

# **Creating Successful Partnerships**

## **with the Convention & Visitor's Bureau**

Denton County Transportation Authority

**DCTA**

The logo for Denton County Transportation Authority (DCTA) features the letters 'DCTA' in a bold, white, sans-serif font. The letters are set against a dark green background. Below the letters, there is a yellow graphic element that resembles a stylized arrow or a speech bubble tail pointing downwards and to the right.

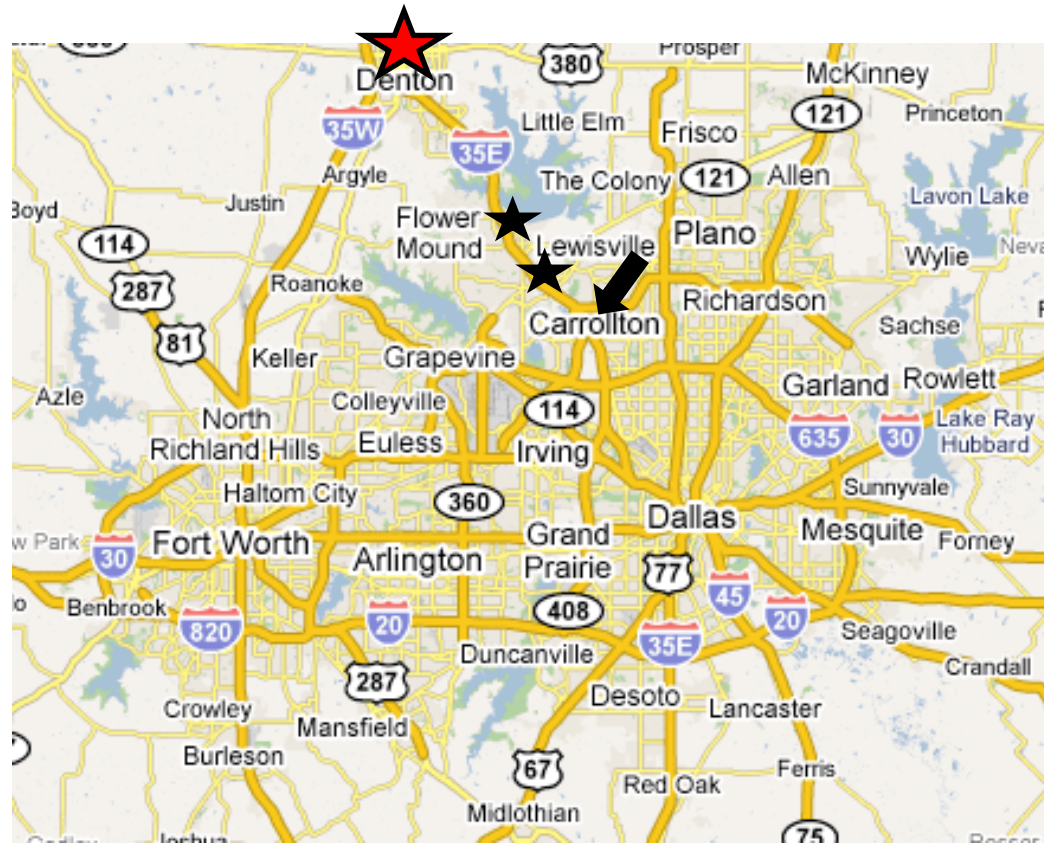
# Before We Get Started...

## ➤ New A-train Service

- 21 Mile Corridor
- Serving Three Member Cities
- 5 Stations
- Connects to DART Light Rail
- Regional Connectivity
- Opens a new market for DCTA and our member cities



# Dallas-Fort Worth Metroplex



**DCTA**

# Challenge

## **DCTA**

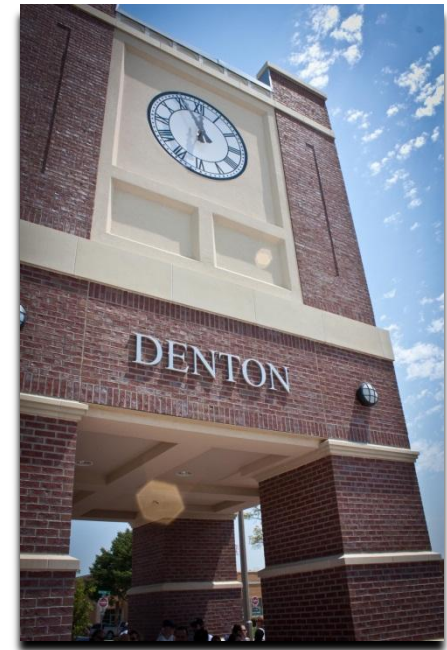
- Low performing A-train Weekend Service
- Marketing Budget

## **Denton CVB**

- Parking Capacity
- Special Event Attendance
- Marketing Budget

# Goals

- Increase CVB Special Event Attendance
- Increase Weekend Ridership
- Leverage Budgets



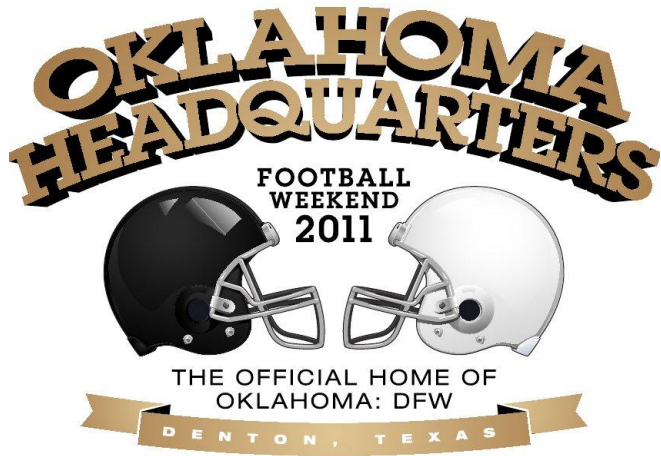
# Solution

- Partner with CVB to promote special events accessible by existing DCTA services
- Use CVB's website as main info source with referral to DCTA's website
- Match CVB's event marketing budget to leverage those dollars
- Utilize CVB's contracted creative agency

# Events

- Red River Rivalry (Texas-OU Football)
- Holiday at the Hall
- Thin Line Film Festival
- 35 Denton Music Festival
- Art & Jazz Festival
- North Texas State Fair

# Events



## Method

- Only 2 Weeks of Promotion
- Focused on OU fans
- Travel Packages
- Coordinated Transportation

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# Events - Results

## Results

- 25% Increase A-train Ridership
- Received Major Media Coverage
- Significant Social Media Presence
- Better awareness of Denton & DCTA



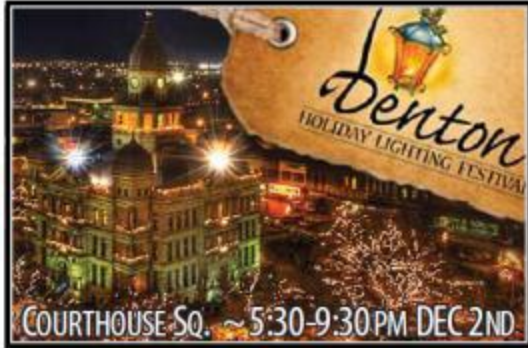
## Next Time

- Interest & Growth Potential is Huge
- Starting Early is Key!

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# Events

**DENTON  
HOLIDAY  
LIGHTING  
FESTIVAL**



## Method

- Heavy Social Media Push
- Enhance the Event Experience
- Pre-event at DDTC

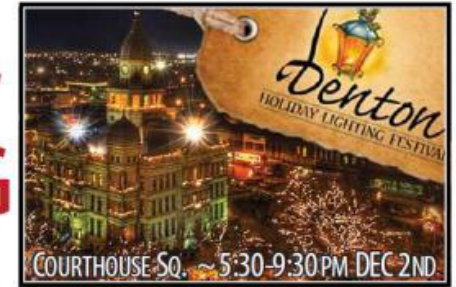
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# Events - Results

## Results

- A-train Ridership Increased 50%
- Event Attendance Increased 25%
- Increased Social Media Activity

**DENTON  
HOLIDAY  
LIGHTING  
FESTIVAL**



## Next Time

- Increase Wonderland Express Activities
- Encourage Use of Park & Rides w/Canned Food Drive
- Increase Connectivity to Square

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# Other Events



## Method

- Heavy Social Media
- Print Media-Dallas
- Digital Media
- Focus on Dallas Market

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# Upcoming Events



**Denton Arts & Jazz Festival**



**North Texas State Fair & Rodeo**

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# Build Those Partnerships!

## Seek Potential Partners

- Convention & Visitor's Bureau
- Municipalities & Schools
- Special Event Venues

## Reap the Benefits

- Leverage Marketing Dollars & Media Coverage
- Build Ridership
- Attract New Audiences

# Questions and Answers?



**DCTA**