

**DALLAS TOURISM
PUBLIC
IMPROVEMENT
DISTRICT**

EVENT MARKETING FUND



WHAT YOU'LL FIND IN THIS PRESENTATION

Mission &
Lifetime
Overview of
Event
Marketing
Fund

Policies

Review of
application
process

Examples of
successful
applications

MISSION OF DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT

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

DALLAS TOURISM PUBLIC IMPROVEMENT DISTRICT

SERVICE PLAN 10 – TO – 1 ROI

Over 130
Dallas
Member
Hotels

- Incentives & Sales Efforts
- Marketing & Promotions
- Sites & FAMS
- **Event Incentive Fund – 7.5%**
- Operations, Research & Administration



Fiscal Year
October 1 through
September 30



PROGRAM OVERVIEW

LIFETIME - EVENTS FUNDED

Over 950+ events funded:

Festivals,
Exhibits,
Performing Arts seasons,
Parades,
and Fairs

LIFETIME - TOTAL FUNDED

\$14,793,663

Over a million and a half allocated annually

LIFETIME - HOTEL ROOM NIGHTS GENERATED

3,362,750

FISCAL 2026 OVERVIEW

100+ Event Applicants
Events

\$1.7+ MIL Approved

240+K Hotel Rooms generated YTD

\$823,306.60 Paid YTD



POLICIES

- ❖ **\$25,000 maximum** per organization, per fiscal year
- ❖ Events must benefit DTPID participant hotels
- ❖ Events must generate a **minimum of 30 hotel room** 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



FISCAL YEAR 2027

JULY 13, 2026

10AM



PRE-EVENT EVENT MARKETING FUNDING PROGRAM INCENTIVE APPLICATION

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

CULTURAL EVENT MARKETING APPLICATIONS AND FORMS



**PRE-EVENT EVENT MARKETING
FUNDING PROGRAM**



POST-EVENT REIMBURSEMENT FORM

View and fill out the Post-Event Reimbursement Form.



CONTACT INFORMATION

BEST CONTACT FOR GRANT APPLICATION:

Name,
Title,
Phone,
and Email



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)

214-418-9229

EMAIL (REQUIRED)

kristina.hart@visitdallas.com

ORGANIZATION INFORMATION

ORGANIZATION DETAILS:

Org. Name,

Address,

Best Phone Number for Grant
Application Contact,

Org. Website



ORGANIZATION INFORMATION

ORGANIZATION NAME (REQUIRED)

VISIT DALLAS

STREET

1807 Ross Ave
suite 450

CITY

Dallas

STATE/PROVINCE

TX

ZIP

75201

PHONE (REQUIRED)

2144189229

WEBSITE (REQUIRED)

Please enter full URL starting with https://

https://www.visitdallas.com

ARE YOU A NON-PROFIT ORGANIZATION? (REQUIRED)

Yes

Are you a Non-Profit organization? (required)

Yes

-- Select an option --

Yes

No

INTERNAL AND INFORMATIONAL:

HAVE YOU RECEIVED PREVIOUS DTPID FUNDING? (REQUIRED)

Yes

IF PREVIOUSLY FUNDED BY DTPID, PLEASE LIST THE NUMBER OF TIMES. (REQUIRED)

DO YOU RECEIVE OAC FUNDING (FOR THIS EVENT OR OTHERWISE)?

-- None --

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

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

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

-- Select an option --

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+

EVENT INFORMATION

Dates must occur within the UPCOMING FISCAL YEAR

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)*

[Date selection field with a blue arrow pointing left]

Event End Date *(required)*

[Date selection field with a blue arrow pointing left]

Events must occur during FY 2026:

October 1, 2026 and September 30, 2027

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.

EVENT INFORMATION

Dates must occur within the UPCOMING FISCAL YEAR

If your event will occur at a different location than your organization's address previously entered, please **UNCHECK** the box and enter the event's location – **EVENT MUST OCCUR WITHIN DALLAS CITY LIMITS**



Event Information

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

Event Name *(required)*

Event Start Date *(required)*

Event End Date *(required)*

Select Event Type *(required)*

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



AUTOCALCULATED

ATTENDANCE CALCULATION

**Ticket Sales,
Attendance Numbers,
Hotel Booking Code**

*However you choose to calculate your attendance in your PRE-APPLICATION, MUST be the **SAME** method in your POST-APPLICATION*



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

Ticket Sales

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



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

\$504.00 pre-approved qualified amount

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

\$25,000 pre-approved qualified amount

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

ROOM NIGHT CALCULATIONS

Attendance Numbers

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

\$504.00 pre-approved qualified amount

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

\$25,000 pre-approved qualified amount

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

ROOM NIGHT CALCULATIONS

Hotel Booking Code/Receipt

Ex.

- a) 10 ppl x 3 Nights
- b) 3 ppl x 10 Nights
- c) 15 ppl x 2 Nights



Pre Event TPID 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

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

\$ minimum total budget to qualify for \$25,000

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

Other
Enter additional category

FAMOUS PERSON

Other Amount

1500

Total Eligible DTPID Event Marketing Funds
Must match **Maximum Eligible DTPID Amount** above.

\$25000.00

Budget for DTPID allocated funds:



FINAL THREE QUESTIONS:

Dallas DTPID Event Marketing Fund

QUESTION 1:

Event description - 200 WORDS MAX *(required)*

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

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

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

Yes

Today's Date *(required)*

7/13/2026

- 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



CLICK 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)

Performing Arts Organization (PAO) will strategically use DTPID marketing funds to increase attendance from visitors outside the 50-mile Dallas radius. Currently, over 10% of our audience travels from beyond this area, with 60% of that coming from outside Texas. Our goal is to double this out-of-town attendance through the following initiatives:

Digital Marketing Campaigns: We will develop targeted campaigns using social media, search engine advertising, and email marketing, emphasizing our unique and high-quality performances. By focusing on key demographics and areas with a high propensity for arts tourism, we will attract a broader audience.

Influencer and Media Collaborations: Partnering with influencer and former PAO dancer Colleen Reed, who has over one million followers, and Rabbit Hat Promotions, we will expand our reach beyond Dallas.

Regional Advertising: Placing ads in regional publications, such as Arts and Culture Texas and Business Council for the Arts Texas, will complement our digital efforts.

Enhanced Online Presence: Improving our website and ticketing system to provide a seamless experience, including information about travel, accommodations, and local attractions.

Special Events and Promotions: Hosting meet-and-greets, behind-the-scenes tours, and offering discounted tickets for early bookings and groups will enhance visitor experiences.

By implementing these strategies, we aim to increase awareness of PAO's offerings, attracting a larger, diverse audience, and boosting tourism-related spending in Dallas.

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 marketing examples being local marketing sources, sometimes their reach is beyond the 50-mile radius and can be state-wide, or regional. **Use their STATS/REACH and DATA to convey that.** Do your research/homework.

NOTE: 50% or more of approved funding needs to be used on marketing strategies:

X % of DTPID funds will support the PAO's digital, audio and print advertising in out-of-market regions to encourage tourism in Dallas throughout the 2024-2025 season, including the world premiere performances of PAO's-commissioned new works as well as other world-famous performances. The PAO will allocate DTPID funds to the following advertising and marketing strategies:

- 1) Programmatic Audio: \$1,500,
- 2) Meta, TikTok, Google and Amazon: \$12,500,
- 3) Email: 4,000 and
- 4) Direct Mail: \$7,000

D Magazine online article
Art and Seek events calendar
Good Morning Texas interview spot
WFAA morning interview spot
CW33 (KDAF) interview segment
Digital Billboard spot in I-30/Fairpark
Dallas News online calendar of events
Broadway World online article/ad
Travel Brochures at Texas Hotels and rec centers

*Performing Arts Organization (PAO)



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 – remembering to use the *SAME* calculation method as your pre-event application

-

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. Up to 3 examples of marketing collateral - PDF or JPEG 'Proof of Performance' showing up to 3 examples of marketing materials purchased for the event, such as copies of print or digital advertisements, banners, billboards or other signage, etc.

4. 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>

CULTURAL EVENT MARKETING APPLICATIONS AND FORMS

PRE-EVENT EVENT MARKETING FUNDING PROGRAM


POST-EVENT REIMBURSEMENT FORM
View and fill out the Post-Event Reimbursement Form.


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

DTPID EVENT MARKETING FUND - WAITLIST

Though not everyone receives funding day-of, due to the high demand of the funding, we have a waitlist that orgs can sign up for. It is also first-come-first-served and groups will be notified if funding becomes available.

DTPID Event Marketing Fund - Waitlist

kkhart1977@gmail.com [Switch account](#) 

 Not shared

* Indicates required question

Name *

Your answer _____

Email *

Your answer _____

Organization *

Your answer _____

I understand that any residual monies are not guaranteed, and I will be contacted * on a first-come, first-served basis via this waitlist, if more funds become available.

Yes

Submit Clear form

Q&A