

Kourtny S. Garrett
Vice President - Marketing, DOWNTOWNDALLAS

Kourtny Garrett was named Vice President – Marketing for **DOWNTOWNDALLAS** in December 2006, but has been dedicated to the revitalization of Downtown Dallas, in both professional and personal service, for five years.

Prior to her appointment to Vice President, upon the merge of the Downtown Partnership with **DOWNTOWNDALLAS** (formerly the Central Dallas Association and Downtown Improvement District) in October 2004, Garrett was named Director of Marketing for the overall organization. Ms. Garrett's primary focus of responsibilities in these roles has included the creation, implementation and management of strategic marketing programs for Downtown, including branding, advertising, media relations, public relations, community relations, special events, investor/developer marketing and membership development. In addition to these traditional marketing responsibilities, Ms. Garrett also directs **DOWNTOWNDALLAS'** retail recruitment and retention initiatives, including the Main Street initiative.

Prior to the merge, Ms. Garrett served as Managing Director for the Dallas Downtown Partnership. Her primary focus of responsibilities included the management and implementation of long-term and short-term strategic marketing decisions for the Main Street District, as well as retail recruitment and retention initiatives. In addition, Ms. Garrett helped create and still manages the Main Street District Retail Recruitment Incentive program, a \$2.5M fund for marketing and TI/rent subsidies for qualified retailers. As a part of the Downtown Partnership team, she has helped to execute the Main Street retail mix plan by negotiating master marketing and leasing agreements, and in three years has marketed and leased over 100,000 square feet of retail space. She created and currently manages the Main Street Merchant's Association, a group of area business owners (restaurant, retail and hotel) and has played an integral role in creating, and currently serves on the Board of Directors of Dallas Fashion Incubator, a stand-alone 501(c)(3) organization which houses programs to train mentor and give opportunity to up-and-coming fashion designers. Garrett also directs all events in the district, including the Main Street Live concert series, and Lone Star Drive In, an outdoor movie series.

In 2000, Garrett joined the Public Relations staff of Children's Medical Center of Dallas as Community Relations Manager, creating and implementing grassroots marketing efforts and linking Children's with the community. Her charge was to communicate the mission, message and brand of the organization to parents, donors, potential donors, media, staff and the general public. With her staff, she also managed all external and internal events for the hospital including everything from press conferences to health fairs. Garrett also helped to create and implement a new branding and image campaign for Children's as the organization began its expansion into the "Northern Territories" of North Dallas, Plano and Frisco.

After completing her education, Ms. Garrett joined the staff of Southlake Town Square as Marketing, Communications and Events Coordinator. In this role, Garrett was responsible for creating non-traditional programs that would drive traffic to Town Square's retailers as well as facilitating regular PR coverage for the development.

Ms. Garrett has been a volunteer on the Executive Leadership Council for the Neiman Marcus/Adolphus/Children's Parade for 5 years and is an active volunteer for DIFFA Dallas. Garrett also serves on the Board of Directors for The Davis Building, Inc., a residential development in Downtown Dallas. She graduated Magna Cum Laude, with honors*, from Austin College in Sherman, Texas with B.A.'s in Communication Arts and English Literature.

*Honors graduates at Austin College are those students who are selected in their primary department of study (1 per department) to author theses. Ms. Garrett published her thesis in 1999 titled, "Crisis PR: Breathing the Life Back into Your Company."