



## **FY25 SECOND QUARTER BOARD REPORT**

The second quarter of FY25 marked another milestone period for Visit Dallas, as we celebrated two transformational wins that will elevate our destination on both a global and local scale.

Most notably, FIFA announced that Dallas will serve as the home of the International Broadcast Centre (IBC) for the FIFA World Cup 26™. Located at the Kay Bailey Hutchison Convention Center Dallas, the IBC will operate from January through July 2026 and serve as the global hub for all television, radio, and digital media coverage of the tournament—reaching billions of fans worldwide.

This monumental achievement is the result of years of strategic collaboration and positions Dallas at the very heart of the world’s most-watched sporting event. Our team is proud to showcase Dallas’ world-class venues, infrastructure and culture to more than 2,000 international media members and stakeholders during this once-in-a-generation opportunity.

Closer to home, Visit Dallas officially launched its new permanent Visit Dallas Visitor Kiosk at Klyde Warren Park. Timed to serve peak March travel, including spring break and major events, the kiosk meets growing demand for on-the-ground support in planning the ultimate Dallas experience. Strategically placed in one of the city’s most iconic and well-trafficked green spaces, the kiosk serves as a direct connection point between Dallas’ vibrant neighborhoods and the visitors eager to explore them. Klyde Warren Park has been a tremendous partner in bringing this initiative to life.

These key achievements, along with continued momentum across our sales, marketing, and partnership efforts, reflect the strength of Dallas’ tourism economy and the power of our Maverick, Can-Do Spirit. Department-specific updates are outlined in the pages that follow.

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## SALES

TEAM	Q2 ACTUAL	% OF GOAL	YTD ACTUAL	ANNUAL GOAL	YTD % OF GOAL
Convention Sales	145,543	154%	281,394	630,000	45%
Hotel Sales	39,762	140%	88,524	190,000	47%
3rd Party Partnership	42,604	118%	54,502	120,000	45%
Sports	64,526	99%	153,533	260,000	59%
<b>Total Group Sales</b>	<b>292,435</b>	<b>131%</b>	<b>577,953</b>	<b>1,200,000</b>	<b>48%</b>

**The following customer service activities were carried out during the quarter:**

### **January 4-5: Commanders vs. Cowboys FAM**

This FAM was held for clients in the social, military, educational, religious and fraternal groups (SMERF) market segment. The FAM showcased Dallas as a potential destination for their future events.

### **January 6-8: RCMA Emerge**

The Sales team attended Emerge in Phoenix, the premier event for faith-based meeting planners. This conference featured inspiring speakers, industry-leading education, memorable receptions, impactful service, valuable expos and engaging tours.

### **January 12-15: PCMA Convening Leaders**

Members of the Sales team attended the PCMA Convening Leaders event. The conference provided an opportunity for the team to propel Dallas forward by making connections with decision-makers across the event industry. The show included targeted content and education sessions for executive-level participants and immersive, hands-on education programming for immediate implementation.

### **January 12: PCMA Convening Leaders Client Event**

In conjunction with PCMA Convening Leaders, Visit Dallas held an exclusive client dinner at Vic and Anthony's Steakhouse, steps away from the George R. Brown Convention Center. Team members had the opportunity to engage with customers to share more about Dallas' vibrant culture and updates on the KBHCCD Master Plan.

### **January 13: ConferenceDirect Presentation**

Team members presented updates on our destination to associates from Mike Taylor's Team who are based in the DFW area. These associates work with association customers in the South-Central region.

**January 17-19: SkillsUSA Texas – Board of Directors FAM**

Dallas proudly served as the host city for the SkillsUSA Texas Board of Directors Meeting at the Omni Dallas. Visit Dallas leveraged this opportunity to showcase the city and present Dallas as the future host for the 2028, 2029 and 2030 State Leadership and Skills Conference—a high-impact event, representing approximately 14,000 room nights per year.

**January 21-23: TACVB**

This event is an educational conference for the Texas Association of Convention and Visitors Bureaus. The team led a data workshop, moderated the sales track agenda, and participated in a few panel discussions on destination leadership, best practices and resident sentiment.

**January 22: Sales Calls – Seattle**

The team held a call with Moss Adams' event team to discuss their 2025 meeting strategy and how Dallas can continue to be a resource for them.

**January 26-29: CESSE CEO Meeting**

Sales members attended this intimate conference, which provides an environment where sales professionals connect with STEM Society CEOs.

**January 26-29: TTRA MOF**

Sales members attended the Travel and Tourism Research Association's Marketing Outlook Forum. The board meeting and conference focused on future-looking outlooks and trends of the travel industry.

**January 29: Southwest Showcase**

The Sales team attended the Southwest Showcase, the premier event for Southwesterners in the meetings, education and exhibit space. The event is designed for CEOs, meeting planners, education directors, exhibition managers and other support staff from associations, government entities and corporations.

**January 2025 – Sites**

Team members conducted 14 site inspections to showcase Dallas' venues and amenities to prospective clients.

**February 4: Sales In-Market – Midwest Spa Event**

The Visit Dallas Sales team hosted an exclusive spa event in Chicago with 10 customers to target future citywide conventions for Dallas. Team members were able to discuss the new convention center and development across the city for future business.

**February 10-13: Arkansas and Oklahoma Sales Calls**

The team held a sales mission in Arkansas and Oklahoma, primarily aimed at securing an appointment with Walmart to finalize a multi-year convention contract in Dallas. Additionally, the team explored other opportunities arising from the Walmart account for

individual hotel meetings and made calls to key associations and corporate clients in the region.

**February 11-12: TSAE Women's Summit**

The team attended Texas Society of Association Executives Women's Summit, held at the Marriott Dallas Allen Hotel. This event brings together association industry professionals to connect, inspire one another, and strengthen the support of women as leaders.

**February 22-24: Prestige FAM**

The Sales team hosted this FAM targeting Midwest Prestige associates and their clients, who were in town for the Prestige Client Summit in Arlington.

**February 23-26: Prestige Client Summit Midwest**

Members of the Sales team attended this conference, which is geared towards Midwest customers and their prestige associates. The conference provides education and networking opportunities.

**February 2025 – Sites**

Team members conducted 16 site inspections to showcase Dallas' venues and amenities to prospective clients.

**March 7-8: Sales Call to AAD**

Visit Dallas Sales members attended the American Academy of Dermatology's annual meeting. This group is considering Dallas for three separate years with one two-year option on the table. Each year is equivalent to 30,000 total room nights.

**March 16-19: ConferenceDirect APM**

The team attended ConferenceDirect's Annual Partner Conference. The conference consists of the top 125 associates and includes a two-day reverse tradeshow with appointments, education and networking.

**March 20-23: Sales Call to Do It Best**

The Visit Dallas team attended the Do It Best Spring Market in Orlando. Do It Best is confirmed for three years in Dallas, and the trip was focused on the client's needs for their upcoming conferences.

**March 23-26: Informa Pharma Forum**

The Sales team attended Pharma Forum, the largest, most influential conference for meeting and event professionals to navigate the future of medical meetings.

**March 24-28: Sales Calls in Colorado**

This sales mission took place in Denver, before and after the MIC Conference. The goal was to target new citywide and self-contained planners in the Denver area with a focus on real estate, technology, medical and large association markets.

**March 25-26: MIC Conference**

The team attended the MIC Conference, which brings together over 1,000 industry professionals to share their expertise and experience. Team members were able to network with planners and attend education sessions and receptions.

**March 31-April 3: SISO CEO Summit**

The Visit Dallas Sales team attended the SISO CEO Summit, a premier networking event that brought together more than 200 attendees, including CEOs, Senior VPs, and VPs from major for-profit tradeshow organizations, such as Informa, Clarion and Emerald, along with representatives from smaller tradeshow companies. The event provided a valuable opportunity to connect with key decision-makers and discuss future business opportunities for the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) and partner hotels.

**March 2025 – Sites**

Team members conducted 16 site inspections to showcase Dallas' venues and amenities to prospective clients.

## CLIENT SERVICES

Client Services serviced 54 groups with 300 rooms on peak and above in FY25 Q2, including the following:

**Kay Bailey Hutchison Convention Center Dallas:**

- Texas Trophy Hunters Association – 5,922 attendees
- Intuitive Surgical, Inc. – 2,000 attendees
- Phacilitate Advanced Therapies – 1,500 attendees
- Intl Council of Shopping Centers – 4,200 attendees
- PowerGen – 7,100 attendees
- Medtrade – 5,000 attendees
- Verticon – 14,400 attendees
- DistribuTECH Intl – 16,500 attendees
- Texas Library Association – 7,000 attendees

**Other:**

- American Choral Directors Association – 10,000 attendees (held in the Dallas Arts District)
- January Total Home & Gift Market – 15,000 attendees (held at Dallas Market Hall)

Client Services conducted seven site visits and FAMs in Q2 for definite groups with a total of 42 clients.

**Miscellaneous:**

- The Client Services Team attended the ESPA Conference in Louisville
- Attended DDI's Annual Meeting Luncheon
- Attended DDI's Public Safety & Homeless Strategies Committee Meeting
- Working with DDI for FIFA Planning Kickoff Meetings

## MARKETING

### New Culinary Creative Assets

In Q2, the Visit Dallas Marketing team worked with its advertising agency of record, Greenhaus, to capture culinary-focused video and photography content to build on the excitement surrounding Dallas' recognition in the MICHELIN Guide Texas. The production spotlights six standout restaurants, including MICHELIN-starred Tatsu. The shoot resulted in 180 print-ready assets and new 30-second and 15-second promotional spots to showcase the city's vibrant culinary scene.

### Margarita Mile

Visit Dallas relaunched the Margarita Mile on February 22, 2025—National Margarita Day—marking the start of its seasonal run through November 2. First introduced in 2018, the self-guided tour invites both residents and visitors to experience Dallas' signature cocktail in a fresh, engaging way. The 2025 season features 35 participating bars and restaurants, with new stops noted for returning fans.

### Communications:

#### News Releases

In Q1, the communications team wrote and distributed the following news releases, highlighting newsworthy topics and generating media coverage for the destination.

- Dallas Music Office Unveils “Dallas Sounds Amplified”
- Visit Dallas Announces New Chief Financial Officer
- Klyde Warren Park Unveils Visit Dallas Kiosk

#### Media FAMs

In Q1, the communications team hosted 8 media FAMs, including 19 journalists and content creators. A few notable FAMs include:

- **Kristin Finan FAM**  
In partnership with the JW Marriott Dallas Arts District, journalist and *Austin Travels* editor Kristin Finan was hosted for a FAM spotlighting the vibrant offerings of the Arts District. Highlights included attending *Come From Away* by Broadway Dallas at the Winspear Opera House, enjoying brunch at the Dallas Museum of Art, and venturing to Georgie for a meal by James Beard-nominated Chef RJ Yoakum.
- **HEY! USA FAM**  
Sebastiaan Klijnen and Gunther Meeusen of HEY! USA were hosted in partnership with the Travel Texas Benelux team. HEY! USA is a 360° multiplatform media company and publisher focused exclusively on promoting U.S. travel to Dutch and Belgian audiences. As part of a month-long journey across Texas for their upcoming *Best of Texas State & Road Trip Guide*—a 450+ page publication filled with Texas travel inspiration—they made a stop in Dallas. Highlights included visits to top attractions through CityPASS and a stay at Virgin Hotels Dallas in the Design District.
- **Northstar Meetings Group FAM**  
In Q2, Sarah J.F. Braley, Managing Editor at Northstar Meetings Group, was hosted for a three-day visit showcasing Dallas as a premier destination for group travel and meetings. Her itinerary spotlighted dining, meeting spaces, accommodations, and entertainment offerings across the city. Highlights included site tours of The

Fairmont and Sheraton Dallas Downtown, an evening with the Dallas Symphony Orchestra, and time spent exploring the Design District, Arts District and Lower Greenville.

### **Metrics**

This fiscal year, an estimated 8.35 billion impressions and \$166 million in AVE have been generated by Visit Dallas' media outreach and FAM efforts.

### **Digital Marketing:**

#### **Love Letters to Dallas**

In February, the team launched its *Love Letter to Dallas* series, which highlighted the charm of Dallas neighborhoods through their unique personalities and businesses, rich culture and history. The series was an invitation to visitors and locals to share how they fell in love with the city, and on Valentine's Day, the heartfelt collection of their stories was shared on Visit Dallas' social media channels.

#### **Experience the Rose Garden**

"Experience the Rose Garden" is an initiative launched in February that explores the vibrant Black institutions and neighborhoods that have blossomed from Dallas's complex past. The campaign highlighted the many ways Black leaders, artists and entrepreneurs have enriched the city's identity. Visitors were encouraged to honor and explore Black history by visiting the African American Museum in Fair Park, supporting Black-owned businesses, and engaging with the arts and music that continue to inspire the Dallas community. The initiative celebrated the enduring spirit and significant contributions of Black Dallasites.

#### **'Cause She Can**

Dallas is fueled, empowered and super-charged by its people. Among these people are remarkable women who embody Dallas' Maverick, Can-Do Spirit. They aren't just breaking barriers; they're creating new paths for others to follow. Through the 'Cause She Can campaign launched this spring, visitors were invited to discover how Dallas women are paving the way for future generations to pursue their dreams without limits.



# DALLAS FILM COMMISSION

## **South Side Studio Grand Opening**

The newly remodeled sound stages at South Side Studios held its grand opening in January. A premier production facility managed by Talon Entertainment Finance, the stages boast over 70,000 square feet of production space across three stages and 50,000 square feet of support space. The event drew nearly 3,000 attendees and provided networking opportunities for local filmmakers while touring the newly revamped facilities.

## **Texas Film Gear Winter Showcase**

The Dallas Film Commission was proud to exhibit alongside the Dallas Producers' Association at January's Texas Film Gear Showcase. The expo was held at IdeaMan Studios and showcased the latest in professional video, audio, and cinema equipment, along with vendor demos and seminars throughout the day.

## **Sundance**

In late January, the Dallas Film Commission attended the 2025 Sundance Film Festival in Park City, Utah. Sundance, the largest independent film festival in the U.S., is the preeminent spot for filmmakers, producers and studio executives to network, market, screen, and acquire projects each year. In addition to screenings, the festival hosts numerous panels, workshops and events for the international film community and the Film Commission was able to directly connect with numerous filmmakers in search of their next filming destination.

## **Denton Black Film Festival**

The Dallas Film Commission is a proud sponsor of the Denton Black Film Festival (DBFF), an annual cultural event that celebrates Black storytelling through film, music, spoken word, and visual arts. In February, DBFF wrapped up its 11th annual edition, marking a significant milestone in its mission to amplify Black culture and showcase independent filmmakers. With over 70 film screenings and a lineup of cultural programming, DBFF 2025 captivated audiences through art exhibitions, workshops, live performances, and interactive events.

## **SXSW**

In March, the Dallas Film Commission attended SXSW in Austin, Texas. SXSW is best known for its conference and festivals that celebrate the convergence of tech, film, music, education, and culture. In addition to networking at numerous programs, panels and events, the Dallas Film Commission co-hosted the Texas Film Opening Night Reception with the Association of Texas Film Commissions.

## TOURISM

### International Campaigns and Media:

- The Tourism team launched a new campaign with British tour operator DialAFlight to promote Dallas as a travel destination in its largest overseas market. The campaign features social media posts and highlights new destination packages to inspire travel.
- In partnership with Brand USA, Tourism launched a campaign in Germany at the end of March. This full-funnel initiative uses multiple touchpoints to influence travel behavior, reaching travelers during the planning stage by leveraging Brand USA's proprietary audience of pre-qualified visitors across multiple markets. The campaign will run through June 2025.
- At the end of March, Tourism activated a consumer campaign in Mexico during the Longines Global Champions Tour at Campo Marte in Mexico City. The campaign promoted two new programs with tour operators Concierge Travel and Saga Travel, focused on luxury sporting tours.

In Q2, the Tourism team served 56 accounts with leads and services.

### Cultural Tourism and Dallas Music Office Highlights

- The Music Office team represented Dallas at the annual Association of Performing Arts Professionals (APAP) conference in January in New York City, the premier gathering for arts professionals in the presenting, booking and touring industry.
- At the end of January, auditions were held for the 2025 Dallas Sounds Amplified busking program, developed by the Dallas Music Office to position Dallas as a music-friendly city and elevate local talent. Originally launched in beta last fall, the updated structure now includes a wider variety of musicians and expanded performance locations.
- Cultural Tourism attended Arts Advocacy Day at the State Capitol in Austin in February, joining Dallas arts leaders and Texans for the Arts to advocate for the cultural sector statewide.
- In March, the team organized and hosted a town hall for arts and culture organizations to begin planning for FIFA World Cup 26™, with more than 40 arts organizations in attendance.
- Within the DTPID Event Marketing Fund, 14 organizations have already completed their events/seasons/exhibitions this fiscal year, representing \$271,901 funded to support Dallas arts organizations in marketing their events to out-of-market visitors. There are still roughly 75 pre-approved events/organizations in the pipeline for funding this fiscal year.

## Tourism Sales Missions & Tradeshows

Dates	Conference	Accounts	Meetings
January 2025	Brand USA Mexico Sales Mission to Mexico City, Guadalajara, and Monterrey	Mexican Tour Operators, Travel Agents, and Media	386
January 2025	ABA Market Place	Group Travel Tour Operators	35
February 2025	Visit USA Australia Roadshows and Brand USA Sales Mission to New Zealand and Australia	Australian Travel Agents, Tour Operators and Media	1032
March 2025	Volaris Sales Mission to promote Inaugural Flight	Travel Agencies and Media	60

## FAM Summary

Date	Title	Attendees	Type	Country
01/24/2025	France FAM	6	Travel Agents	France
02/21/2025	Trips Unlimited	1	Tour Operator	USA
03/30/2025	Travel Texas German and Dutch FAM	8	Product Managers	Germany, Netherlands
March	Solo FAMS: Why Travel, Flight Centre, MTA	3	Travel Agents	Australia

## Training

Date	Title	Attendees	Type	Country
01/2/2025	Visit USA Germany Training	200	Travel Agents	Germany
01/28/2025	Julia Tours	20	Travel Agents	Mexico
02/20/2025	Regio Monterrey	10	Travel Agents	Mexico
03/20/2025	Ferrara Viajes	4	Travel Agents	Mexico

## Editorial

The following articles resulted from Tourism's FAM efforts and media outreach in Mexico:

Date	Publication	Title	Media Value
1/23/2025	MDC	<a href="#">Visit Dallas Tiene Grandes Novedades Para Los Event Planners Este 2025</a>	\$1,500.00
Jan-25	REPORT NEWS MX	<a href="#">Atractivos Secretos En Dallas, Un Llamado A Conocer Sus Speakeasy</a>	\$500.00
1/1/2025	COLLEGIUM	Marisol: RETROSPECTIVE	\$500.00
1/28/2025	EXCELSIOR	Turismo Deportivo Apuntalará a Dallas (printed)	\$1,500.00
1/28/2025	MSN NOTICIAS	<a href="#">Turismo Deportivo Apuntalará a Dallas</a>	\$700.00
1/29/2025	IMAGEN NOTICIAS	<a href="#">Turismo Deportivo Apuntalará a Dallas</a>	\$700.00
1/31/2025	TRAVEL AND LIFE	<a href="#">Mejores Bares Speakeasy En Dallas</a>	\$1,500.00
Feb-25	COLLEGIUM	<a href="#">Más Blues Para México Con El Arte En Dallas</a>	\$500.00
2/1/2025	TRAVEL REPORT TRADE	<a href="#">Callejón Del Blues De Dallas Llega A La CDMX: Fisión cultural A Través Del Arte Y La Música.</a>	\$1,500.00
2/4/2025	TRAVEL TIMES	<a href="#">Los Mejores Speakeasies De Dallas: Un Viaje Al Misterio Y La Exclusividad.</a>	\$500.00
2/3/2025	DE VIAJEROS Y TRAGONES	<a href="#">¿Estás Listo Para Descubrir Los Speakeasies Más Exclusivos De Dallas?</a>	\$500.00
2/4/2025	TELETUR TELEVISION TURISTICA	<a href="#">Los Mejores Speakeasies De Dallas: Un Viaje Al Misterio Y La Exclusividad</a>	\$500.00
2/10/2025	EMPRESAS MONTERREY	<a href="#">«Speakeasy» Los Secretos Mejor Guardados De Dallas</a>	\$500.00
2/11/2025	US TRAVELER	<a href="#">San Valentín En Dallas: Los Speakeasy Más Íntimos</a>	\$1,000.00
2/11/2025	JET NEWS	<a href="#">Bares Secretos En Dallas: Una Noche De San Valentín Única</a>	\$500.00
2/19/2025	PUBLIMETRO	<a href="#">Experimenta La Cultura, La Vida Nocturna Y Las Experiencias De Dallas, Una De Las Sedes Del Mundial 2026</a>	\$2,250.00

3/18/2025	REVISTA CENTRAL	<a href="#">Cafeterías De Marcas De Lujo Alrededor Del Mundo Para Unbrunchcoqueto</a>	\$1,500.00
3/21/2025	WEEKEND TELEVISION INSTAGRAM	<a href="#">Desayuno Volaris Mty-Dfw</a>	\$350.00
3/21/2025	WEEKEND TELEVISION FACEBOOK	<a href="#">Desayuno Volaris Mty-Dfw</a>	\$350.00
3/29/2025	BLOG DE COMPRAS GENEXIGENTE	<a href="#">Dior Renueva Su Boutique En Dallas E Inaugura El Café Dior B</a>	\$500.00
3/31/2025	PAGINA UNO LIFE AND STYLE	<a href="#">Dior Se Reinventa En Dallas: Celebración De Elegancia, Historia Y Modernidad</a>	\$500.00

# DALLAS SPORTS COMMISSION

## Department Summary & Key Initiatives:

In Q2, the Dallas Sports Commission focused on continuing the momentum built in Q1, hosting repeat events, and continuing the planning process for the FIFA World Cup 26™. Events included NCA's High School and All-Star Nationals, the Goodyear Cotton Bowl Classic, and ECNL Dallas (youth soccer). Additional initiatives included renewed efforts for the Mayor's Youth Sports Ticket Program, and hosting the 67<sup>th</sup> Dallas Regional Spelling Bee. The DSC also welcomed three new team members in Q2 – Andrew Lawrence, Director of Business Development; Hannah Cameron, Event Manager; Stevie Bays, Administration and Office Coordinator.

## Metrics:

Q1 Actual:	89,007 (137%)
Q2 Actual:	64,526 (99%)

<b>FY GOAL:</b>	260,000
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## Events Hosted:

- January 3, SERVPRO First Responder Bowl
- January 10, CFP Semifinal at the Goodyear Cotton Bowl Classic
- January 17-19, REVEL Dance
- January 25-26, NCA High School Nationals
- January 26-27, Texas Fest (Volleyball)
- January 31 – February 2, American Volleyball Challenge
- January 31 – February 2, Texas Tough Invitational (Gymnastics)
- February 6-8, USTA Texas Annual Meeting
- February 15-17, ECNL Dallas (Youth Soccer)
- February 28 – March 2, NCA All-Star National Championship
- March 8, Dallas Regional Spelling Bee
- March 14-16, West Coast Dance Explosion
- March 15 – April 13, OT7 (Overtime 7x7x Football)
- March 20-23, HEAT Convention & Competition (Dance)
- March 29-30, Wang Memorial (Fencing)

## Upcoming Events:

- April 4-6, Dance Dallas 2025
- April 5-27, Lone Star Classic (Volleyball)
- April 12-20, Dallas Cup (Youth Soccer)
- April 14-18, National Junior College Athletic Association Annual Convention
- April 19-20, Dallas Easter Classic (Pegasus Slow Pitch Softball Association)
- May 6-14, VEX Robotics World Championship
- May 10-11, Dallas Spring Showcase (Tiger Tournaments: Youth Soccer)
- May 15-18, Next Generation Cup (Youth Soccer)
- May 16-17, Dallas Bike Ride
- May 16-19, Varsity Event Administration
- May 16-18, The Dance Combine by Tribe 99
- May 22-23, Esports Next

- May 23-25, DreamHack Dallas
- June 18-20, CONCACAF Gold Cup
- June 24 – July 3, USA Volleyball Girls’ Junior National Championships
- June 27 – July 3, Southern Regional Championships (United States Youth Soccer)

### **Big Wins:**

- On March 5, 2025, FIFA announced that the Kay Bailey Hutchison Convention Center in downtown Dallas has been selected as the official hub for the FIFA World Cup 26™ International Broadcast Centre (IBC).
- The Dallas Sports Commission hosted the 67<sup>th</sup> Dallas Regional Spelling Bee on March 8, 2025. Champion Faizan Zaki, a 7th grader at Rice Middle School in Plano; First Runner-Up Avishka Dudala, a 7th grader at Rogers Middle School in Prosper; and Second Runner-Up Shreyansh Zadoo, an 8th grader at Van Alstyne Junior High School, advanced as the top three spellers to compete at the prestigious 2025 Scripps National Spelling Bee.
- U.S. Soccer has moved forward with a 2031 FIFA Women’s World Cup bid. DSC will work with U.S. Soccer to ensure Dallas is positioned as an ideal host city for the event.
- The United Pickleball Association announced that the Pickleball World Championships will return to the Dallas area in 2025.

### **Sales Efforts & Site Visits:**

- January 22, South Side Studios Site Visit
- January 22-23, Official Strong Man Games Site Visit
- January 24, Dallas Regional Spelling Bee Site Visit
- January 24, Ultimate Ninja Warrior Finals Site Visit
- January 31, AmeriSports Site Visit
- March 3, US Chess Site Visit
- March 6, SlamBall Site Visit
- March 6, World Supercross Championship Site Visit
- February 28, FIFA World Cup 26™ Partner Stadium Tour
- March 3-7, FIFA World Cup 26™ Commercial Partner & Broadcaster Workshop
- March 13, OT7 (Overtime 7x7 Football) Site Visit
- March 31, DeSoto BMX Site Visit

### **Branding & Awareness/ PR:**

FIFA World Cup 26 Coverage:

- |  |  |
|--|--|
| ○ <a href="#">The Dallas Morning News (Print)</a>  | ○ <a href="#">Dallas Business Journal</a>            |
| ○ <a href="#">The Dallas Morning News (Online)</a> | ○ <a href="#">FOX 4 at 9:25 AM</a>                   |
| ○ <a href="#">WFAA</a>                             | ○ <a href="#">Irving Weekly</a>                      |
| ○ <b>IBC Announcement:</b>                         | ○ <a href="#">KLIF-AM at 7:51AM</a>                  |
| ○ <a href="#">Axios Dallas</a>                     | ○ <a href="#">NBC 5</a>                              |
| ○ <a href="#">CBS News Texas at 4PM</a>            | ○ <a href="#">NBC 5 at 4PM</a>                       |
| ○ <a href="#">CBS News Texas at 5PM</a>            | ○ <a href="#">Sports Travel Magazine</a>             |
| ○ <a href="#">CBS News Texas</a>                   | ○ <a href="#">Texas State Public Affairs Network</a> |
| ○ <a href="#">Community Impact</a>                 | ○ <a href="#">The Dallas Morning News</a>            |

- [The Dallas Morning News \(print\)](#)
- [WBAP-AM at 12 PM](#)
- [WFAA](#)
- [FOX 4 News' Lori Brown](#)
- [NBC 5](#)
- [RNow Media](#)
- [Robert Queen](#)
- [Robert Queen](#)
- [Sports Travel Magazine](#)

- [Pedro Silva \(Univision\)](#)
- **Sonic ID:**
- [D Magazine](#)
- [D Magazine](#)
- [K104 FM at 8:30 AM](#)
- [K104 FM](#)
- [KVUE](#)
- [KXAN 36](#)
- [The Dallas Morning News](#)
- [WFAA](#)

#### Events Coverage:

##### *NCA High School Nationals:*

- [CBS](#)
- [CBS](#)
- [CBS at 5 AM](#)
- [CBS at 6 AM](#)
- [CBS at 4PM](#)
- [CBS News Texas](#)

- [KLIF at 8AM](#)
- [KLIF Online](#)
- [MSN](#)
- [WFAA](#)
- [Yahoo!](#)

##### *NCA All-Star Nationals:*

- [FOX 4 at 9 PM](#)
- [Fox 4 at 9:45AM](#)
- [KLIF at 8:30 AM](#)
- [KRLD at 7:20 AM](#)
- [KRLD at 4:23 PM](#)
- [KRLD \(Online\)](#)
- [NBC 5 at 4:05 PM](#)
- [NBC 5 at 5:05 PM](#)
- [WFAA at 5:15 PM](#)
- [WFAA \(Online\)](#)

- [WFAA Good Morning Texas at 9:15 AM](#)
- [WFAA Good Morning Texas at 9:40 AM](#)
- [WFAA Good Morning Texas at 9:51 AM](#)
- [CA Panthers](#)
- [Cheer Daily](#)
- [WFAA](#)

#### Dallas Regional Spelling Bee

- [Garland Journal](#)
- [Longview News Journal](#)
- [Moore County News Press](#)
- [News Break](#)
- [News Break](#)
- [Texas Metro News](#)
- [KTEN News](#)
- [KTEN News at 5:10 PM](#)
- [KTEN News at 6:10 PM](#)
- [Victoria Advocate](#)
- [WFAA](#)
- [WFAA](#)
- [WFAA](#)

- [WFAA at 5:23PM](#)
- [WFAA at 10:21 PM](#)
- [WFAA at 4:50 AM](#)
- [WFAA at 8:36 AM](#)
- [WFAA at 5:15 AM](#)
- [Plano ISD](#)
- [Plano ISD](#)
- [Plano ISD](#)
- [Rogers Middle School](#)
- [Rogers Middle School](#)
- [WFAA](#)
- [WFAA](#)
- [WFAA's Sean Giggy](#)

#### D CEO City of Champions



- [D Magazine](#)
- [D Magazine](#)
- [D Magazine](#)
- [D Magazine](#)
- [D Magazine](#)
- [D Magazine](#)
- [D Magazine](#)
- [D Magazine](#)

#### Website Analytics YTD metrics

- **1.1M+** total page views

#### Social Media YTD Metrics

- **115,040** Facebook impressions across DSC-operated profiles
- **1,551,533** Instagram impressions across DSC-operated profiles
- **63,563** X/Twitter impressions across DSC-operated profiles
- **92,855** LinkedIn impressions across DSC-operated profiles

#### Eblasts/Newsletter YTD Metrics

- **29.4%** open rate
- **2.45%** click rate

## DEI & PUBLIC AFFAIRS

### The DEI & Public Affairs team participated in the following events during Q2:

- January 8: International Gay and Lesbian Travel Association (IGLTA) board of directors meeting
- January 31: IGLTA Intersection Engagement subcommittee meeting
- February 3: Meeting with West End Association re: American Council of the Blind convention
- February 5: Meeting with Texas Leadership Consortium (formerly Texas Diversity Council) re: annual membership and programming
- February 12: North Texas Commission Social Inclusion Summit
- February 12: National Coalition of Black Meeting Professionals (NCBMP) meeting
- February 13: Visit Dallas Diversity, Equity, Inclusion Committee meeting
- February 13: Visit Dallas LGBTQ+ marketing meeting
- February 14: Visit Fort Worth Annual Meeting
- February 24: Women Leading Travel & Hospitality Roundtable
  - Cheryl Richards served as a panelist
- February 25: Destinations International (DI) Social Inclusion Committee re: inclusive tourism
- February 25: UNT Mayborn Advisory Board meeting
- February 27: Reception honoring Cynt Marshall hosted by DCC, Texas Capital, JP Morgan Chase, DRC and Key Stakeholders
- February 28: Visit Dallas staff training: Creating an Inclusive Workspace
  - 3-hour session by David Cohen
  - In-person and virtual for all staff
- March 5: Citywide Integration meeting re: American Council of the Blind Convention
  - More than 65 guests, including City of Dallas, DFW International and Love Field Airports, DDI, West End Association, others
- March 7: Meeting with African Muzik Magazine Award (AFRIMMA) re: 2025 event
- March 10: Visit Dallas visitor kiosk grand opening – Klyde Warren Park
- March 12: Meeting with Visitable re: staff accessibility training
- March 13: IGLTA board of directors meeting
- March 18: Reception for Dr. Darryl Williams, new provost of Dallas College, School of Hospitality and Culinary
- March 19: Meeting with *Dallas Weekly*
- March 21: 2025 *Women of Influence* Award Luncheon – Hilton Statler Hotel
- March 26: Women's Month luncheon hosted by the City of Dallas, Dallas City Hall
- March 26: *Roadmap to Accessibility* - Autistic and Sensory-Sensitive Visitors webinar hosted by DI
- March 27: *Gender Diverse* webinar hosted by IGLTA
- March 27: Visit Dallas Latino Community Leaders Reception
  - Held at Mexican Sugar in Uptown

- Approximately 90 guests, including elected officials, business leaders and Greater Dallas Hispanic Chamber of Commerce board members
- March 28: Meeting with zTrip/taxi company re: American Council of the Blind convention
- Bi-weekly meetings with internal staff re: American Council of the Blind convention – July 2025 at Hyatt Regency hotel
- Monthly Destinations International (DI) Social Inclusion Committee meetings

### **Community Engagement**

- January 16: Dallas Regional Chamber (DRC) annual meeting
- January 17: City of Dallas 6<sup>th</sup> Annual Equity Indicators Symposium
- January 18: MLK, JR. Parade (mobile visitor center was parade entry)
- January 22: FIFA Human Rights workshop
- January 30: 24HourDallas strategy meeting
- February 7: Interdenominational Ministerial Alliance (IMA) Human Relations Banquet
  - Craig Davis honored with an award
  - Table guests included Texas Representative Venton Jones, Dallas Councilmember Carolyn King Arnold & Board members
- February 11: Downtown Dallas, Inc. Annual Meeting
- March 5: American Institutes of Architects – Women, Latinx, LGBTQ+ chapters
  - Gary Sanchez served as a panelist re: community engagement
  - Recruited 7 volunteers for ACB convention
- March 11: West End Association Annual Meeting
  - Gary Sanchez presented information re: ACB Convention in July 2025
- March 12: Meeting with Sabina Carr, Dallas Arboretum president/CEO
- March 18: Dallas Arboretum Corporate Sponsor appreciation dinner
  - Visit Dallas staff and DTPID board member attended
- March 19: Friends of Latino Cultural Center (LCC) board meeting
- March 21: Meeting with DFW International Airport re: ACB Convention
- March 21: Tour of Springhill Suites Downtown Dallas hotel
- March 28: Tour of Dallas City Hall lobby and plaza re: *Can-Do Spirit Day*
- March 31: Dallas Arboretum board of directors meeting
- Ongoing 24HourDallas meetings
- Ongoing Dallas Mayor's Anti-Hate Advisory Council meetings

### **Public Affairs**

- February 20: Texas Travel Alliance (TTA) Unity Dinner – Austin, TX
- March 31: Meeting with a city councilmember candidate
- Bi-weekly meetings with Texas Hotel and Lodging Association (THLA) and Texas DMOs re: legislative session and bill tracking
- Bi-monthly Destinations International (DI) Advocacy Committee meetings

## PRESIDENT AND CEO

### Interviews and Speaking Engagements:

- January 13: Invest: Dallas-Fort Worth Interview
- January 15: Association Conventions & Facilities Interview
- February 6: Spotighting the Cliff Awards Presenter
- February 11: DDI Annual Meeting Speaker
- March 11: Convention Center Recording
- March 27: Dallas Friday Group Luncheon Speaker

### Meetings and Events:

- January 9: Quebec Government Office – Houston Meeting; THLA/DMO Legislative Session Meeting
- January 13: Q1 Downtown Merchant Meeting
- January 14: Dallas Breakfast Group Mayor's Address; South Side Studios Grand Opening
- January 15: Q1 Downtown Merchant Meeting
- January 21: Visit Dallas Finance Committee Meeting
- January 22: TACVB Meeting (Waco, TX)
- January 23: Visit Dallas Board Orientation
- January 27: DTPID Board Meeting
- January 29-31: Board Leadership Symposium (Orlando, FL)
- February 7: Interdenominational Ministerial Alliance Banquet
- February 10: DFW International Collective Meeting; ATPAC Board Meeting
- February 12: Walmart/Visit Dallas Sales Meeting (Bentonville, AR)
- February 13: Visit Dallas DEI Committee Meeting
- February 14: Visit Fort Worth 2025 Annual Meeting; Hunden Partners Customer Advisory Board Kick-off Meeting
- February 18: Visit Dallas Marketing Committee Meeting
- February 20: D CEO The City of Champions Launch Event
- February 25: Visit Dallas Cultural Tourism Committee Meeting; Visit Dallas Finance and Executive Committee Meeting; Dallas Friday Group Evening at the Holocaust & Human Rights Museum
- February 27: Visit Dallas Board Meeting
- March 4: Visit Dallas Leadership Council Meeting
- March 5: FIFA Press Announcement
- March 6: Building Business Opportunities Luncheon; Klyde Warren Park Corporate Council Meeting
- March 10: Klyde Warren Park Visitor Kiosk Launch/Media Event
- March 11: HANTX Luncheon
- March 23-25: City Meetings with Bond Traders for Master Plan (NYC)