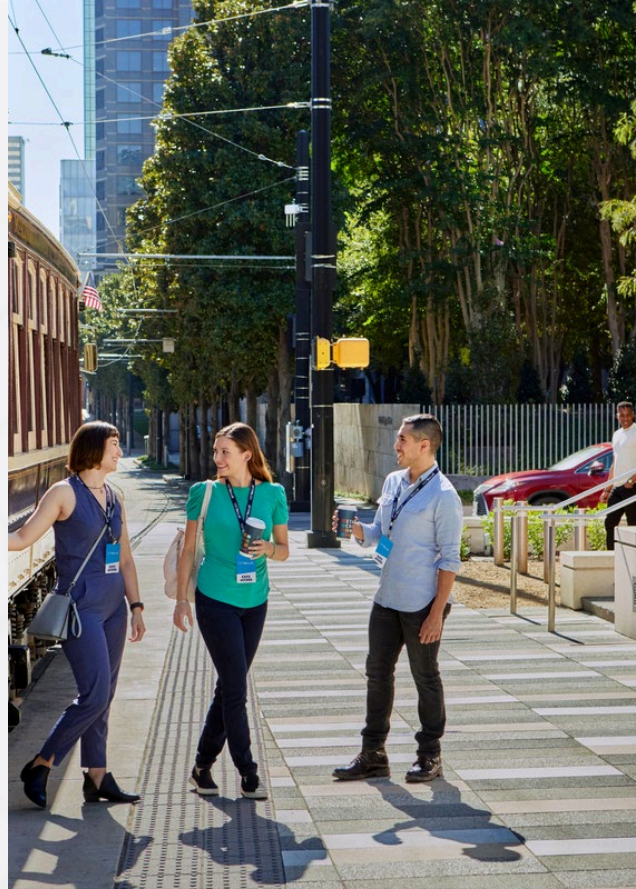


DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT

MISSION

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





SERVICE PLAN

- Incentives & Sales Efforts
- Marketing & Promotions
- Sites & FAMS
- **Event Incentive Fund**
- Operations, Research & Administration

10-to-1 ROI

Fiscal Year

October 1 through
September 30

A modern art gallery with a light-colored wooden floor and white walls. In the foreground, there are several large, colorful geometric sculptures made of blocks in blue, red, green, and purple. In the background, there is a doorway leading to another room, and a large, dark, circular sculpture is visible on the left. The ceiling has exposed metal beams and small lights. The text "Dallas TPID" is in white and "EVENT MARKETING FUND" is in blue, both in a bold, sans-serif font, overlaid on a dark blue rectangular background. There are also large, light blue geometric shapes in the top right and bottom right corners of the image.

Dallas TPID **EVENT MARKETING FUND**



Dallas TPID EVENT MARKETING FUND FY2023

75 Events // FY 2023
20 Events completed YTD

Pre-Approved Funding
\$1,481,903.39 has been
allocated toward FY 2023
EVENTS

YTD Funded - \$731,833.56
YTD Room nights – 112,998



<https://dallastpid.com/forms/>

Cultural Event Marketing Applications and Forms



Pre-Event Event Marketing Funding Program >



Post-Event Reimbursement Form >

POLICIES

- **\$25,000 maximum** per organization, per fiscal year
 - Events must benefit DTPID participant hotels
- Events must generate a **minimum of 30 hotel rooms** nights
 - Events must be **open to the public**
- Applicant must **demonstrate marketing and promotions to communities outside of the 50-mile radius of Dallas** with the intent to increase the visibility of Dallas as an overnight destination
 - Events cannot be primarily a fundraiser or gala; a fundraising component is permissible
 - Non-profit entities eligible for up to **50% of approved funding upfront**
 - Events receiving other DTPID funds are ineligible
 - Expos and Conventions are not eligible for the event incentive fund
 - Alterations to forms and may result in rejection of the application



Application:



Certification

- I certify that the information submitted in this application is factually true
☒ and correct to the best of my knowledge. I further understand that any false statements may result in denial or revocation of funding. *(required)*

Contact Information

First Name *(required)*

Kristina

Last Name *(required)*

Kirkenaer-Hart

Title *(required)*

Director of Cultural Tourism

Phone *(required)*

19452148111

Email *(required)*

kristina.hart@visitdallas.com

Organization Information:



Organization Information

Organization Name *(required)*

Visit Dallas

Street

1807 Ross Ave
suite 450

City

Dallas

State/Province

TX

Zip

75201

Phone *(required)*

19452148111

Website *(required)*

Please enter full URL starting with https://

https://visitdallas.com

Are you a Non-Profit organization? *(required)*

Yes

-- Select an option --

Yes

No

Internal and Informational:

The following five questions are for internal and informational use only and will not have any bearing on your application.

Have you received previous DTPID Funding? *(required)*

Yes

Do you receive OAC funding (for this event or otherwise)?

Yes

Based on the definition below, do you consider yourself to be an ALAANA artist/organization?

ALAANA means African, Latinx, Asian, Arab, and Native American.* This also includes Native Hawaiian and Pacific Islander.** An ALAANA artist is one whose primary intentions, practices, and mission are by, for, or about ALAANA artists, cultures, and communities. The word "for" refers to the intention of the artist to perpetuate, promote, and present art that is representative of an ALAANA culture and people and/or is given form by ALAANA artists.

*Categories as based on Grantmakers in the Arts definitions as of 2018

**Categories as defined by the US Census Bureau

Yes

ALAANA Designation

African
Latinx
Asian
Arab
Native American

Are you a woman-lead organization? *(required)* The answer should be based on organization leadership and not on the content/programming your organization provides.

Yes

Does your organization identify as an LGBTQ+ organization? *(required)*

Click yes if your organization creates programming centered around LGBTQ+ issues/storytelling

Yes

Organization Budget Size:

--None--

--None--

\$0-\$99,999

\$100,000-\$499,999

\$500,000-\$999,999

\$1,000,000-\$4,999,999

\$5,000,000 - 999,999,999

\$1,000,000,000+

Application:



If your event is a sporting event and/or partners with the Dallas Sports Commission



Event Information

Event must fall within in the upcoming Fiscal Year October 1 to September 31.

Event Name *(required)*

ART EVENT/SEASON/FESTIVAL/EXHIBIT

Event Start Date *(required)*

02/02/2024



Event End Date *(required)*

02/02/2024



Events must occur during FY 2024: October 1, 2023 and September 30, 2024

Select Event Type *(required)*

Event



--None--

Event

Sports



Uncheck to enter different information than the organization address for the event venue. Event must take place within the City of Dallas.



Ticket Sales/Registration

Total Number of Ticket Sales Sold Outside DFW Area x 0.6 = Total Hotel Room Nights

Total Hotel Room Nights x \$168 (Average Room Rate) = Total Revenue

Divide Total Revenue by 10 = Final Eligible DTPID Amount

Ex. $1000 \times .6 = 600$ // $600 \times 168 = \$100,800$ // $\$100,800 \div 10 = \$10,080.00$

Attendance Numbers

Total Number of Event Attendees x .09 = Total Hotel Room Nights

Total Hotel Room Nights x \$168 (Average Room Rate) = Total Revenue

Divide Total Revenue by 10 = Final Eligible DTPID Amount

Ex. $1000 \times .09 = 90$ // $90 \times 168 = \$15,120$ // $\$15,120 \div 10 = \$1,512.00$

Hotel Booking Code

Total Hotel Room Nights x \$168 (Average Room Rate) = Total Revenue

Divide Total Revenue by 10 = Final Eligible DTPID Amount

Ex. $1000 \times 168 = \$168,000$ // $\$168,000 \div 10 = \$16,800.00$

Room Night Calculations:



Pre-Event DTPID Estimation Choice (required)

Hotel Booking Code

Pre-Event Estimated Attendance, Visitors, or Ticket Sales (required)

Please enter a number greater than or equal to 0.

30

Number of Hotel Room Nights

30

Total Hotel Room Nights (required)

Enter the Number of Hotel Room Nights value in blue above, automatically generated based on your estimate. Your number must be equal to or more than 30 rooms.

30

If you selected "Hotel Booking Code" above, please enter the average room rate or your booking code rate. (required)

If you selected a different Estimation Choice, enter \$168

168

Total Revenue

Hotel Room Nights multiplied by Average Hotel Rate of \$168

\$5040.00

Total Revenue (required)

Enter the Total Revenue value in blue above, automatically generated based on your estimate.

5040

How is the Final Eligible DTPID Amount calculated?

- Your chosen attendance calculation with your anticipated number of **Hotel Room Nights**,
- Multiplied by **Average Hotel Rate** (\$168 per night or your Booking Code Rate) will calculate **Total Revenue**.
- **Total Revenue** will then be divided by 10 to give the 10:1 required ROI outcome, equaling your **Maximum Eligible DTPID Amount**.

Maximum Eligible DTPID Amount

Total Revenue divided by 10

\$504.00

10% of total revenue

DTPID Funds Requested

Enter your approved Maximum Eligible DTPID Amount or less. Maximum Amount per Fiscal Year Allowed is \$25,000.

504



Room Night Calculations:

Pre Event TPID Estimation Choice *(required)*
Ticket Sales/Registration ▼

Pre-Event Estimated Attendance, Visitors, or Ticket Sales *(required)*
Please enter a number greater than or equal to 0.
50

Number of Hotel Room Nights
30

Total Hotel Room Nights *(required)*
Enter the Number of Hotel Room Nights value in blue above, automatically generated based on your estimate. Your number must be equal to or more than 30 rooms.
30

If you selected "Hotel Booking Code" above, please enter the average room rate or your booking code rate. *(required)*
If you selected a different Estimation Choice, enter \$168
168

Total Revenue
Hotel Room Nights multiplied by Average Hotel Rate of \$168
\$5040.00

Total Revenue *(required)*
Enter the Total Revenue value in blue above, automatically generated based on your estimate.
5040

Pre Event TPID Estimation Choice *(required)*
Ticket Sales/Registration ▼

Pre-Event Estimated Attendance, Visitors, or Ticket Sales *(required)*
Please enter a number greater than or equal to 0.
2481

Number of Hotel Room Nights
1489

Total Hotel Room Nights *(required)*
Enter the Number of Hotel Room Nights value in blue above, automatically generated based on your estimate. Your number must be equal to or more than 30 rooms.
1489

If you selected "Hotel Booking Code" above, please enter the average room rate or your booking code rate. *(required)*
If you selected a different Estimation Choice, enter \$168
168

Total Revenue
Hotel Room Nights multiplied by Average Hotel Rate of \$168
\$250152.00

Total Revenue *(required)*
Enter the Total Revenue value in blue above, automatically generated based on your estimate.
250152

Minimum
number of
Ticket Sales
needed to
accrue 30
hotel room
nights : 50

Minimum
number of
Ticket Sales
needed to
receive
max
funding:
2,481



Room Night Calculations:



Minimum
number of
people in
attendance
needed to
accrue 30
hotel room
nights : 330

Pre Event TPID Estimation Choice *(required)*

Attendance Numbers ▼

Pre-Event Estimated Attendance, Visitors, or Ticket Sales *(required)*
Please enter a number greater than or equal to 0.

330

Number of Hotel Room Nights
30

Total Hotel Room Nights *(required)*
Enter the Number of Hotel Room Nights value in blue above, automatically generated based on your estimate. Your number must be equal to or more than 30 rooms.

30

If you selected "Hotel Booking Code" above, please enter the average room rate or your booking code rate. *(required)*
If you selected a different Estimation Choice, enter \$168

168

Total Revenue
Hotel Room Nights multiplied by Average Hotel Rate of \$168

\$5040.00

Total Revenue *(required)*
Enter the Total Revenue value in blue above, automatically generated based on your estimate.

5040

Pre Event TPID Estimation Choice *(required)*

Attendance Numbers ▼

Pre-Event Estimated Attendance, Visitors, or Ticket Sales *(required)*
Please enter a number greater than or equal to 0.

16540

Number of Hotel Room Nights
1489

Total Hotel Room Nights *(required)*
Enter the Number of Hotel Room Nights value in blue above, automatically generated based on your estimate. Your number must be equal to or more than 30 rooms.

1489

If you selected "Hotel Booking Code" above, please enter the average room rate or your booking code rate. *(required)*
If you selected a different Estimation Choice, enter \$168

168

Total Revenue
Hotel Room Nights multiplied by Average Hotel Rate of \$168

\$250152.00

Total Revenue *(required)*
Enter the Total Revenue value in blue above, automatically generated based on your estimate.

250152

Minimum
number of
people in
attendance
to reach
maximum
funding:
16,540





Event Budget:

TOTAL Event Budget:

Event Budget

Total Event Budget *(required)*

Your Maximum DTPID Funds Requested must equal 35% or less than that of total budget. Please enter a number greater than or equal to \$0. Total Maximum Eligible DTPID Funds is \$25,000. For example if you are approved for \$25,000, your overall budget should exceed \$71,429.

71429

Will auto-calculate your categories and must not exceed approved funding amount.

How You Plan To Spend The DTPID Funds

The **Total Eligible Budgeted DTPID Funds** number below and the **Maximum Eligible DTPID Amount** from above must be equal.

Event Marketing

Should equal 50% or more of your Total Eligible DTPID Funds Requested

12500

Event Staffing

3000

Event Production

8000

Budget for DTPID allocated funds:

Other

Enter additional category

FAMOUS PERSON

Other Amount

1500

Total Eligible DTPID Event Marketing Funds

Must match **Maximum Eligible DTPID Amount** above.

\$25000.00

QUESTION 1:

Event description - 200 WORDS MAX *(required)*

FINAL THREE

QUESTION 2:

Please give a narrative description of how the DTPID Event Marketing Funds will be used to increase attendance from out-of-town visitors outside the 50-mile radius of Dallas. – 200 WORDS MAX *(required)*

*This description should include your marketing plan to attract tourists to your event/season. Mention any strategic partnerships you have and **their** marketing reach, and any strategic targeted marketing you will use to attract visitors. (i.e. geo-targeted social media, etc.)*

QUESTION 3:

List of specific spending usage for targeting visitors outside the DFW area: *(required)*

Please list specific examples – i.e. industry publishing (which), billboards (where), newspapers (example), radio (markets), etc. Not limited to these specific examples.

and where the above methods will be targeting – zip codes, regions, cities

Do you plan to capture demographic information on out of town visitors to your event or season?

Yes



This will serve you for your final report – ticketing reports, surveys, collection of zipcodes (examples but not limited to)

Today's Date *(required)*

06/15/2023

- ☒ By submitting this application I understand that if granted these funds, the lion's share of the funds are to be used to market to areas outside the 50 mile radius of Dallas area in order to bring out-of-town visitors to the event(s). *(required)*

SUBMIT



Please give a narrative description of how the DTPID Event Marketing Funds will be used to increase attendance from out-of-town visitors outside the 50-mile radius of Dallas. – 200 WORDS MAX (*required*)



Support **will directly enhance advertising and marketing** of "ART SHOW." With the help from DTPID funding, the ART PLACE will invest in \$xxx **digital promotion, including a mix of out-of-home, digital (search, programmatic display, social media, email, streaming video and radio), broadcast radio, streaming video, and print advertising to draw in visitors from across the state of Texas.** The ART PLACE will invest an additional \$xx.xx in printed promotion and a variety of owned-media such as internal and exterior building signage and printed collateral for a total of \$xxx in **marketing spend** around the length of the exhibition.

XX% of DTPID funds would **support digital and print advertising in out-of-MSA markets to encourage regional tourism into Dallas Fort-Worth around this "ART SHOW".** This art show is also a main focal point of the ART PLACE's annual fundraising gala, which draws in **visitors from across the nation.**

The press communications strategy will focus on **print, digital, and broadcast media outlets including national dailies and wire services, art trade magazines, general interest and lifestyles publications, and television and radio channels.** There will be comprehensive outreach in local and regional markets and on all owned communication platforms (print, web, social media, and email marketing).

List of specific spending usage for targeting visitors outside the DFW area: (required)

Please list specific examples – i.e. industry publishing (which), billboards (where), newspapers (example), radio (markets), etc. Not limited to these specific examples.

and where the above methods will be targeting – zip codes, regions, cities

Please note that despite some of these examples being local marketing sources, their reach is beyond the 50-mile radius and can be state-wide, or regional. Use their stats and data to convey that.



- Twelve, 1/4 page weekly ads in the DMN.
- One, Guide Wrap for Arts Month for DMN
- DMagazine online - April/June, May 1/2 page ad
- Texas Highways, event calendar listing
- Park Cities News - May, 1/3 ad
- WFAA 8 - April - June :30 and :15 PSA's
- KXAS 5 - May/June - Digital Ads
- Digital Billboards (8) May and June
- Rack Brochures and distribution of such, at Texas Travel Centers/Hotels/CVB's

List of specific spending usage for targeting visitors outside the DFW area: (required)

Please list specific examples – i.e. industry publishing (which), billboards (where), newspapers (example), radio (markets), etc. Not limited to these specific examples.

and where the above methods will be targeting – zip codes, regions, cities

Abilene TX 79601
Amarillo TX 79109
Anthony TX 79821
Arlington TX 76011
Athens TX 75751
Austin TX 78701
Beaumont TX 77705
Big Springs TX 79720
Brenham TX 77833
Canton TX 75013
Denison TX 75020
Denton TX 76202
Ennis TX 75120

Fort Worth TX 76102
Fredericksburg TX 78624
Frisco TX 75034
Gainesville TX 76241
Glen Rose TX 76043
Granbury TX 76048
Grapevine TX 76051
Greenville TX 75403
Harlingen TX 78552-5948
Hillsboro TX 76645
Houston TX 77002
Killeen TX 76541
Langtry TX 78871-0160

Laredo TX 78045
Lewisville TX 75057
Longview TX 75601
Marble Falls TX 78654
McKinney TX 75069
Nacogdoches TX 75961
New Braunfels TX 78131
Odessa TX 79761
Orange TX 77632
Paris TX 75460
Roanoke TX 76262
Rockport TX 78383
Round Rock TX 78664
Texarkana TX 75501
Tyler TX 75702
Waco TX 76702
Waskom TX 75692-9485
Waxahachie TX 75165
Weatherford TX 76086
Wichita Falls TX 76306



Final Report

To receive the final payment, you must
SUBMIT YOUR FINAL REPORT via the portal – POST EVENT

DUE **NO LATER THAN** 30 DAYS
AFTER YOUR FINAL DATE ON
YOUR PRE-EVENT APPLICATION



Cultural Event Marketing Applications and Forms



Pre-Event Event Marketing Funding Program >



Post-Event Reimbursement Form >

AND

email Kristina.hart@visitdallas.com –

1. **supporting documentation on your attendance calculation methodology & attendance report.**
2. **A PDF or JPEG 'Proof of Performance' showing the DTPID logo**, commensurate with similar level sponsors, on all promotional materials (including but not limited to, brochures, newsletters, advertising, fact sheets, news releases and websites)
3. **Five high resolution photos of the DTPID funded event(s)** that Visit Dallas will have the legal right to use at no additional cost and without further authorization on our website, marketing pieces, annual report, and within our digital storage for other promotional and informational uses. Please upload the photos to <https://www.visitdallas.com/tpid-brandfolder.html>



DTPID EVENT INCENTIVE FUNDING

The background of the slide features a photograph of two individuals participating in a high-ropes course. They are positioned on a series of horizontal ropes against a clear blue sky. A semi-transparent white grid is overlaid on the entire image. The word "QUESTIONS?" is centered in a large, bold, blue font.

QUESTIONS?