

Chair of the Board
Ted Benn
Thompson & Knight LLP

President & CEO
Kourtney Garrett
Downtown Dallas, Inc.

Secretary/Treasurer
Mattia Flabiano, III
Page

Chief Operations Officer
Amy Tharp
Downtown Dallas, Inc.

BOARD OF DIRECTORS

Dr. José Adames
El Centro College

Liz Beauchamp
Atmos Energy Corporation

Brian Bergersen
Spectrum Properties

Wes Caywood
J.P. Morgan

Jim Greer
Oncor

Ted Hamilton
Hamilton Properties Corporation

Mike Hoque
Hoque Global

Steve Hulsey
Corgan

Amy Lewis Hofland
Dallas Arts District

Katy Murray
A.H. Belo Corporation

Michael Peterson
AT&T

Holly Reed
Texas Central Partners, LLC.

Jon Ruff
Spire Realty Group

Michael Tregoning
Headington Companies

Allan Zreet
Jacobs

Downtown Dallas, Inc.
901 Main Street, Suite 7100
Dallas, Texas 75202
P 214.744.1270
F 214.744.1986



**DOWNTOWN
DALLAS INC**

Dear Downtown Dallas Property Owner:

Established in 1958, Downtown Dallas, Inc. (DDI) is the private nonprofit organization championing the heart of our city, managing a membership organization, running the Downtown Dallas, Inc. Foundation (DDIF), and overseeing the largest public improvement district in Dallas, the Downtown Improvement District (DID). Our priorities include Public Safety, Maintenance and Beautification, Economic Development, Complete Neighborhoods, Urban Mobility, Great Placemaking, and Strategic Partnerships. The DID was created by DDI and the City of Dallas in 1992, then continually renewed into our current term from 2014-2020. It is now time that you, as property owners, re-elect to maintain the DID so we can continue to deliver the services and improvements that are vital to our stakeholders and unique to a Downtown setting.

Through funding provided by the DID, we are able to offer services that supplement those provided by the City of Dallas, like additional security, maintenance, and programs that improve the quality of life for all who live, work, play, visit, or invest in Downtown Dallas. Since the DID was formed, Downtown has transformed into an area made up of unique neighborhoods with more than 12,000 residents. Our workforce population remains the largest in North Texas, and thanks to the hard work and investment by you, the DID, and the City of Dallas, Downtown is no longer just a 9 to 5 destination.

And we're not slowing down. With more residential growth on the horizon, commercial office leases being signed, new parks, hotels, restaurants, and shops opening, managing the robust Downtown environment is more complex, demanding, and exciting than ever. **Renewal of the DID is critically important to maintain and protect our successes and proactively plan for future advancement.**

DID funding and management has played a critical role in creating the Downtown Safety Patrol and Clean Team. We have contributed to park development and actively supplement maintenance and operations of most of our public spaces in Downtown. DDI has been wholly committed to activating Downtown through support of festivals, art installations, and events. Our economic development efforts address everything from restaurant and retail recruitment to long-term corporate commitments and relocations, and we are actively engaged in deploying alternative transportation solutions like bike lanes and sidewalk and crosswalk improvements.

Every seven years, the DID must be approved and "renewed" by petition of property owners representing at least 60 percent of Downtown ownership. Please find information on accomplishments and the 2021-2027 service plan budget enclosed. I know you will support our effort since you have been a part of the progress that has been made in Downtown and have benefitted from the services provided by our organization. **Please sign the enclosed petition to indicate your support and return it no later than February 1, 2020.** If you no longer own property in Downtown, please notify us at 214-744-1270.

Thanks to the results it has produced, the DID has received overwhelming support and approval throughout the last 25 years. I thank you for your continued support to help Downtown realize its full potential in a very bright future.

Sincerely,

Kourtney Garrett
President & CEO
Downtown Dallas, Inc.



2021 - 2027

RENEWAL PROPOSAL

DOWNTOWN IMPROVEMENT DISTRICT



DOWNTOWN
DALLAS INC

FAST

FACTS

DOWNTOWN
IMPROVEMENT
DISTRICT



DOWNTOWN
DALLAS INC

DID assessments generated \$39 million dollars that has been invested back into services and improvements in Downtown.



558,000

SAFETY PATROL
HOURS

32,000

OFF-DUTY DPD
HOURS FUNDED

450+

DOWNTOWN EVENTS
& ACTIVATIONS

140,000+

CLEAN TEAM
HOURS

95

18-WHEELERS WORTH
OF LITTER REMOVED

45

CAPITAL GRANTS
& PROJECTS FUNDED

DOWNTOWN FAST FACTS

Over the last 20 years, Downtown Dallas has experienced exponential growth supported by the Downtown Improvement District.

\$7B+

INVESTED IN DOWNTOWN

500%

RESIDENT GROWTH INCREASE

#1

in DFW for Net
Office Leasing
(2018)

+ 24%

COMMERCIAL RENT INCREASE

DOWNTOWN TODAY

97

DOWNTOWN WALK SCORE

100

ACRES OF PARKS & GREEN SPACE

135,000+

DOWNTOWN WORKFORCE

8,600

HOTEL ROOMS

174

RESTAURANTS & BARS

100+

ANNUAL CONVENTIONS

100

SECURITY CAMERAS MONITORED 24/7

10

EDUCATIONAL CENTERS

16,000

HIGHER EDUCATION ENROLLEES

TABLE OF CONTENTS

04 About Downtown Dallas, Inc.

06 2014 - 2020 Accomplishments

20 Major Initiatives & Successes

22 2021 - 2027 Future Objectives & Service Plan Budget

30 Frequently Asked Questions

Downtown Dallas, Inc. (DDI) is a private, nonprofit 501(c)(6) organization that serves as the primary advocate, champion, and steward for Downtown.

Since our founding in 1958, DDI has been the only organization solely dedicated to the center of our city, with a mission of stimulating a vibrant and sustainable environment, improving infrastructure, enhancing economic competitiveness, creating a culturally inclusive urban center, and fostering innovation in every aspect of the urban experience.

DDI is funded through two primary resources. One is the Downtown Improvement District (DID), an assessment on properties within “the freeway loop” through a property owner and City of Dallas approved public improvement district. The second is membership, which supplements core improvement district funds and enables the organization to engage more deeply in advocacy, economic development, and marketing initiatives. Our members represent the commercial and multi-family property owners, major corporations, and many small and emerging businesses that are passionately driving the exponential growth of the city center of Dallas.

DDI is also affiliated with the Downtown Dallas, Inc. Foundation, a 501(c)(3) organization that engages in charitable projects that further the DDI mission, with particular focus on “kids and parks.”

DOWNTOWN IMPROVEMENT DISTRICT (DID)

In 1992, Downtown Dallas, Inc. and our members worked with the City of Dallas to create the DID, a public improvement district (PID), to fund vital services and visible improvements that are supplemental to City of Dallas standard services. It was recognized then, and holds true today more than ever, that the dynamic excitement in an urban core necessitates additional attention to the public spaces we all share.

PIDs in the State of Texas are funded through an assessment on real property in a designated geography and are governed by the property owners who pay the assessment (rate payers) and the City of Dallas. DDI manages the DID on behalf of rate payers and the City. The DID rate of assessment is 12.9 cents per \$100 of value. Our geography is within “the freeway loop” of I-30, I-35, I-345, and Woodall Rodgers, which equates to a 1,000-acre service area.¹ This area is comprised of 33.4 million square feet of office space, 9.7 million square feet of multi-family residential, 8,600 hotel rooms, 100 acres of parks and green space, 16 art and cultural institutions, 11 places of worship, and 60 miles of sidewalks.²

Every five to seven years, the DID is required to be renewed by a petition of owners. In 2001, 2006, and 2013, the renewals were overwhelmingly supported by property owners because of our efforts to keep Downtown Dallas clean, safe, and beautiful. It is now time that you, as property owners, re-elect maintaining the DID so we can continue to deliver the services and improvements that will create lasting impacts and increased value to Downtown Dallas.



¹ Refer to map on next page

² Data as of August 1, 2019

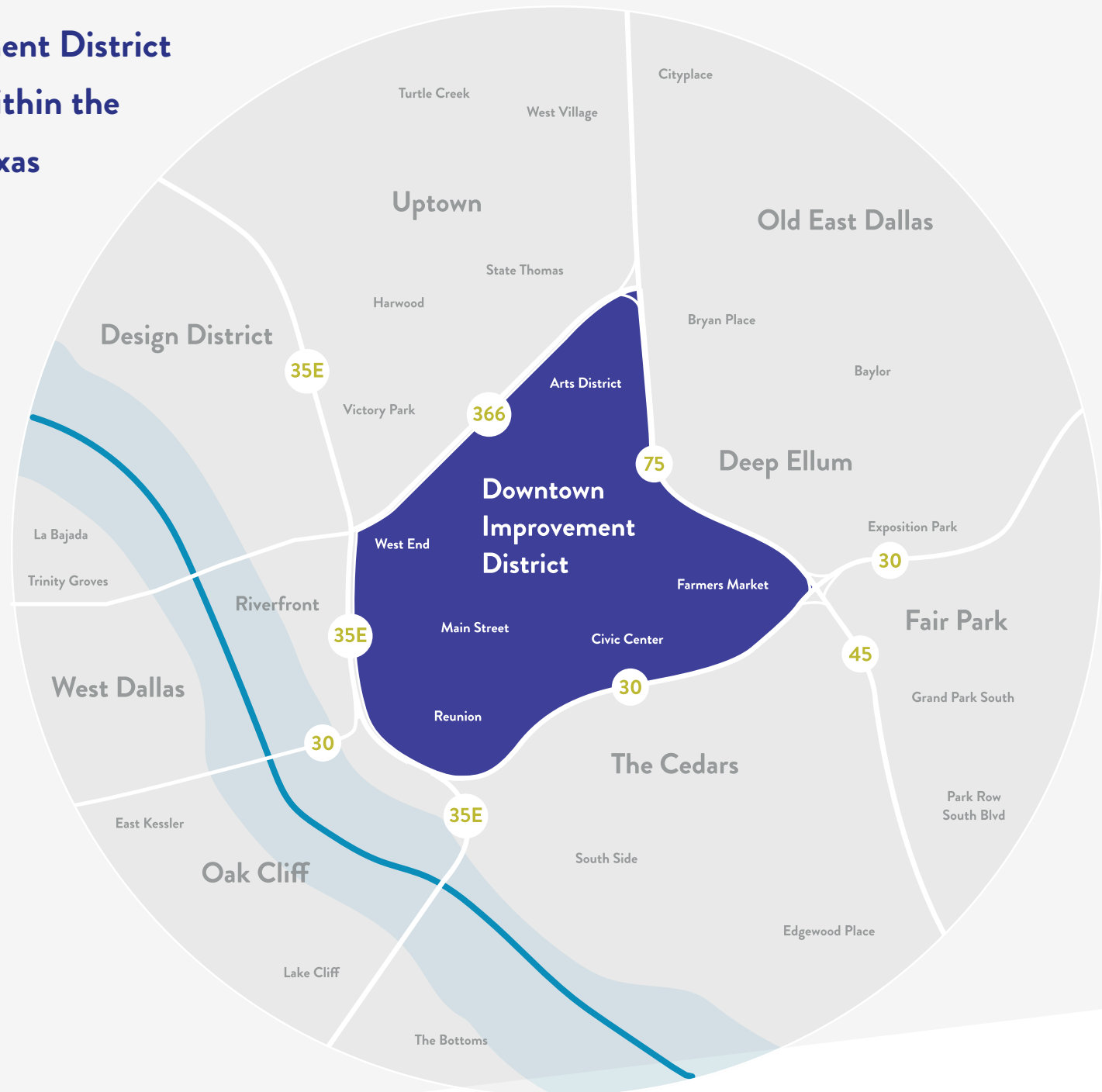
The Downtown Improvement District (DID) is located wholly within the City of Dallas, Texas, a Texas home rule municipality.

The boundaries of the DID are described as the outer edges of Woodall Rodgers Freeway, North Central Expressway, Julius Schepps Freeway, R.L. Thornton Freeway, and Stemmons Freeway.

MAP KEY

-  **Downtown Improvement District**
-  **City Center Neighborhoods***

* As defined by *The 360 Plan*





2014 - 2020

ACCOMPLISHMENTS

At the completion of this term, the Downtown Improvement District will have invested 48 million dollars back into Downtown to supplement public safety, services and improvements (maintenance and beautification), capital improvements, transportation, and events and communications.

In each of these program areas, much has been accomplished that has nurtured an environment of growth in the heart of our city.

\$48
MILLION

Maintaining a safe and clean environment is always DDI's number one priority, fundamental to everything we do. Downtown continues to be one of the safest neighborhoods in the city, and also the safest major Downtown in Texas.

DDI manages public safety programs directly, like our Downtown Safety Patrol and Homeless Outreach Teams. We also work closely with law enforcement partners, the community, and the City of Dallas to ensure the safety of our residents, workforce, and visitors remains a top priority.





Since 2014, more than \$14 million has been allocated to Downtown public safety programs from the DID.

In 2015, DDI successfully advocated for the creation of a DPD First Watch Unit (overnight patrol), bringing 24-hour police coverage to Downtown.

DDI created and manages the free See Say Now app that enables users to communicate with Safety Patrol and Clean Team with an average six-minute response time. The See Say Now app empowers people to take an active role in keeping their community clean and safe by reporting what they see.

In late 2018, DDI launched our Homeless Outreach Teams to holistically address early-morning quality of life issues in public spaces and give opportunity to homeless individuals for long-term solutions.

DDI manages the Downtown Emergency Response Team database and communication system, providing real-time critical information to Downtown property managers and security directors, ranging from street-closures to safety and security issues.

DDI created and facilitates the Downtown Crime Task Force, a monthly convening of law enforcement partners, including the Dallas Police Department, DART Police, Dallas County and Dallas County Community College police, Dallas ISD police, the Dallas District Attorney's Office, and the City of Dallas Office of Homeless Solutions to share vital information and public safety trends, and provide a forum for collaboration between agencies.

SINCE 2014

\$14,000,000+

ALLOCATED TO PUBLIC SAFETY

558,000

SAFETY PATROL MAN HOURS

120,000+

VISITOR & BUSINESS CONTACTS

32,000

OFF-DUTY DPD HOURS FUNDED

100+

SECURITY CAMERAS MONITORED 24/7

DDI works daily to actively manage and care for the many public spaces that make up Downtown Dallas. The Downtown Dallas Clean Team is funded and managed by DDI, working seven days per week removing litter and graffiti in addition to other maintenance tasks.

DDI also performs regular power washing services of sidewalks, parks, and plazas on a weekly basis. Maintenance of medians and street trees throughout Downtown are directly managed and maintained by DDI, ensuring beautiful and vital landscape throughout the district.





DDI regularly installs street furnishings, trash cans, and dog waste stations throughout Downtown.

In 2014, DDI partnered with Texas Trees Foundation to complete a geographic information system survey of trees and site furnishings in Downtown.

DDI continues to evaluate and expand the fleet of equipment and vehicles to best service the PID needs.



SINCE 2014

14,350+

LITTER PICKED UP (CUBIC YARDS)

7,000,000+

SIDEWALKS POWER-WASHED (SQ FT)

250+

NEW TREES PLANTED

15,300+

GRAFFITI TAGS REMOVED

700,000+

DOG WASTE BAGS PROVIDED

Direct investment in capital projects has a significant and lasting impact on the Downtown environment. Through a successful matching grant program, DDI provides financial support to property owners in the area who are completing projects that will benefit the public rights of way.

Additionally, DDI directly manages and funds additional capital projects throughout the year, focusing on sidewalk repairs, pedestrian safety enhancements, and park renovations.





Since 2014, the DDI Capital Grant Improvement Committee has received approximately 60 capital improvement grant requests and has approved and funded 26 grant projects. DDI invested \$460,000 in the capital improvements grant program, leveraging over \$1 million of private investment in Downtown.

DDI also invested over \$1 million in additional capital improvement projects, including:

- Fire Station No. 18
- Landscape improvements at the Central Library
- Adding outdoor café space at Browder Plaza
- Maintenance at the Cancer Survivors Plaza sculpture
- New playground and dog run at Main Street Garden
- Operation and improvement of 11 parks and plazas

SINCE 2014

\$1,460,000+

CAPITAL IMPROVEMENTS
& GRANTS

45

CAPITAL GRANTS &
PROJECTS FUNDED



The efficient movement of people in and around Downtown has continued to evolve as Downtown grows and new technologies emerge, and encouraging more multimodal use and walkability is more important than ever to our workforce, residents, and visitors.

Through direct planning and implementation, DDI has been a leader in ensuring dynamic and efficient transportation systems serve the varied needs of Downtown.





DDI provides ongoing financial support and resources to enhance public transportation in Downtown, including funding for the McKinney Avenue Streetcar and D-Link. The D-Link shuttle was a program funded by DDI, City of Dallas, and DART and was in operation from 2013 – 2019. Now that the program has ceased, DDI is exploring other opportunities to improve alternative transportation modes.

DDI has funded bike lanes, provided bike racks for local businesses and office towers, and plays an important role in bringing alternative transportation options like bike and scooter share to Downtown, while also advocating for safe rides and better infrastructure to better integrate these new technologies.

DDI has also taken strides to increase the walkability of Downtown, focusing on sidewalks and crosswalk repairs and enhancements.

DDI initiated and funded a comprehensive study of all sidewalks in Downtown to assess the condition, creating a rating system to help prioritize both public and private projects enhance walkability and accessibility in Downtown Dallas.

In 2018, DDI evaluated every crosswalk in Downtown, creating a prioritized list for repainting crosswalks throughout the area. To date, DDI has repainted 82 crosswalks, enhancing public safety and the pedestrian experience.

SINCE 2014

97

DOWNTOWN WALKABILITY SCORE

100

CROSSWALKS REPAIRED (2018-2019)

765

CROSSWALKS ASSESSED

60

SIDEWALK MILES MAPPED & ASSESSED

DDI strives to keep Downtown stakeholders informed of breaking news, development plans, and special events through various communication channels, including social media, newsletters, maps, printed collateral, and more. We also support business recruitment and retention, from Fortune 500 companies to entrepreneurs and small businesses.

Activation and programming are critical to the experience and economic value of Downtown's public realm. DDI is committed to the overall vibrancy and activation of public spaces by supporting and hosting a wide variety of events.





DDI's dynamic website is consistently updated to provide a one-stop-shop for information, from valuable market information for business, to where-to-go listings for restaurants, shopping, and entertainment.

DDI hosts a podcast, Around Downtown, focused on business features, policy issues, and other hot news.

DDI has built relationships with multiple local and national media outlets to generate features on Downtown and advances strategic marketing and advertising campaigns to promote business recruitment and consumer spend (live, work, play, and invest!).

DDI permits and manages nine Downtown parks and has hosted over 250 large scale events since 2014, many of which DDI was a major sponsor. DDI has produced well over 200 small-scale activations ranging from yoga to movies and game nights in the park to Easter egg hunts to PARK(ing) Day.

DDI commissions public art installations and funds daily street musician performances through the PULSE Dallas program, helping Downtown remain colorful, fun, and vibrant.

In 2015, DDI recruited Unbranded, a holiday pop-up store, to relocate Downtown. Each holiday season, unique vendors and entrepreneurs are given free space to sell their goods. In 2017, DDI officially took the reins and has plans to manage it as a retail incubator, rotating locations throughout the year.

SINCE 2014

9,000+

POSITIVE MEDIA MENTIONS

450+

DOWNTOWN ACTIVATIONS

150,000+

#MYDTD TAGS

1,120%

AVERAGE SOCIAL GROWTH

INCREASE	PLATFORM	CURRENT FOLLOWERS
332%	Facebook	43,451
333%	Twitter	85,883
3,389%	Instagram	97,600
427%	LinkedIn	1,565
161%	Newsletter	23,060

In 2017, DDI successfully transitioned to a new President & CEO and added expertise in economic development, planning, analytics, communications, human resources, finance, events, and landscape/beautification to the team.

- DDI effectively transitioned operating systems in accounting and human resources to maximize efficiency and accountability.
- Annually, DDI completes a third-party audit and closely works with the City of Dallas Office of Economic Development and City Council on PID administration.
- DDI also holds annual stakeholder meetings for PID budget input.





In addition to management of Downtown Improvement District programs, DDI leads many planning, policy, and economic development initiatives.

PARK PLANNING

DDI has partnered with the City of Dallas and Parks for Downtown Dallas to plan, design, and will ultimately co-manage four new Downtown signature parks. Pacific Plaza, currently under construction, will be the first to open followed by West End Square, Harwood Park, and Carpenter Park. These four signature parks represent nearly 14 new acres of park space for Downtown's workers, residents, and visitors.

EDUCATION ADVOCACY

DDI continues to play a significant role in supporting and advocating for more and improved educational opportunities. Recent successes include the opening of CityLab High School, the UNT Dallas College of Law, and the future Dallas County Community College District Center for Education and Innovation. Dallas ISD has also approved DDI's proposal for a new Montessori school (PK3 – 8th grade) to be located in Downtown.

THE 360 PLAN

In December of 2017, the Dallas City Council unanimously adopted a significant update to The 360 Plan, Downtown's guiding strategic plan that sets forth a clear, cohesive vision for Downtown Dallas and its adjoining neighborhoods. The 360 Plan sets the stage for an environment where the current momentum and vibrancy of Downtown can continue to prosper, ensuring long-term success of the City Center through three Transformative Strategies: Advancing Urban Mobility, Building Complete Neighborhoods, and Promoting Great Placemaking. Each strategy outlines tangible, realistic, and necessary implementation steps, for a total of 60 action items to achieve future success through a structured path for achieving implementable and successful outcomes. As the steward of the plan, DDI has assembled four workgroups of stakeholders, subject matter experts, and relevant public agencies to lead implementation.

ECONOMIC DEVELOPMENT AND ANALYTICS

DDI has long been the go-to resource for all things business Downtown, from demographics and market data to messaging and positioning the center of our city. In 2016, DDI built a dedicated team focused on economic development and data driven planning analytics to provide even more value to our ratepayers and members as a consistent resource for Downtown data, maps, facts, and figures. DDI responds to regular requests for data, custom reports/maps, and meetings with investors and tenants to support the growth goals for Downtown, and in 2019 will be launching a national economic development campaign.

PRIVATE DEVELOPMENT SUPPORT

Because of the successful work of DDI and its stakeholders, Downtown is now a place that investors, companies, and residents want to be. Downtown has also become a welcoming and vibrant environment for startup ventures, innovation labs, and coworking spaces. DDI has worked with a number of private developers to form partnerships with the public sector to revitalize buildings and entire neighborhoods within Downtown through stewardship of transformative projects such as the AT&T Discovery District, the privatization and redevelopment of the Dallas Farmers Market, the development of the East Quarter, and the First National Bank Building, among countless others.

CITY OF DALLAS LIAISON TO PRIVATE SECTOR

Through DDI's strong partnership with the City of Dallas, our team serves as a resource for Downtown stakeholders for a variety of planning and regulatory needs, such as assistance with the permitting process, code interpretation, assistance with City approvals and processes, and through a variety of interagency coordination efforts that provide a direct value to Downtown stakeholders.

TRANSPORTATION

Downtown has been fortunate to receive significant public investments in infrastructure and transportation. DDI serves as an active and vocal representative of Downtown Dallas stakeholders and their concerns regarding all transportation projects with significant future impact to Downtown by participating in and leading work groups with the public and private sectors. These projects include the DART D2 light rail alignment, the Dallas Streetcar Central Link, Texas high-speed rail planning, and TxDOT projects such as the CityMAP plan, I-345 reconstruction alternatives, and the future reconstruction of I-30, among others.

DOWNTOWN'S ADVOCATE

DDI regularly speaks on behalf of the desires and needs of our ratepayers and members to address public policy issues that impact all of Downtown. Recent examples in which we both worked with public agency staff and elected officials to advance positions in the best interest of Downtown include: the DART second light rail alignment, Interstate 30 redesign, the Dallas Streetcar Central Link, additional elementary school choice in Downtown, various sign ordinance renewals and revisions, and thoroughfare plan amendments that improve streets under complete streets and 360 Plan goals.

COMMITTEES AND TASK FORCES

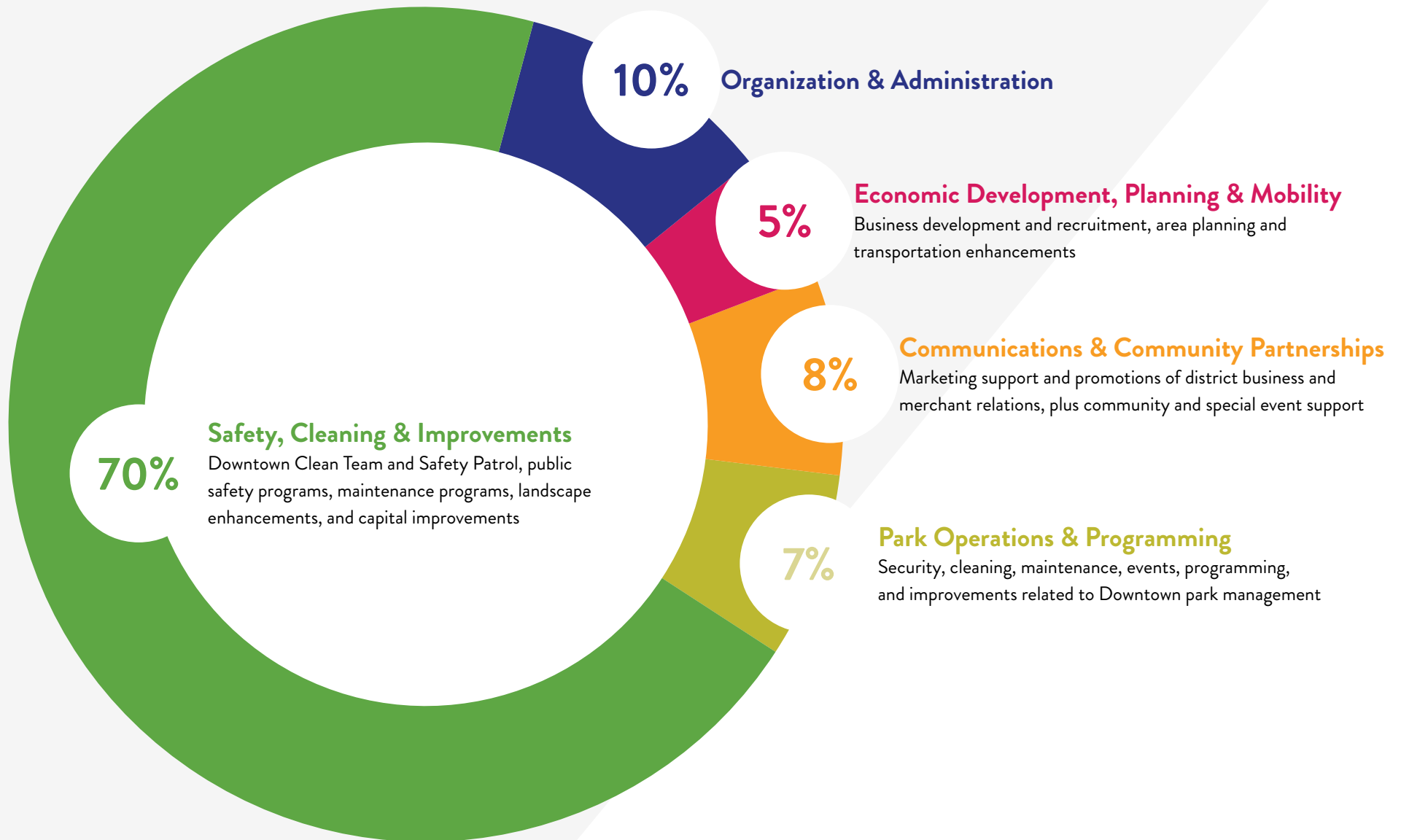
DDI ratepayers and members contribute greatly to the organization's mission through service on several committees, work groups, and task forces. Through this work, we are consistently working toward the collective priorities of our constituents and the community. Current committees/360 Plan work groups include: Public Safety, Capital Improvements, Maintenance, Mobility, Retail, Housing and Education, and City Regulation.



FUTURE

OBJECTIVES

2021 - 2027 Service Plan Budget



Since the formation of the DID, the focus has been, and will continue to be, on safe, clean, and public improvements.

The next seven years will continue to prioritize ensuring Downtown remains safe through programs like the Downtown Safety Patrol and partnerships with multiple law enforcement agencies. Downtown Dallas, Inc. will also continue to collaborate with social service providers and other partners to help those in Downtown experiencing homelessness, with a goal of rapid case management and placement into services.

With over 60 miles of sidewalks, countless medians, and over 6,000 street trees, the management and improvement of public space to the highest standard is vital to the continued evolution and success of Downtown. The Downtown Clean Team will continue to perform daily litter, graffiti, and other maintenance tasks, and we will continue to clean and maintain other public space throughout Downtown, including power washing of sidewalks, street tree maintenance and plantings, and landscape services.

Finally, investment and renovations of public space will continue as priorities in our next PID term, working with stakeholders and the City of Dallas to identify capital projects within the public rights of way that can have lasting impacts and create a more comfortable and safe environment.

2021-2027 SAFETY, CLEANING & IMPROVEMENTS SERVICE PLAN

- Continue to operate security programs like the Downtown Safety Patrol, consistently evaluating operations, hours and deployment, remaining nimble to respond to the ever-changing needs of Downtown.
- Provide world class training and technology to enhance safety and awareness.
- Collaborate with homeless outreach service providers, shelters, the City of Dallas, and Dallas County to engage the homeless community.
- Create special programs, like specialized street outreach teams, to engage the homeless community.
- Ensure Downtown public safety is a priority with Dallas and DART Police Departments and the District Attorney's office by continuing partnerships like Downtown's law enforcement task force and the Downtown Emergency Response Team.
- Enhance Downtown emergency preparedness and response through partnerships with the City of Dallas Office of Emergency Management and private sector building owners, managers, and security teams.
- Continue to fund and manage the Downtown Clean Team by providing essential cleaning and maintenance tasks throughout Downtown Dallas.
- Provide pressure washing services to clean sidewalks and public spaces throughout Downtown. Maintain and enhance the landscaped areas of Downtown including medians, flowerpots, and street trees.
- Invest in capital projects throughout Downtown to ensure the public realm is up to date, well-maintained, and addresses the changing dynamics and needs of the community.

Through Downtown's evolution into a complete neighborhood, DDI, along with Parks for Downtown Dallas and the City of Dallas, have invested in creating new public parks.

Upon completion of the four new parks currently under construction or planned, DDI will manage approximately 88 acres of park space in partnership with the City of Dallas. DDI has long worked with the City to provide supplemental management of Downtown parks and is committed to continuing oversight of existing and new Downtown parks.

2021-2027 PARK OPERATIONS & PROGRAMMING SERVICE PLAN

- Provide daily management and supplemental operational support for all 12 Downtown parks. Daily Clean Team and Safety Patrol presence throughout the Downtown park network will ensure clean and safe parks for all users.
- Continue to develop and implement park programming and events to enliven parks, encouraging park usage, and enjoyment.
- Oversee park permitting of Downtown parks to third-party event rentals, generating revenue and showcasing Downtown Dallas as a premier destination for events and programming.
- Provide direct financial and project management support to the City of Dallas Park and Recreation Department for significant repairs and renovations to Downtown park properties.

DDI is proud to have been a leading voice in the renaissance of Downtown and is committed to ensure the area can accommodate continued and future growth.

Through thoughtful planning and implementation of The 360 Plan and direct work on large, transformational developments, the future of Downtown will continue to be facilitated by DDI.

For major initiatives like highway reconstruction and public transportation projects, DDI will be a leading voice for increasing mobility options. In addition, DDI will continue to focus its efforts on attracting and retaining new investment and redevelopment projects. This direct economic development work will focus on recruitment of office tenants and a focus on expansion of retail and services that will solidify Downtown as a complete urban neighborhood.

2021–2027 ECONOMIC DEVELOPMENT, PLANNING AND MOBILITY SERVICE PLAN

- Implement the action items and strategies found within The 360 Plan that specifically fall into the mission and purpose of the DID, such as sidewalk and streetscape improvements.
- Continue to be a one-stop resource for all Downtown stakeholders related to planning activity, regulatory assistance, and development coordination activity.
- Execute a focused economic development strategy to market Downtown to a variety of current and prospective stakeholders to both attract new businesses as well as retain our existing businesses.
- Continue to recruit and retain retail, restaurant, and entertainment uses that enhance vibrancy, livability, and convenience for Downtown residents and businesses.
- Continue to support and advance urban mobility initiatives that expand Downtown mobility choices, including enhanced public transportation alternatives; improved and connected bicycle infrastructure; well-managed scooter, bike share, and other emerging mobility technologies; and pedestrian enhancements to increase walkability throughout Downtown.
- Serve as a strong advocate and representative for Downtown on all large-scale public infrastructure projects and initiatives related to freeway infrastructure improvements, street reconstruction projects, and public transportation initiatives.

DDI is the storyteller and the convener for Downtown Dallas, the only organization whose sole mission is advancement of the heart of our city.

Moving into the future, we will continue to amplify these efforts, targeted at audiences within and outside of the area, and consumers as well as businesses.



2021-2027 COMMUNICATIONS & COMMUNITY PARTNERSHIPS SERVICE PLAN

- Provide Downtown stakeholders with the most accurate and up-to-date information about Downtown events, developments, and business through digital and print-based platforms, making information easily accessible for all.
- Market Downtown Dallas as a premier destination for employees, residents, visitors, and investment through advertising, PR, events, and special campaigns.
- Provide marketing support and assistance to our Downtown businesses through events and our extensive communications and social media network.
- Provide seed funding/sponsorships to attract new and innovative Downtown events.
- Form strategic partnerships and provide support to like-minded business and community organizations to help amplify our messaging, awareness, and mission.



DDI prides ourselves on effective governance, management, and transparency, recognizing that the Downtown Improvement District is an extension of your investment.

2021-2027 ORGANIZATION & ADMINISTRATION SERVICE PLAN

- Maintain the highest standards of compliance and transparency in meeting all PID city and state requirements, including an annual third-party audit.
- Ensure PID dollars are always invested back into Downtown per the priorities set by our ratepayers and the City of Dallas.
- Use industry best practices and continued improvement of operational efficiencies and expertise to maintain flexibility and nimbleness to meet evolving Downtown needs and services.

Is the Downtown Improvement District assessment increasing?

The DID rate is **not increasing**.
It will remain at \$0.129 per \$100 of value.

How does the Dallas Downtown Improvement District assessment rate compare with rates for other downtown improvement districts in Texas?

The current assessment rate for the Dallas DID is comparable to other public improvement districts that encompass major Downtown areas in Texas.

CURRENT ASSESSMENT RATES PER \$100 OF ASSESSED VALUE

- Downtown Dallas **\$0.129**
- Austin **\$0.10**
- Ft. Worth **\$0.115**
- Houston **\$0.12** (average of two rates)
- San Antonio **\$0.15** commercial; **\$0.09** residential

To learn more about Downtown Dallas, Inc., please visit our website at **downtowndallas.com**.

What safeguards does the district offer property owners?

Safeguards stipulated in the petition include: cap on assessment; prohibition of bonded debt; automatic sunset after seven years (unless renewed by petition); ability to dissolve by petition; and private sector management with property owner representation.

How does this petition compare with prior DID petitions?

This petition is similar to prior petitions approved by Downtown owners. It specifies: the same purpose; the same boundaries; the same method and rate of assessment; seven-year term length; and the same private management organization.

What is the difference between Downtown Dallas, Inc. (DDI) and the Downtown Improvement District (DID)?

The Dallas Downtown Improvement District (DID) was created by Downtown owners, Downtown Dallas, Inc., and the City of Dallas in 1992 to fund important supplemental services and visible improvements to our service area. Downtown Dallas, Inc. is the managing entity for the DID and carries out plans and programs funded by the DID.





DOWNTOWN
DALLAS INC

See us in action at downtowndallas.com