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Dallas Hospitality Community to Lead Clean City Initiative

*Dallas Hotels, Convention Center and City Arts & Cultural Facilities
to Become First in the United States to Receive GBAC STAR™ Accreditation*

DALLAS, TX (May 6, 2020) – VisitDallas and the Dallas Tourism Public Improvement District (DTPID) today announced a collaborative initiative to lead the nation by becoming the first destination to receive Global Biorisk Advisory Council (GBAC) STAR™ accreditation designating Dallas hotels, the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) and selected city-owned arts and cultural institutions as sanitary and safe.

This initiative – administered by GBAC, a Division of ISSA, the worldwide cleaning industry association – will serve as the gold standard for facilities to implement cleaning, disinfection and infectious disease prevention protocols.

“When our residents, visitors and meeting and convention attendees are able to return and enjoy our great city, we want them to have peace of mind that Dallas is doing everything we can to create the safest and healthiest environment possible,” said Craig Davis, President and CEO of VisitDallas.

The DTPID is teaming up with VisitDallas to implement and fund the effort for its member hotels within the tourism public improvement district. Additionally, VisitDallas will sponsor scholarships for facility personnel at city-owned arts and cultural institutions to enroll in the [GBAC Online Fundamentals Course](#), which trains individuals on infection and contamination control measures for infectious disease outbreak situations such as the novel coronavirus.

“We know DTPID hotels are initiating their own individual and brand-led sanitary programs,” said Greg White, Chair of the DTPID. “This third-party accreditation program is designed to provide an additional layer of protection and trust to ensure that hotels and other key City of Dallas facilities are in a safe, sanitary and healthy condition for visitors and residents.”

In order to earn GBAC STAR™ accreditation, DTPID hotels, the KBCHHD and other selected city facilities will demonstrate compliance with the program's 20 elements with specific performance and guidance criteria.

The GBAC STAR program will enable facilities to accomplish three main goals:

1. Establish and maintain a cleaning, disinfection and infectious disease prevention program to control and/or minimize risk associated with infectious agents such as SARS-CoV-2 for employees, customers, clients, visitors, the community and the environment.
2. Provide assurance to guests and establish confidence that proper cleaning, disinfection and infectious disease prevention work practices are in place and implemented.
3. Establish a framework for communication and raising awareness of best practices as they relate to cleaning, disinfection and infectious disease prevention.

“We applaud VisitDallas and the DTPID for their leadership in pursuing GBAC STAR™ accreditation,” said GBAC Executive Director Patty Olinger. “Through the accreditation process, Dallas will illustrate that it has a comprehensive program in place to ensure a clean, safe and healthy environment for its visitors and residents alike.”

For more information about GBAC, please visit www.gbac.org.

About the Dallas Tourism Public Improvement District

The Dallas Tourism Public Improvement District (DTPID) is dedicated to supporting Dallas' efforts to become a top destination for conventions and tourism. The district is comprised hotel properties with 100 or more rooms in Dallas city limits that generate funds to market and promote Dallas as an ideal travel destination. Additionally, the DTPID is committed to supporting Dallas' arts and culture offerings, having provided more than \$5.5 million in funding to the community since its inception. For more information, visit www.dallastpid.com.

About VisitDallas

VisitDallas markets Dallas as the ideal visitor and convention destination in Texas. Dallas celebrates its heritage in hospitality. It's the one city where Texan meets modern and legacy meets luxury. Dallas is the leading business and financial center in the Southwest offering travelers an unparalleled array of amenities and a central location with two major airports and more domestic nonstop flights than any other U.S. city. From exploring the city one margarita at a time on the Margarita Mile (you'll want to try Chef Julian Rodarte's famous Liquid Nitrogen Margarita) to singing along to the new Dallas-inspired tune, Forever Texas – you really can do it all in Dallas. For more information, visit www.visitdallas.com.