



VisitDallas Arts & Culture Marketing

Quality of Life Briefing
Oct. 18, 2021

VISIT  DALLAS

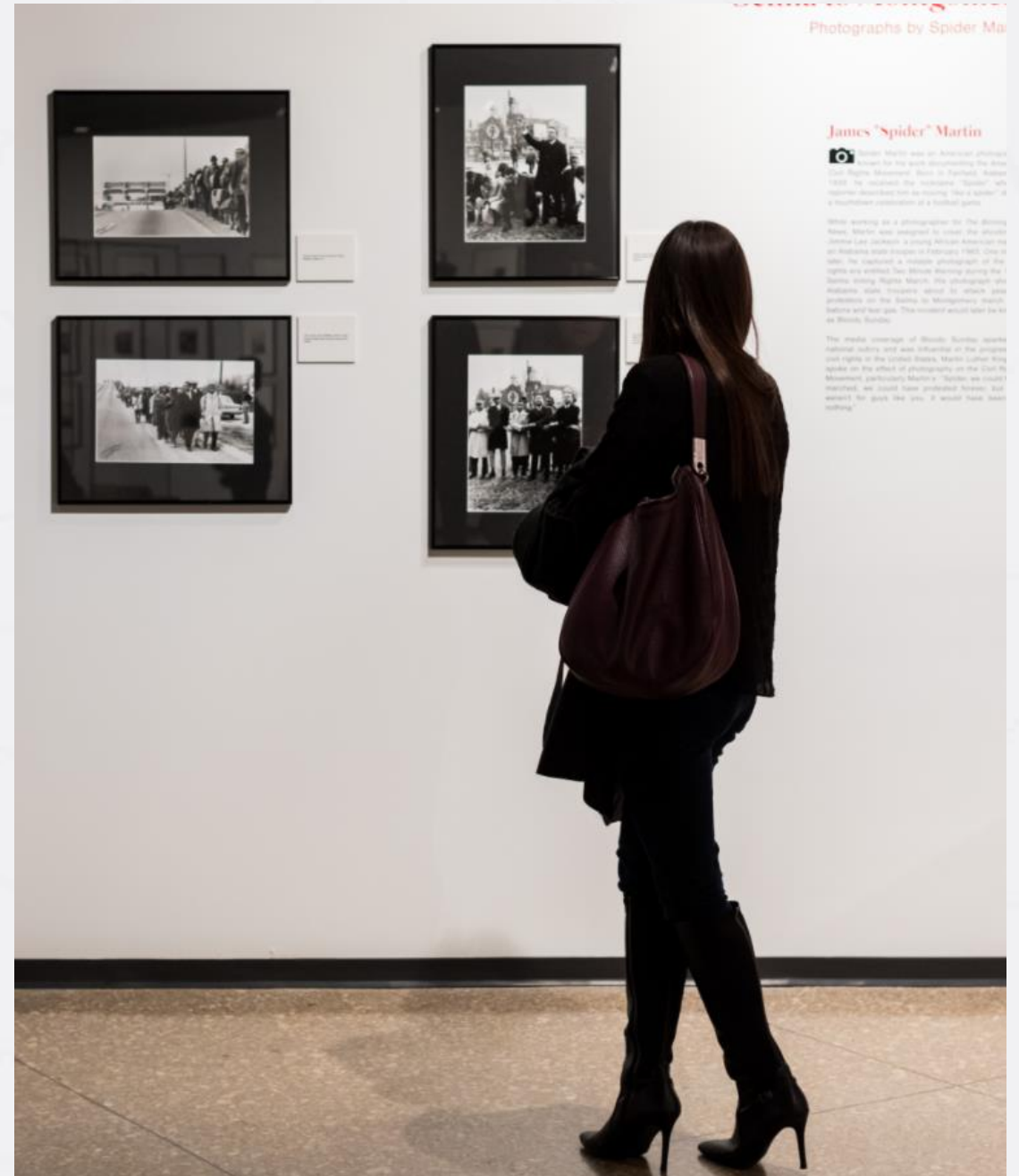


PRESENTATION AGENDA

1. Find Your All Campaign
2. Arts & Culture Video Series
3. Music Friendly Cities
4. "Dallas Now" Blog on VisitDallas.com
5. Tourism District Funding
6. Riverfront Jazz Festival

Let's co-create a cultural experience.

"It's our cultural product that gives Dallas its competitive edge."





Key Insight

The cultural experiences that make Dallas different are the things that will differentiate us from other destinations and compel people to choose to travel here.

Our key message:

Dallas is alive with culture.

- Diverse food experiences live here.
- Diversity in the arts live here.
- Diversity in music lives here.
- The cultural producers that make it all happen live here, too.

***While other cities have culture,
Dallas IS culture.***



Considerations

- Showcase “experiences” over “places.” Use the imagery to tell travel stories that re-enforce our theme of rich cultural diversity.
- Draw our cultural producers in as well. We want to convey this not simply a city of great food and culture, but one of fascinating chefs, artists, musicians, and more.
- Avoid the old “hats and boots” stereotypes. This is a modern, cosmopolitan city with unmatched diversity.
- Look at every experience through the filter of how unique it is to Dallas.



Everyone has an “ALL.”

Your “all” is the thing you really love doing when you can spare a moment away from life’s obligations.

Where can you find your “ALL?” In Dallas, of course.

VISIT  DALLAS® & FIND YOUR ALL



ALL the reasons we love ALL

- We are an inclusive city, where ALL are welcome
- North, South, East or West – in every corner of Dallas ALL races, beliefs and cultures are celebrated
- Dallas serves up ALL types of experiences from big attractions to hidden gems
- With our arts presence, music scene, and rich cultural experiences we are challenging ALL preconceived notions about our city



Campaign Creative Team

This new campaign is ALL about diverse cultural experiences, so that just naturally fit with our commitment to DEI with our entire production, from locations and cast, to vendor partners.



King Hollis, Director



Inti St. Clair, Photographer

To tell the story of our city, we filmed and photographed every square inch of it.

- East Dallas
- South Dallas
- Downtown
- Uptown
- Harwood District
- The Cedars
- Deep Ellum
- Fair Park
- Oak Cliff
- Design District
- Arts District
- Victory Park





North, South, East or West Dallas. Every corner of our diverse city has vibrant neighborhoods waiting for you to shop, stroll and eat your way through. Whatever your all is, you'll find it here. Go to [VisitDallas.com](https://www.visitdallas.com) to plan your trip and learn how we're staying safe this summer.

Bishop Arts District

VISIT **DALLAS** & FIND YOUR ALL



*For a Dreamer of Houses, Dallas Museum of Art,
Dallas Arts District, Downtown*

TAKE IN DALLAS ART

From immersive and imaginative exhibits like *For a Dreamer of Houses* at the Dallas Museum of Art to the inspirational murals that line our streets. Whatever your all is, you'll find it here. Go to [VisitDallas.com](https://www.visitdallas.com) to plan your trip and learn how our city is staying safe this summer.

VISIT **DALLAS** & FIND YOUR ALL



Dallas Saake, Mark Handforth,
Dallas Museum of Art,
Dallas Arts District, Downtown

DALLAS ART INSPIRES

With over 25,000 works on display at the Dallas Museum of Art and food trucks just across the street in Klyde Warren Park, our arts district will definitely feed more than just your imagination. Whatever your all is, you'll find it here. Go to [VisitDallas.com](https://www.visitdallas.com) to plan your trip and learn how our city is staying safe this summer.

VISIT **DALLAS** & FIND YOUR ALL



Where else can you dine in an enchanting restaurant that's also a samurai art museum, followed by dancing and people-watching in the heart of the LGBTQ+ community? Whatever your all is, you'll find it here. Go to [VisitDallas.com](https://www.visitdallas.com) to plan your trip and learn how our city is staying safe this summer.

VISIT **DALLAS** & FIND YOUR ALL



Lounging poolside with a cocktail in the middle of a bustling downtown with live music and museums just a short walk away? Yes, please. Whatever your all is, you'll find it here. Go to [VisitDallas.com](https://www.visitdallas.com) to plan your trip and learn how we're staying safe this summer.

Waterproof Bar,
The Statler Hotel, Downtown

VISIT **DALLAS** & FIND YOUR ALL

OOH



OOH



OOH



Digital



**DISCOVER
DALLAS
FUN**

VISIT DALLAS
& FIND YOUR ALL



**SEE
DALLAS
ART**

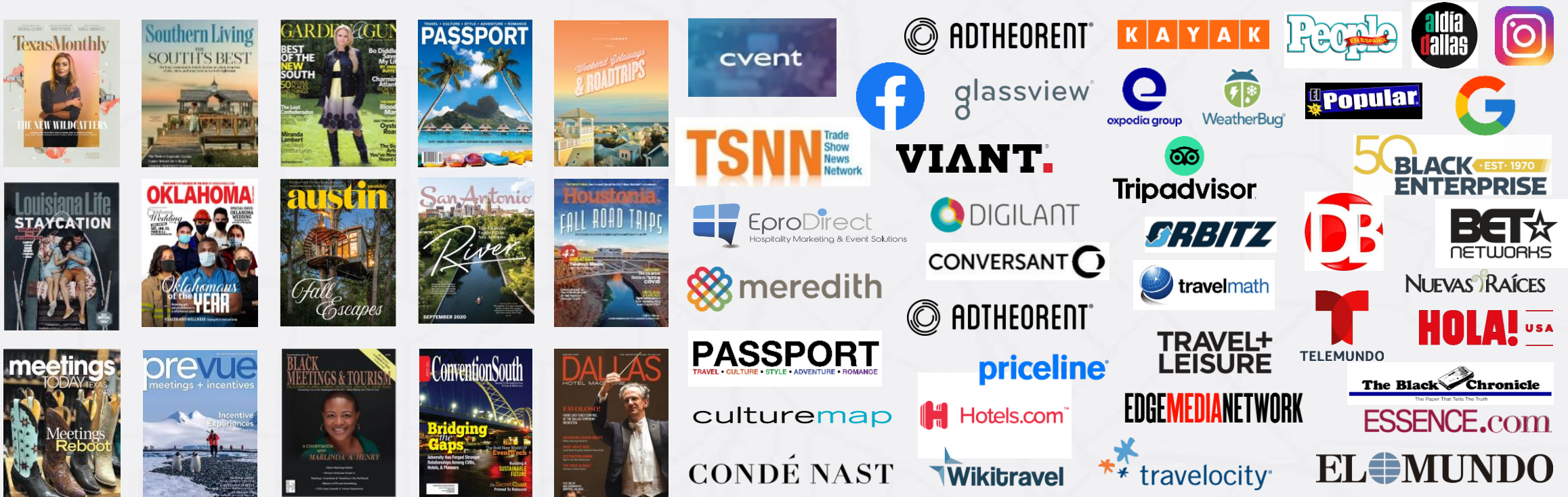
VISIT DALLAS
& FIND YOUR ALL



**CATCH
DALLAS
SHOWS**

VISIT DALLAS
& FIND YOUR ALL

A diverse and inclusive media mix ensures we reach all facets of our various audience segments.



Not all Black, Hispanic/Latino, and LGBT outlets are purchased directly. Many are specific inventory rotations accessed through technology/programmatic partners.



Dallas Art Inspires

- We have completed production of a series of eight videos spotlighting our cultural creators.
- Feature significant artists and creators from Dallas, profiling more than 30 locations.
- An extension of the new leisure campaign; primarily digital and social uses.
- Launch this week on VisitDallas.com and our social channels.



Dallas Film & Creative Industries



- Now certified as a Texas Music Friendly Community.
- Announced our name change from the Dallas Film Commission to the Dallas Film & Creative Industries Office. Industry sectors include Film/TV, Advertising, Animation/Interactive, Literature, Music, and Photography.
- Launched a brand-new website and digital directory. Also launched a new video targeted to creative industries professionals. DallasCreates.com.





Arts & Culture on VisitDallas.com

- 38 original blogs featuring Arts & Culture on VisitDallas.com in 2021
- The VisitDallas.com blog – “Dallas Now” – sees 75,000 pageviews per month
- Blogs are amplified on social media and Pinterest



ARTS & CULTURE

What to do in Dallas this January

Ashley Turner · Jan 6, 2021

Celebrate the new year by rediscovering the city we know and love.



ARTS & CULTURE

Dallas Attractions With Accessibility Options

Angela Roe · Feb 23, 2021

Those with disabilities or supporting others needing accessibility features can visit these attractions and still relish the full experience.



DIVERSE

Deep in the Heart of Dallas with M*Knight

Dalila Thomas · Mar 26, 2021

The multi-hyphenate dishes on his Dallas favorites.



Cultural Event Incentives

- In FY 2021 the Dallas Tourism Public Improvement District (DTPID) supported 41 events totaling more than \$648 thousand
- For FY 2022, DTPID has pre-approved 79 events for more than \$1.7 million
- During the lifetime of the program, DTPID has supported over 576 events and funded over \$8.7 million in Cultural Event Incentives





Riverfront Jazz Festival

- VisitDallas is a sponsor of the TBAAL Riverfront Jazz Festival
- DTPID Funding
- Media support
- Robust online content
- Downtown signage



MUSIC & CONCERTS

Jazz Takes Center Stage Over Labor Day Weekend

David C. Justin · Aug 19, 2021

Local legends, international sensations and promising young artists share their love of music at the 4th Riverfront Jazz Festival

Thank You!

VISIT  DALLAS[®]

Craig T. Davis, CDME
President & CEO

craig@visitdallas.com
214-571-1000