

15 Ideas for Arts Entities to Promote their Eligibility and Impact for Local Hotel Tax Funding:

1. **Surveys:** Conduct surveys of guests at an arts facility or arts event to determine the number that are tourists (from another city or county) and how many of these tourists are staying at an area lodging facility (and the duration of their hotel stay). With this information, you can document the penetration of tourists and hotel guests within your audience. You will want to work with research resources from your area colleges to determine how many people you need to survey to have a representative sample of the visitors to your facility or to your event. Such surveys can be done orally, through note cards in programs that are actively collected or other effective strategies.
2. **Visitor Logs:** Use a Visitor Log at your facility or event and include a box for attendees to check if they are staying at an area lodging facility.
3. **Combined Arts Calendars/Event and Facility Brochures:** Work with your area colleagues to develop a calendar of events that includes all of the area arts events and contact information. Include area restaurants and other attractions in this brochure and it will be a must have tourism resource for all visitors and local residents.
4. **Strategic Hotel/Arts Partnerships:** Work with a committee of area hoteliers:
 - a. to ascertain what the policies are for various hotel brands/local hoteliers on the ability to provide tourism brochures and calendars of events to hotel group business clients and to other hotel guests.
 - b. to determine other viable means for distribution of this information (brochure racks in hotels, elevator signage, etc.).
 - c. to learn when area hotels are already full, what period represents their “shoulder season” and when they have their “low business”

time period. Use this information to consider whether your entity can schedule your major arts festivals and other events during a time period that would provide an opportunity to impact hotel activity (when hotels are not already sold out), and further, when the business is most needed. Hotels that understand arts entities are making that effort will be more motivated for further partnerships with these arts entities.

- d. To determine which contacts at hotels would be the best resource for alerting them to future arts events/facilities. And establish a relationship with these entities prior to events and after events to promote and assess impact/interest in the event by hotel guests.
- e. Consider recruitment of key hotel leaders onto your arts board.

5. Strategic Use of Comp tickets:

- a. Provide “comp” tickets to key hotel staff (Hotel GM, Director of Sales, Front Desk Manager) to familiarize them with your events and facility and to encourage them to refer their group business and other hotel guests.
- b. Provide “comp” tickets to your facility or arts productions to hotel staff to use as an “amenity” for group business clients (weddings, family reunions, regional meetings, corporate business, long term guests, etc.). To the extent that the hotel guests use the comp tickets and possibly purchase additional tickets, it shows the nexus and impact of the arts entity on the hotel guest and their hotel stay.

6. Annual Training/Promotion: Provide annual training to these staff along with other front desk workers on the array of arts and other attractions that are available in your community. Do a bus tour taking participants to hear a representative song at dramatic dialogue at a theater, a description of future exhibits, and other unique and special demonstrations of the breadth of your cultural arts facilities and events.

7. Regular Discounted Rate for Hotel Guests: Consider a regular discount rate for arts facilities and events for all area hotel guests that hotels can publicize on their website and in their group business information.

8. **Housing Performers:** Be sure to house your performers in rotating area lodging facilities and document this activity.
9. **Market/Promote Area Hotels:**
 - a. Create a rotating hotel honoree at your arts facility and/or for each of your performances and/or events. In this way, you are “marketing” the hotel for future business and thereby impacting the hotel and convention industry.
 - b. In the publicity (website, brochures, flyers) for your facilities and events, include a link to the area convention and visitor bureau listing of area hotels.
 - c. Where appropriate, negotiate a group rate for your arts events/facility and secure a room block.
10. **Evolve One Day Local Events Into Multi-Day Events:** Have a local committee of experienced arts practitioners who volunteer along with the convention and visitors bureau to work with other arts entities on how to transform their one day local event into a multi-day tourism/hotel activity potential event.
11. **Use Formulas for Large Events to Assess Impact:** For very large arts related events, work with your area CVB to use an industry formula that attributes the likely impact on area hotels from an audience of that size. The Dallas Tourism PID has such a formula.
12. **Arts Events at Hotels.** Hold arts events at hotel properties where they have appropriate outdoor space (e.g.; Jazz Night at the Hilton, Arts galas, etc.).
13. **Arts Displays at Hotels.** Display local art at willing hotel properties.
14. **Artists in Residence Programs.** Partner with area hotels to consider an “artist” in residence.
15. **Awards/Recognition of Impact/Partnerships:** Work with your local hotel association, CVB, and chamber of commerce to create an annual recognition of arts programs and/or facilities that have effectively



Provided by: Scott Joslove
President & CEO
Texas Hotel Lodging Association

partnered with the area hotel industry to impact tourism and hotel activity. At this same event, recognize hotels that have been strong partners for area arts facilities and events.