



Downtown Fort Worth, Inc.

Overview

Downtown Fort Worth, Inc. promotes the downtown premises to businesses, to consumers for work, and play. A group of about 60 national media contacts was coming to town. The client had no current comprehensive packet that might spawn accurate and new stories about the progress in Downtown Fort Worth.

Solution

Propel created media packets—“Facts Tool Kit” for the media tour group that included inserts on all informational aspects about the City of Fort Worth including—Residential Renaissance, Office Market, Retail & Entertainment, Hospitality, Quality of Life, In the News, etc. Much data had to be consolidated into comprehensive meaningful kit to aid in research by the media.

Impact

Feedback comments included “Most prepared,” “Most comprehensive,” “Most exciting city on the tour. National media coverage is pending at this date.

