

FORT WORTH STOCKYARDS—CASE STUDY

The Fort Worth Stockyards is a National Historic District in North Texas that reflects an authentic flavor of the “Old West,” complete with cowboys, livestock, country western music and cuisine.

In the early 1900s the Stockyards area was a popular center for the sale of livestock, western goods and agricultural products. But as cattle operations changed, the Stockyards declined. Meat packing plants closed, and livestock were relocated to rural ranches and feed lots.

The City of Fort Worth identified the economically depressed Stockyards district as a target for redevelopment. City and federal funding was obtained to start the process by first improving infrastructure. The ultimate goal was to build on the history and character of the district to develop the area into a major retail and entertainment center and an attraction for visitors and tourists.

The City selected InterStar Public Relations to develop the first marketing plan for the area, establish a clear identity for the Stockyards and launch a promotional program to attract new business and visitors. Major challenges included overcoming a long-standing negative image and building awareness and credibility for the area as a viable shopping and entertainment area.

Marketing plans focused on the area’s primary assets: music, rodeo and other livestock-oriented activities, cultural venues of the “Old West,” western wear and crafts, as well as local and ethnic food. An official name and logo were adopted and signage was added to define the Stockyards district. Marketing included brochures, newsletters and collaborative programs, along with aggressive media relations.

Alliances were formed between merchants, the city, tourism groups and others to work toward common marketing and promotional goals. Successful marketing and PR efforts – first locally, then regionally and nationally – have helped spur new business development in the Fort Worth Stockyards District and bring local citizens back, as well as visitors from throughout Texas, the United States and international markets.

