



**City of Dallas**

# **Marketing Strategy: telling our story as One Dallas**

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# Agenda



**Purpose, Mission & Vision: One Dallas**

**Goals**

**Benefits for Residents and Businesses**

**Target Audiences**

**Strategies**

**Communications Assets**

**Budget**

**Partners and Brand Ambassadors**

**Timeline**

**Appendix**



# Purpose



**Provide an overview of the marketing strategy to support economic development, raise awareness of the City of Dallas' programs and services for residents and stakeholders, and globally market Dallas as a gem – the crown jewel of north Texas.**



**Preview: Dallas GEMS video**





# Mission & Vision: One Dallas



Developing a One Dallas brand strategy entails strategically sharing what makes Dallas great through multimedia storytelling.

- Dallas is Home – inspiring generations of pioneering businesses, champions, dealmakers and leaders to thrive



- Dallas GEMS – **Generative Economic and Marketing Strategies** sustain and grow One Dallas by spotlighting winning assets, branding the City of Dallas distinctively as the vibrant crown jewel of D/FW and North Texas



# Goals



Aligned with 360 performance measures

- Brand awareness distinctive from other North Texas cities and comparable to marquee cities nationwide
- Positive earned media mentions
- Increased economic impact
- Dallas population and tax base growth



# Benefits for Residents and Businesses



- For the business community, a marketing strategy will help with economic development and growth -- especially for minority and women owned businesses.
- For Dallas residents, having an increased presence on the global stage means more jobs in our area. Bringing more businesses to the area allows for more opportunities to investment in our community.



# Target Audiences



- Site selection specialists
- Employers
  - Prospective and current
- Conference producers seeking thought leaders/subject matter experts
- Journalists covering government, innovation, business, and quality of life
- People who live or work in cities other than Dallas



# Strategies



**Our multifaceted communications approach will support and elevate all services and every single city department, touching all our residents and speaking with one voice nationally and internationally.**

**We will fully leverage all available platforms to drive this overall marketing strategy**

- **Produce original multimedia content – shared via cable, social media, and digital channels**
- **Pitch global media for positive mentions – local/regional, national & international**
- **Paid advertising – in airports, business press, multicultural publications, digitally targeted**
- **Launch grassroots outreach strategy targeting community and faith-based organizations**





# Communications Assets



Fair Park Multimedia Center original COM content showcasing City departments and services via cable, digital, and broadcast channels, including: Dallas GEMS marketing collateral; district-specific and City-wide presentation templates; documentary features and weekly podcasts.

- Social Media, Cable Channels
- In-airport screens and audio programming for those traveling through Love Field and Dallas Executive Airport
- Print collateral for direct mail and event distribution
- Earned media through proactive pitching of City subject matter experts (SMEs) to global conferences and media outlets



# Leading by Example



**BOSTON**



**AUSTIN**



# Budget



- \$2.296 Million COM operating budget in FY21
  - 80% of staff time on marketing (\$1.84M)
  - 20% internal comms (\$459.2K)
- \$500K for Economic Development Marketing



# Partners and Brand Ambassadors



- Council members
- Department Directors
- Every organization receiving taxpayer dollars
  - Regional, County, State, and Federal government
    - ISDs and Community Colleges
    - Hospitals and Nonprofit Medical Providers
  - Transportation partners, e.g.
    - DART
    - TXDOT
    - NCTCOG





# Partners and Brand Ambassadors



- Membership, Leadership, and Affinity groups
  - Chambers of Commerce
  - HOAs and Neighborhood Associations
  - Clergy and Houses of Worship
  - Nonprofits
  - Multicultural media outlets
- All 13,000+ City employees
- Private sector partners
  - Corporate sponsors
  - In-kind donors
  - Volunteer brand ambassadors
  - Entrepreneurs, especially W/MBEs, DBEs & HUBs



# Timeline



- Q1 of FY2021 – Pitch Subject Matter Experts (SMEs) to international media and conferences and pilot City news magazine podcast
- Q2 (Jan-March 2021) – Produce Dallas GEMS videos and pitch decks
- Q3 (April-June 2021)\* – Launch Dallas is Home campaign via in-airport and direct mail





**City of Dallas**

# Thank You!

**Questions?**

Catherine Cuellar, Director  
Communications, Outreach and Marketing

# Appendix: Achievements



- Dallas rises to No. 2 in the country for 'Tech Town' index, report shows – Dallas Business Journal
- Dallas ranks as the 14th best city in the country and one of the top cities in Texas - Resonance Consultancy Ltd.
- Sixth-largest LGBTQ community in the U.S., with bars and restaurants concentrated in Oak Lawn - Resonance Consultancy Ltd.
- Travel + Leisure Magazine ranks Dallas Love Field a Top 10 Domestic Airport
- Best for Veteran Employers says the Military Times
- Dallas Business Journal ranks Dallas #2 on the list of 24 local North Texas economic development agencies





# Appendix: New Standards and Innovations



- First Texas city to receive Welcoming City status
- Created the Community Police Oversight Board and established the Office of Community Police Oversight
- Completed the final documentation of the City's first-ever Strategic Mobility Plan (SMP)
- Established Teatro Dallas and Cara Mia as the Latino Cultural Center's inaugural resident theater companies

