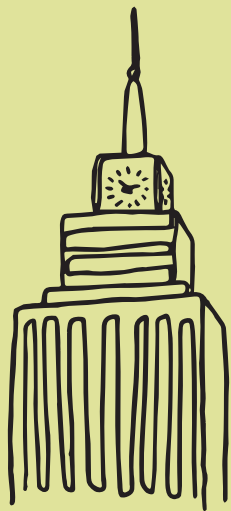




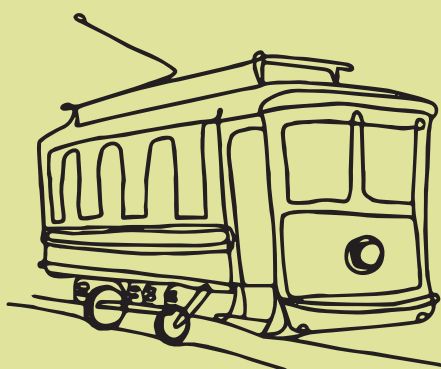
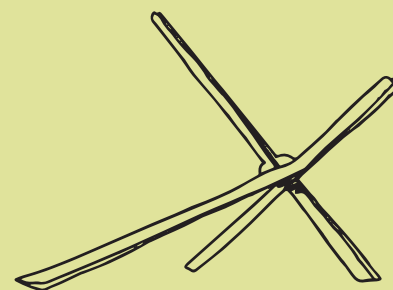
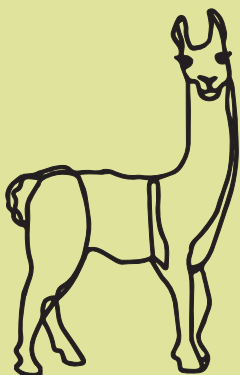
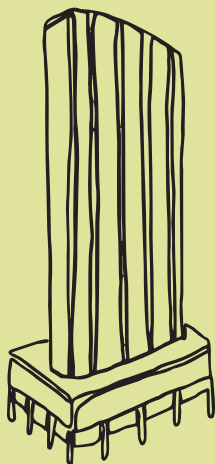
PARK



DOWNTOWN
DALLAS INC



WE ARE
DOWNTOWN



DOWNTOWN DALLAS

NO STOPPING DOWNTOWN MOMENTUM



It is impossible to set foot in Downtown Dallas and not feel the excitement of all that is happening—and all that is yet to come.

Since my first day as Downtown Dallas, Inc. (DDI), President and CEO this past spring, my weeks have been filled with grand openings, corporate moves Downtown, and major new project announcements.

We celebrated the opening of the biggest park in Downtown Dallas, Carpenter Park, and the nearby 15-story Galbraith apartment tower, with a mix of affordable and luxury apartments. We welcomed the announcement that Goldman Sachs is planning a 5,000-job hub just north of Downtown, and the City Council's endorsement of a \$1.5 billion plan to expand our convention center and revitalize six key Fair Park venues.

The \$100 million AT&T Discovery District continues to impress as a destination for visitors and locals. The East Quarter is the newest thriving Downtown neighborhood, drawing on continued success of the nearby Farmers Market. Our Arts District came roaring back from the challenges of the pandemic. Aging high-rises that once served thousands of office workers are transforming into luxury residential offerings to meet the rising demand and better diversify Downtown's offerings.

Just 25 years ago, Downtown Dallas had only one residential building for the few

hundred people living here. Today, more than 14,000 people live in 50 residential buildings Downtown.

These successes and many more that you will read about in the pages of this special insert are what it looks like to develop a plan and stick to it. In this case, that is DDI's *360 Plan* with its three transformative strategies: Advance urban mobility, build complete neighborhoods, and promote great placemaking.

At DDI, we are better positioned than at any time in our nearly 65-year history to keep this momentum going. Our team includes 100 dedicated team members working on urban planning, parks, public safety, arts, culture, events, strategic communications, homeless outreach, public affairs, and much more.

We are here to serve all people who work, live, and visit Downtown by ensuring that it remains clean, safe, vibrant, and welcoming. We look forward to seeing you in Downtown Dallas.

Jennifer Scripps
President & CEO, Downtown Dallas, Inc.

On board.
On time.

Ready to work.

DARTACCESS

CORPORATE • HIGHER EDUCATION



THE PERKS



REDUCE STRESS

Work is hard enough without the added stress of a brutal commute. Riding DART is a much-needed calm before the storm where you can relax and recharge.



GET TIME BACK

Instead of wasting time fighting traffic, riding DART gives you time to listen to your favorite podcast or read a best-selling book.



SAVES MONEY

Taking DART instead of driving can save you up to \$8,500* a year on things like gas, tolls, parking and vehicle maintenance and repairs.



LOWER CARBON FOOTPRINT

Today's companies and employees are concerned about the environment. Taking DART helps us all do more to reduce emissions.

Put more paycheck in your pocket!

Ask your employer about DART's Corporate Pass Program

* Source: Your Driving Costs, updated by AAA every spring (newsroom.aaa.com)



Visit DART.org/Corp



STATLER HILTON - EAST QUARTER - LORENZO HOTEL - INTERURBAN BUILDING - GULF STATES - 1414 ELM - MOSIAC TOWER - OLD DALLAS HIGH SCHOOL - 211 ERVAY - THE AMELIA FARMERS MARKET - THE CENTRUM - LIVE OAK LOFTS - CAMBRIA HOTEL DALLAS - MARRIOTT AC DOWNTOWN DALLAS -
REVITALIZING DOWNTOWN DALLAS
THE MAYFLOWER - THE NATIONAL - 1900 PACIFIC RESIDENCES - HAMPTON INN & SUITES DOWNTOWN DALLAS - DALLAS MORNING NEWS HEADQUARTERS - CONTINENTAL BUILDING - 300 N. FIELD ST. - BUTLER BROTHERS BUILDING - LTV TOWER HILTON GARDEN - LONE STAR GAS LOFTS BUILDINGS

www.merriman-maa.com

architects
maa
merriman
anderson

DOWNTOWN DALLAS

THE VOICE FOR OUR URBAN CORE

DDI to celebrate 65th Anniversary in 2023

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 also manages the Downtown

Improvement District (DID) which was created in 1992 to fund vital services and visible improvements that are supplemental to City of Dallas standard services. Our 75 DDI Security, Clean Team, and Homeless Outreach Team members work seven days per week, 365 days per year to keep Downtown clean, safe, and welcoming to all. Read more about them on page B8.

THE DOWNTOWN DALLAS, INC. FOUNDATION

DDI is also affiliated with the Downtown Dallas, Inc. Foundation, a

501(c)(3) organization that engages in charitable projects which further the DDI mission. The DDI Foundation has funded projects like the interactive fountain at West End Square, classroom supplies for Downtown Montessori at Ida B. Wells Academy, and a mobile greenhouse at CityLab High School.

The DDI Foundation is asking stakeholders to submit suggestions or proposals for projects that enhance our Downtown environment. For more details, please email Amy Tharp, DDI Chief Operating Officer at tharp@downtowndallas.com



DOWNTOWN, BY THE NUMBERS

LIVING



35

Schools Serve
Downtown



14K

Residents



50

Residential
Properties

COMMERCIAL REAL ESTATE

4K

Employers

20

Active Development
Projects



140

Commercial
Office Buildings

\$4B

in development
announced or under
construction

HOSPITALITY



30

Hotels



200+

Restaurants



70+

Shops

STATE OF THE MARKET REPORTS

Downtown Dallas, Inc. is the go-to source for exclusive Downtown market information. We provide analysis and insights within our State of the Market Report to span the multifamily, commercial, office, hospitality, retail, and restaurant sectors.

The report provides updated data and information to aid in the continued realization of the shared vision for Downtown Dallas. The full report may be accessed at www.downtowndallas.com/stateofthemarket.



MAKE DOWNTOWN YOUR PLAYGROUND

DDI regularly hosts, curates and produces events that are free and open to the public. For a full list of events, visit downtowndallas.com/events.

To receive a curated weekly list of events Downtown delivered right to your inbox, sign up to receive our Around Downtown newsletter at downtowndallas.com/newsletter-sign-up.

If your company is interested in sponsoring these community events, please contact Shalissa Perry at perry@downtowndallas.com





VICTORY
COMMONS
ONE



Elevate your address. Make headlines.
Move to the neighborhood that's getting them.



VICTORY COMMONS ONE
VICTORYCOMMONSONE.COM
UPTOWN DALLAS, TX



DOWNTOWN DALLAS

FIVE KEY QUESTIONS WITH MAYOR JOHNSON

Eric Johnson was elected the 60th mayor of Dallas in June 2019, following nearly a decade as a member of the Texas House of Representatives. The married father of three is a native son of our city, born and raised in West Dallas and Oak Cliff.

Ahead of DDI's moderated State of Downtown event featuring the mayor, we asked him five key questions about economic development, parks, public safety, and his vision for Downtown.

DDI: You talk a lot about the importance of the city of Dallas getting its fair share of economic development within the Dallas region. You said in your State of the City address in 2021, "As a philosophy for economic development, regionalism will leave Dallas in the dust of new construction to the north." Where does Downtown Dallas fit in that picture?

Mayor Johnson: It is important to note that I also say there is value in regional approaches to solving our common problems. One of the great historical examples of that, of course, is DFW International Airport, which we co-own with Fort Worth. I currently serve on that governing body with my friend, Fort Worth Mayor Mattie Parker.

But to your question, my job, as mayor of the City of Dallas, is to help Dallas assert itself more aggressively because we are the economic engine of this region. We need to act like it. Downtown helps us do that. And if we are going to compete with the cities we used to call our "bedroom communities," we need a strong Downtown. We are fortunate to have one — and it's getting stronger all the time.

Downtown is essential as a driver of economic development in our city. It offers urban amenities that you will not find anywhere else in the region. Where else can you go to your office, choose from hundreds of options for lunch, spend time in one of several incredible new parks, catch a show or visit a museum in one of the nation's top Arts Districts, and enjoy the lively AT&T Discovery District— all in the same day, and all within a short walk?

Downtown also gives our city character. Look at our iconic skyline and at our most storied buildings, such as The National, the Wilson Building, The Adolphus, and the City's own Majestic Theater. These are places rich in history and culture. They give our city a spirit there that you simply cannot get in the suburbs.

DDI: Amen to that. Along those lines, Dallas voters will soon decide whether to increase the Hotel Occupancy Tax (HOT), which is paid by hotel visitors, by two percent to fund a much-needed expansion of our Downtown convention center and critical upgrades to six Fair Park venues. DDI is strongly backing the proposition — should it pass, how do you see the project reshaping our urban core in the years to come?

Mayor Johnson: We are not putting our best foot forward at Fair Park or at the convention center. It is the result of decades of shameful neglect and patchwork fixes that were far from sufficient. Fair Park is a national treasure that deserves so much better, and our convention center in its current form is an albatross rather than an asset.

Luckily, we now have a new opportunity to have visitors to our city — not Dallas residents — pay for this \$1.5 billion initiative to reinvest in and improve Fair Park, and to transform our convention center into an even bigger economic driver and better connect Downtown to southern Dallas.

DDI: We see headlines about new planned Downtown developments almost every week, and we're monitoring roughly \$4 billion in ongoing or planned projects. Can you share what you think are some of the most transformative ones to come in the next few years?

Mayor Johnson: It is impossible to cover them all in the space we have. But I am really excited for the projects that are going to fill in the open land on virtually all sides in and around Downtown, stitching the various neighborhoods together.

The \$1 billion Field Street District on the northeast side is going to be incredible. It connects six northwest neighborhoods in Downtown Dallas with a mixed-use community hub. And I know Todd Interests is planning a 47-story, \$195 million, 800,000-square-foot residential high rise in the East Quarter. Portman Holdings is also planning three towers in the Arts District that will have residential, office, and retail space.

Certainly, I am also thrilled about Newpark, a \$400 million development planned in the area near the Kay Bailey Hutchison Convention Center, Dallas City Hall, and the Cedars. This 38-story mixed-use development will help transform an area that has been defined by surface parking lots and a lack of vision.

There is also the Goldman Sachs project, from Hunt Realty, which is just north of the Central Business District. With the help of an economic incentive deal awarded by our Dallas City Council, the global financial giant will bring 5,000 well-paying jobs (at least \$90,000 annually) to a new office tower that will be built in the city center near Victory Park. The minimum required capital investment in the construction is a whopping \$390 million. This will make Dallas a major hub for Goldman Sachs for years to come — and that will pay huge dividends for our city.

I know DDI has been a longtime proponent of many of these projects, and it is not hard to see why. These developments promise to continue to advance our shared strategic *360 Plan* goals of building complete neighborhoods, advancing urban mobility, and promoting great placemaking in our city center.

DDI: Since you took office, we've opened three new Downtown parks, with a fourth set to open in the coming months. What is the significance of this parks renaissance?

Mayor Johnson: We become a better city every time we open a new park. I truly believe that. Urban greenspace is essential infrastructure in the 21st century. And these parks drive economic development. Adding 23 acres of new parkland in less than 20 years is helping us grow the core of our city while also making it more livable and enjoyable.

The efforts to build these parks also demonstrate one of the strengths of Dallas: our ability to work together to achieve a common goal. Our downtown parks — Pacific Plaza, West End Square, Carpenter Park, and soon, Harwood Park — are the result of years and years of planning, private fundraising, and public-private partnerships.

When I was growing up in this city, parks had no place in Downtown. It was mostly just a place where people worked. You came, you saw, you went to work, and you went home. But over time, thankfully, Downtown Dallas has become a place to live, a place to stay, and these amazing parks are a key reason for that.



Downtown also gives our city character. Look at our iconic skyline and at our most storied buildings, such as The National, the Wilson Building, The Adolphus, and the City's own Majestic Theater. These are places rich in history and culture. They give our city a spirit there that you simply cannot get in the suburbs.

DDI: What is your vision for Downtown Dallas in the years to come?

It is not so much about my vision, but about the vision of so many, including the many thousands of stakeholders that DDI so ably represents. I am a big fan of having a plan and working together. And thanks to your work and the vision of DDI's strategic *360 Plan*, Downtown today is filled not only with office spaces, but with plazas, fine dining, nightlife, unique shops, townhomes, apartments, playgrounds, spraygrounds, entertainment options, and the aforementioned green spaces. What is so inspiring is that we have seen all those years of planning and hard work really start to come to fruition beyond our wildest dreams in the Central Business District.

Now, we're moving into the next phase of filling acres of open space and surface parking with what promise to be beautiful towers that include all the elements of walkability, connectivity, and vibrancy

that make urban environments so appealing. We just need to stay focused on the plan, continue to execute, continue to reduce our tax rate as we grow our tax base— which makes us more competitive economically — and take advantage of new opportunities when they arise. And the best thing we can do at City Hall is to provide essential and efficient services — such as public safety — and then get out of the way and let our amazing people take it from there.

THE DEEPLY NORM

Award-Winning
Creative & Marketing
To Give Your Business
An Unfair Advantage

LDWW

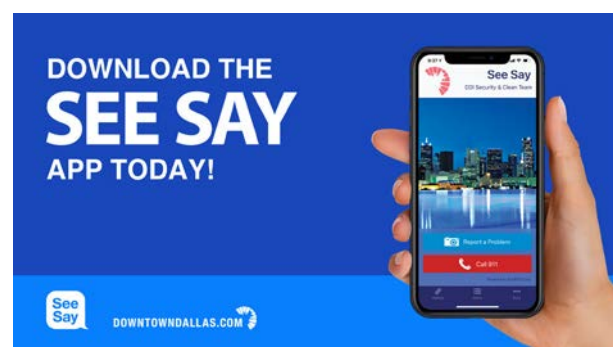
DOWNTOWN DALLAS

KEEPING DOWNTOWN CLEAN, SAFE, WELCOMING

The 75 members of DDI's Security, Clean, and Homeless Outreach teams work every day to keep the Central Business District looking its best.

Our Field Operations teams have never been stronger, including decades of experience. This also marks the first full year that DDI's corporate team and field operations are consolidated under one roof, at The National, allowing us to better collaborate with our partners and one another.

We are better poised than ever to address the state of Downtown through consistent analysis of intelligence reports that inform our strategies to keep Downtown safe, clean, and welcoming to all.



The See Say app (formerly See Say Now) empowers Downtown residents and workers to take an active role in keeping the community clean and safe. It provides a quick, easy, and anonymous way to communicate with and mobilize DDI's field operations teams for non-emergency, quality of life concerns.



AlertDowntown is a subscription emergency communications system operated by DDI to keep Downtown stakeholders informed of critical incidents related to public safety, weather, traffic, and major events. Messages are sent over email, text message, and through the AlertMedia iPhone and Android app. For more information, contact alert@downtowndallas.com.

DOWNTOWN SECURITY OFFICERS IN ACTION

On a Saturday in May, Officer Justin Garrett was patrolling Downtown near the AC Marriott Hotel. He spotted a man collapsed on the pavement having a seizure. Officer Garrett quickly and clearly directed one of the bystanders to call 911 and another to grab a jacket so he could place it under the man's head while placing him on his side.

DDI Sergeants Williams and Thomas arrived on scene to offer additional support until Dallas Fire-Rescue took over care shortly.

Officer Garrett's quick thinking and decisive actions prevented what could have been a more dangerous situation.

DDI SECURITY



DDI's team of full-time security professionals in partnership with the Dallas Police Department, DART Police, the Downtown Security Directors Association, and other entities to address public safety issues and provide extra eyes and ears on the streets of Downtown.

DDI in recent years contributed to the installation of 90 cameras throughout Downtown, monitored by the Dallas Police Department. The cameras have made a significant impact on crime while also allowing DPD to monitor events and protests.

DDI also advocates for policies that strengthen public safety and enforcement and we contribute more than \$4 million annually to



DDI CLEAN TEAM

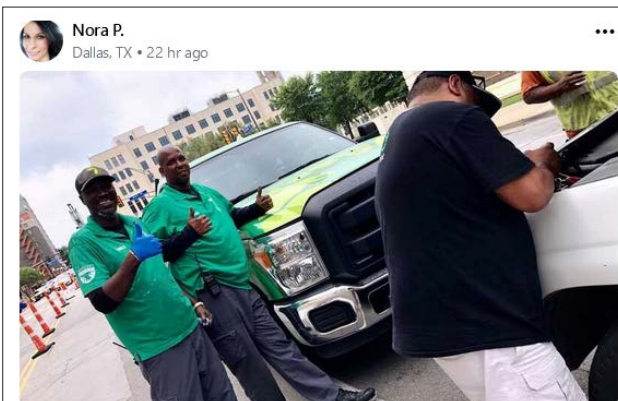


The DDI Clean Team members work tirelessly to keep the Downtown streets, sidewalks, and public spaces clean, and to support or assist with public improvement projects.

The Clean Team removes more than 3,000 instances of graffiti and more than 3,000 cubic yards of litter from Downtown public spaces annually—that's about 20 semi-trailers full of trash or about the volume of an Olympic-sized swimming pool.

Other Clean Team programs Include:

- Mowing and weed removal
- Tree planting, pruning, and fertilization
- Tree well repairs and maintenance
- High-pressure sidewalk washing
- Bench and bike rack repair and cleaning
- Trash container repairs and replacements



A huge THANK YOU and shoutout to these guys!! Our truck broke down in one of the worst spots in downtown Dallas today. We were in a one lane road due to construction. My stress level went from zero to sixty knowing there was little I could do to help, but nevertheless, I was ready to help start pushing. Before I had a chance to get off the truck, a team from the Downtown Dallas Clean Team rushed in to help. These great guys helped move the truck to a safe spot, AND then gave us a boost and got us back on the road within minutes. Before leaving, they shook our hand and handed us cold bottled water. Angels are all around us, we just need to let our eyes see them. To the city of Dallas, this team didn't think twice before coming to help, good employees are hard to find, great employees even harder! These guys owned it today, you're lucky to have them! #Charles #Jaun #DowntownDallasIncCleanTeam

KEEPING DOWNTOWN CLEAN

Earlier this year, Clean Team veterans Juan Wicks and Charles Heath were there to help a stranded motorist who later posted a message on social media thanking them.

DDI-BACKED INITIATIVE IS PUTTING HOMELESS IN HOMES

The historic \$72 million Dallas R.E.A.L Time Rapid Rehousing (DRTRR) initiative backed by Downtown Dallas, Inc., and dozens of other partners is helping house people experiencing homelessness in our urban core.

DDI's Board of Directors in 2021 joined several other organizations in contributing a critical \$10 million piece of the plan, which is largely funded with federal American Rescue Plan Act (ARPA) funds.

In recent months, DDI's Homeless Outreach team members partnered with the City's Office of Homeless Solutions (OHS) and other organizations to clear multiple homeless encampments in Downtown, housing individuals who are also provided with essential wraparound support services.

Once the encampments are closed, DDI works with the City and area partners to monitor the locations and ensure new encampments are not re-established.

"All people living Downtown deserve to be treated with dignity and respect," said DDI President and CEO Jennifer Scripps. "That is why our dedicated outreach team members work every day to build relationships with those experiencing homelessness. Our team members understand how best to connect homeless individuals with the services they need to stabilize their lives and ultimately lead them to housing."


In the first year of the rapid rehousing plan, the City of Dallas housed more than 1,000 people across the city. The goal is to house more than 2,700 people experiencing homelessness by 2023.

The DDI Board of Directors in 2021 unanimously approved a \$500,000 contribution to the privately funded portion of the rapid rehousing initiative. Bank of America, Margot Perot and the Perot Family, and the W.W. Caruth, Jr. Fund at Communities Foundation of Texas are the leading contributors to the fund, which is being used by Housing Forward to cover vital aspects of the rehousing program, including landlord incentives to induce landlords to accept tenants paying with subsidies.

DDI members Bank of America, Beck, Woods Capital, The National and Todd Interests, Headington Companies, JP Morgan Chase & Co., and Ryan, also donated significant funds.

For more information, visit mdhadallas.org/rtrr.

DOWNTOWN DALLAS, INC. EXPANDS INNOVATIVE SUPPORT PROGRAM ADDRESSING HOMELESSNESS



DDI's Homeless Outreach Team utilizes an innovative "Relate and Refer" strategy to address the issues homeless individuals face by entering the community and engaging them in meaningful relationships. DDI acts as a facilitator, bridging the needs of each individual to the appropriate long-term support through a robust homeless community network.

These care services include shelters, recovery programs, mental health facilities, and job placement providers. DDI also helps cover costs of transportation to reunite homeless persons with their loved ones and support systems through a Homeward Bound program.

In 2020, DDI began incorporating uniformed

Dallas police officers assigned to the Homeless Outreach Team to engage individuals experiencing homelessness proactively through DDI's alternative strategies. This partnership teaches law enforcement alternative strategies to aid the homeless, as opposed to criminalization.

This year, DDI expanded our team's law enforcement partnerships by adding five additional officers from the Dallas Area Rapid Transit (DART) Police to DDI's Outreach Team.

"The Dallas Area Rapid Transit Police Department is committed to working with partners across our 13-city service area to keep our riders safe," said DART Police Lt. Donovan Collins, commander of Central Business District. "We recognize that criminalizing homelessness is counterproductive, which is why we are so excited to embark on this new partnership with DDI."



The team has also established a year-long Fellowship Program that attaches an individual transitioning out of homelessness to the Outreach Team. The Fellow position allows individuals to share their stories and make more meaningful engagements while developing critical skills for their own permanent job placement.

HOMELESS OUTREACH TEAM CELEBRATES SUCCESS


Lewis Hearne struggled with homelessness for over 40 years. He was the very first person I encountered when I started work with DDI. Since then, we have developed a special relationship.

Lewis is a standout example of not giving up on someone and seeing beyond their current circumstances. Unfortunately, he struggles with mental health challenges, which contributed to his instability.

However, there was a big shift at the beginning of 2021 due to him realizing he needs to stay on his medication. The Lewis we see today is happy, hopeful, and determined not to go back to the streets. He was tired of not truly living the life he knew he could have and decided to make every appointment we set up for him so he would be housing ready. This included getting all critical documentation in order, keeping up with his doctor appointments and checking in with his case managers on time.

It was his determination that led him to getting housed!

— Samantha Moran, Assistant Manager, Homeless Outreach



DDI HOMELESS OUTREACH BY THE NUMBERS

7,299
Engagements

472
Connections to support systems through Homeward Bound

27
Individuals placed in substance abuse programs

1,591
Service Referrals

*Numbers are annual

We **CREATE** a Downtown where **ALL** feel welcomed and inspired to **DREAM BIG.**

DOWNTOWN AMBASSADORS



Downtown Dallas, Inc. is excited to announce the launch of the new and improved Downtown Ambassadors program.

The first six Downtown Ambassadors will be charged with engaging residents, workers, and visitors about the best restaurants, nightlife, retail, events, entertainment, parks, and more, while also focusing on keeping Downtown clean and safe.



DOWNTOWN DALLAS

NEW + NOTEWORTHY
CIVIC-MINDED VISIONARY URBAN DEVELOPMENT

The Galbraith, developed by the Matthews Southwest team, recently opened its doors for occupancy. The project is another innovative mixed-income development providing much needed affordable rental product within the city center.

The Galbraith is named after Scott Galbraith, a life-long friend of Jack Matthews and key member of the Matthews Southwest team. Galbraith passed away in 2018 while working on plans for the project.

The complex that bears his name has 217 units, including one, two, and three bedrooms. Fifty-one percent are considered affordable units and 49% are market rate units. Matthews Southwest has been

instrumental in providing other workforce housing and mixed income housing within the city center, starting with the Belleview in the Cedars. The company has also partnered with non-profit Family Gateway to create the affordable apartments (Hutchins Gateway) near the Inland Port in the City of Hutchins.

“While these projects can be incredibly complex, time consuming and not for the faint of heart, given the necessity for tax credits or some other innovative financing tool, like we worked out with the City of Dallas on The Galbraith, the need for this type of housing product is so important to us all in the community that it’s well worth the effort to get these projects to completion,” said Kristian Teleki of

Matthews Southwest. “As an industry (public and private sector) we need to figure out how to do more projects like this and deliver more housing stock that is affordable, while still being financial prudent.”

The building, situated next to the Old Dallas High School and adjacent to the Pearl/Arts District and the recently opened Carpenter Park, was designed by Perkins + Will and constructed by Suffolk Construction. The Galbraith stands out against the skyline with eye catching fire engine red panels against a black brick façade. Residents are treated to generous floorplans, a large amenity deck and pool with downtown views and numerous other amenities.



THE EAST QUARTER GROWTH CONTINUES

The intersection of history, industry, modernity & lifestyle

When Downtown-based Todd Interests purchased 30 properties on eight city blocks just a few years ago, the pioneering developers had a vision for a new Downtown neighborhood, with commercial, residential, mixed-use, restaurants, and first-class amenities. That vision, which includes a nod to the deep history of the area, has come alive in the past year.

WHAT’S NEW IN THE EAST QUARTER?



- East Quarter Residences have delivered 12 Penthouse units.
- 300 Pearl offices nearing completion and the first tenant, Tangram Interiors, will move in soon.



New restaurants coming soon: Brass Ram, Pop Top, Muchacho, Etta



American contemporary artist Shepard Fairey was commissioned by East Quarter to create a mural, titled While Supplies Last, at 2200 Commerce Street. The mural was unveiled on September 22 in concert with his solo exhibition at Dallas Contemporary museum.



Downtown’s fourth and final signature park developed as part of the Downtown Parks Master Plan is under construction and is set to open spring of 2023. It will include a unique mammoth-themed kids playscape, interactive splash pad, a multi-function sport court, and dog park.

THE NEXT PHASE OF DOWNTOWN TRANSFORMATION

Reinventing Skyscrapers into Much Needed Housing

The planned conversion of roughly 80 acres of empty Downtown offices into luxury apartments will be a much-needed boost to the housing market in our urban core, as *The Dallas Morning News* reported earlier this year.

Woods Capital is set to renovate the 50-story, 1.4 million-square-foot Santander Tower, adding 228 apartments and repurposing roughly a dozen office floors of the building. Woods capital is also doing an office-to-residential conversion to the 40-story Bryan Tower.

Todd Interests is reinventing yet another

iconic Downtown tower, The I.M. Pei-designed 49-story structure at 1601 Bryan (formerly Energy Plaza) in the heart of Downtown. The \$300 million re-do of the tower will include almost 300 luxury apartments, 475,000 square feet of Class A office space.

Grey Street Partners recently purchased the 56-story Renaissance Tower with plans to redevelop the property with residential.

Transformations of these landmark buildings will bring thousands of new residents and greatly reduce the supply of vacant office space in the heart of Downtown.



JONAS WOODS

“We are excited to see this project come to life and bring more housing options to the urban core,” said Jonas Woods, founder, president and CEO of Woods Capital. “By converting vacant office space into luxury, multifamily housing, we can create a more vibrant, mixed-use neighborhood and meet the growing demand caused by migration to the area.”



NEW + NOTEWORTHY DEVELOPMENTS

ANNOUNCED

2222 Main	East Quarter
508 Young	Civic Center
Bryan Tower Residential	Main Street District
Dallas Gateway	Dallas Arts District
Field Street District	West End
Field Street Tower	West End
Jackson Street Apartments	Main Street District
Kay Bailey Hutchison Convention Center expansion	Civic Center
One NewPark	Civic Center
Pearl Street Lofts	Farmers Market
Radiance Plaza	Main Street District
501 Elm	West End
Goldman Sachs Campus	Victory Park
Renaissance Tower	Main Street District
SoGood	Cedars
Dallas Water Commons	The Cedars
Modera St Paul	Farmers Market

RECENTLY COMPLETED

300 Pearl	East Quarter
East Quarter Residences	East Quarter
Carpenter Park	Main Street District
Cortland Farmers Market	Farmers Market
Dallas County Records Building	West End
The Galbraith	Main Street District

UNDER CONSTRUCTION

1601 Bryan Street	Main Street District
714 Jackson Garage and Retail	Civic Center
Harwood Park	East Quarter
JW Marriott	Dallas Arts District
Santander Tower Residential	Main Street District

Major project could change Dallas’ skyline



The estimated costs for the 38-story mixed-use tower included in the first phase, One Newpark, are close to \$400 million. The building would have approximately 225,000 square feet of Class A office space, 268 mixed-income multifamily units, and 245 hotel rooms. There would be retail space on lower floors. MERRIMAN ANDERSON ARCHITECTS AND PICKARD CHILTON

By Bill Hethcock — Senior Reporter, Dallas Business Journal

Newpark

The Dallas City Council voted in June to provide up to \$96.1 million in economic development grants and funds from the expansion of a tax increment finance district for the proposed Newpark project planned on Canton Street just south of Dallas City Hall.

Dallas-based Hoque Global and its development partner Omaha-based Lanoha Real Estate Co. are teaming up on the roughly \$380 million first phase of the estimated \$3.5 billion multi-phase project.

The entire development site sits on 20 acres adjacent to the Downtown Connection TIF District. The site currently consists mainly of surface parking lots.

The project’s centerpiece, called One Newpark, is a 38-floor mixed-use tower that will include 268 mixed-income residential units, 225,000 square feet of office space, a 245-room hotel and street-level retail.

“Newpark Dallas in Southern Downtown will be a catalyst to help take our city to new levels of economic growth by opening doors to new opportunities as our city grows south,” Mike Hoque, CEO of Hoque Global, said in a statement.

The project will “re-energize” the southern portion of Downtown Dallas, District 2 City Council member Jesse Moreno said in a prepared statement.

“This project includes a strategic plan with a vision that will transform the area into a walkable mixed-use neighborhood, bridging the Convention Center, Dallas Farmers Market, and the Cedars,” according to Moreno’s statement.

Hoque Global began assembling the land for the property by buying up vacant lots along Canton and Cadiz Streets over the past decade.

The property was one of the sites that Dallas business and government leaders pitched to Amazon in 2017 when the company was scouring the nation for a location for its second headquarters, known as HQ2.

Excerpt from article which originally appeared online at dallasbusinessjournal.com June 25, 2022.

DOWNTOWN DALLAS

DOWNTOWN'S GROWING GREENSPACE

KLYDE WARREN PARK CELEBRATES 10 YEARS

It's hard to believe it's been 10 years since this park was created "out of thin air." In those 10 years, Klyde Warren Park has become a favorite hangout for locals and visitors alike. The deck park serves as a gathering space for over a million guests each year and has made a walkable connection between Uptown and Downtown Dallas. Klyde Warren Park is known for providing free community programming almost every day of the year with fan favorites like fitness classes, movie nights, artisan markets and free concerts.

Klyde Warren Park has been busy with renovations to enhance the visitor's experience for the next decade.

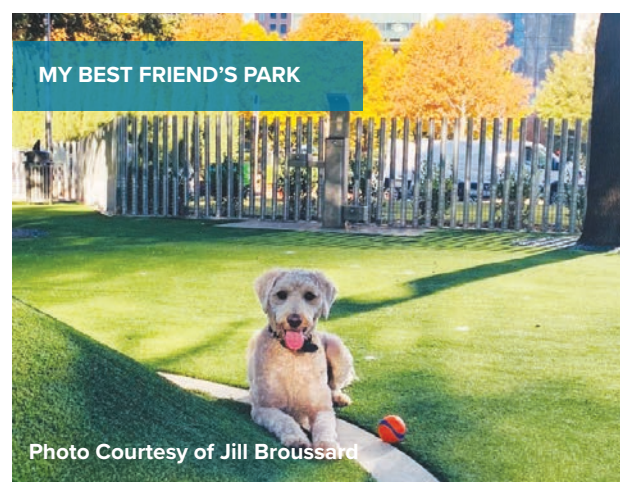
The newest addition to the park is the Nancy Best Fountain at the east end of the park between Olive and Pearl Streets. By day, the Fountain will serve as an interactive play area for families and a relaxing respite in the heart of downtown. Just after sunset each night, the Fountain will come alive for 30 to 45 minutes with dancing waters and a choreographed light and music show designed to enchant visitors. Like all fountains at the Park, it is powered by recycled water, which goes through a 4-step filtration and sanitizing process. The Fountain is free and open to the public.

My Best Friend's Park, a beloved amenity for all

Dallas dogs and their owners, has been relocated across the street to a bigger and shadier space.

One of the most visited places in the Park, the Children's Park, is going to be expanded and enhanced including new play equipment, climbing wall, and a family picnic area. This will give our youngest visitors even more room to learn, explore, imagine, and play.

Don't miss the park's 10th anniversary birthday party on October 22, 2022, and to learn more about programming and events, visit www.klydewarrenpark.org.



FOR THE GREENER GOOD: INTRODUCING CARPENTER PARK



Guest article by Amy Meadows, CEO of Parks for Downtown Dallas, a nonprofit organization created to build and support public parks in the Downtown Dallas geography.

If you do not work or visit Downtown Dallas regularly, you may not have seen the nearly 6-acre park located partially under Interstate 345 between the Deep Ellum neighborhood and city center at 2201 Pacific Avenue. Even if you do frequent Downtown, you may have avoided this area due to years of road construction.



Amy Meadows
CEO - Parks
for Downtown
Dallas

This new urban park is technically a renovation project. Carpenter Plaza, a city park that opened in 1981, was designed to be admired from above in high rise buildings. For decades, the Plaza was a hazardous journey for pedestrians and was typically only accessed through car windows. The Plaza, bifurcated by roadways, had cars speeding between two disparate parcels of public green space. Reconfiguration of the surrounding road network brought the opportunity to expand and create a contiguous park, the largest park in the urban core. Carpenter Park, which opened this May, is a reimagination of this city and

state owned land intended to invite people back to this forgotten edge of Downtown.

Weaving through Carpenter Park is a 3,000-linear-foot granite path lined with low lighting and a continuous hedge comprising ten shrub varieties to animate the experience of moving through the park and discovering its array of features.

The park showcases two significant pieces of public sculpture originally installed in the Plaza; both are centerpieces of the new park's design. Robert Berks' statue of John W. Carpenter, the park's namesake, has been refurbished and reinstalled to welcome visitors at the corner of Live Oak and Pearl Street. Robert Irwin's Portal Park Piece (Slice), which originally ran on a north-south axis, was reconceptualized and retitled by the artist for the new landscape. The title of the sculpture is now Portal Park Slice. Views from the top of Sculpture Hill accentuate the artwork's long, thin line in the landscape on an east-west axis and frame the Downtown Dallas skyline.

Under the overhead freeway along Cesar Chavez Boulevard, the park is activated with the first permanent, public outdoor basketball court in Downtown. The court is being put to good use on a daily basis thanks to the shade from I-345. There is a



pavilion building with restrooms, food truck parking, and a dog park, all illuminated in colorful light at night.

At the prominent corner of Pacific Avenue and Pearl Street there is an interactive fountain inviting visitors to cool off, splash around, or enjoy from afar. With 117 water jets of varying heights, the fountain is a dynamic play space with 5 tall jets at its center creating a beacon of water and light. 112 jets arch in various directions to create a "bird's nest" effect in the fountain plaza. For the toddler cohort, there is a children's splash pad in the center of the park.

Carpenter Park is the third of four "Priority Parks" that Parks for Downtown Dallas, a nonprofit charitable organization, is building in partnership with the City of Dallas Park and Recreation Department. With the opening of Harwood Park in the East Quarter District in 2023, the city's 2013 Downtown Parks Master Plan Update will officially be complete.

The Priority Parks program for Downtown has transformed 14 acres of surface parking lots and dumping grounds into vital public spaces. Visit parksfordowntowndallas.org to learn more and support this growing network of public spaces.

Scan the code on the right to learn more about the public art in Carpenter Park.



CONNECTED TO RECRUIT



CONFERENCE
CENTER

TENANT LOUNGE



VALET PARKING



FITNESS CENTER
& LOCKER ROOMS



12 DINING AND RETAIL OPTIONS



INSIDE & OUT

Experi
with c
ameri

Experience a neighborhood feel
with countless on-site and downtown
amenities right outside your office door.



THE JOULE



COMMISSARY



CBD PROVISIONS



BANK OF AMERICA
PLAZA

**OFFICE SPACE AVAILABLE
2,000 SF TO 300,000 SF**

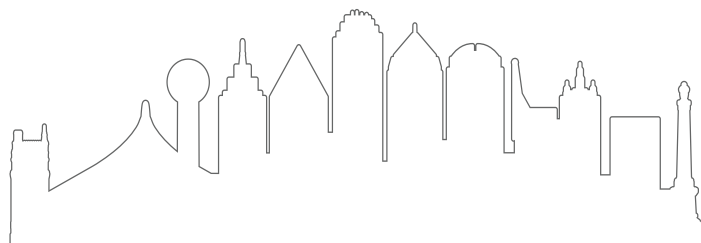
BAPLAZA.COM



CONTACT US TODAY FOR ADDITIONAL INFORMATION:

Russ Johnson
+1 214 438 1586
russ.johnson@jll.com

Joel Pustmueller
+1 214 438 1596
joel.pustmueller@jll.com



Fresh air: Dallas luxury high-rise market update

Ask veteran Allie Beth Allman & Associates real estate agent about vertical living in Dallas and be prepared for a steady stream of valuable information including market insights, facts and figures, and a healthy dose of experience.

As the authority on high-rise living in DFW, Krider knows the luxury market and the most desirable neighborhoods intimately.

She is a consistent multi-million-dollar producer who specializes in the listing and sales of premium homes, townhomes, and condominiums on Turtle Creek, Uptown, Downtown Dallas, Oak Lawn, Park Cities, and North Dallas areas. What's more, she's an expert with years of proven successes under her belt, results-oriented, with fresh marketing ideas, and a legendary dedication to her clients.

"Even when dealing with tight inventory, volatile interest rates, and the like, in Dallas, there is plenty of allure when it comes to luxury high-rises, especially in the market's premier zip codes," she explained.

Krider points to a recent example at the Renaissance on Turtle Creek. "I listed a unit for \$400,000 and immediately had multiple offers within the first few hours it was on the market, which is a revealing statistic on high-rise living."

Of the 16 buildings Krider tracks regularly, for the first six months of 2022, three averaged 100% or more to list price vs. sales price, indicating multiple offers (all are in the Turtle Creek area) including average sale prices at The Centrum (\$1,435,000); The

Mayfair (\$820,083); and The Renaissance on Turtle Creek (\$331,934). The average sold vs. list price for all buildings was 98%.

Also, the average sales price for all the buildings on her list increased 22% for the first six months of the year vs. year-end 2021. Leading the way in increased average sale prices was The Centrum (\$1,435,000); Ritz Tower II (\$3,202,250); Plaza II (\$1,054,833); and Museum Tower (\$5,041,667).

"It's worth noting that both the Ritz and Museum Tower had significant penthouse sales," she said.

Driving the average sale price is the continued lack of inventory, however, the number of high-rise sales is on track to equal last year, Krider explained.

Among the most common questions buyers are currently asking her (beyond special assessment histories) is whether there are electric charging stations in the garage, or if the spaces can be adapted to accommodate them.

"Quite a few savvy buyers have already sold their homes and are leasing in the area waiting for the right opportunity to make a purchase," she added.

But they are picky and will wait for just the right property

to come along.

Sue Krider's website, dallashighrisecondo.com, is filled with listings, important information, and her continuously updated blog with valuable information about the market. Reach out online at Sue@SueKrider.com or at 214-673-6933.

"There is plenty of allure when it comes to luxury high-rises, especially in the market's premier zip codes."

Selling Uptown/Downtown



SK
SUE KRIDER

Sue Krider
214.673.6933 | sue.krider@alliebeth.com
dallashighrisecondo.com

Allie Beth AllmanTM
& Associates
A BERKSHIRE HATHAWAY AFFILIATE

*Represented Buyer

2022 HIGH-RISE

MID-YEAR MARKET REPORT



AZURE
NUMBER OF SALES
10
AVERAGE SALES PRICE
\$1,011,650



THE BEVERLY
NUMBER OF SALES
2
AVERAGE SALES PRICE
\$522,500



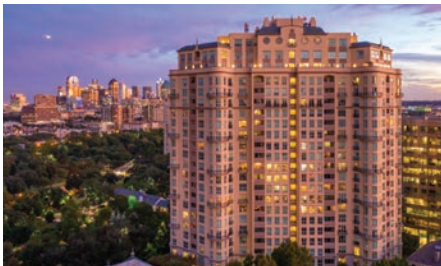
THE CENTRUM
NUMBER OF SALES
2
AVERAGE SALES PRICE
\$1,435,000



THE CLARIDGE
NUMBER OF SALES
4
AVERAGE SALES PRICE
\$860,500



LATOUR
NUMBER OF SALES
9
AVERAGE SALES PRICE
\$608,611



THE MAYFAIR
NUMBER OF SALES
6
AVERAGE SALES PRICE
\$820,083



MUSEUM TOWER
NUMBER OF SALES
3
AVERAGE SALES PRICE
\$5,041,667



ONE ARTS PLAZA
NUMBER OF SALES
6
AVERAGE SALES PRICE
\$1,109,500



THE RENAISSANCE
ON TURTLE CREEK
NUMBER OF SALES
32
AVERAGE SALES PRICE
\$331,934



PLAZA I
NUMBER OF SALES
1
AVERAGE SALES PRICE
\$1,100,000



PLAZA II
NUMBER OF SALES
3
AVERAGE SALES PRICE
\$1,054,833



RITZ TOWER I
NUMBER OF SALES
1
AVERAGE SALES PRICE
\$2,875,000



RITZ TOWER II
NUMBER OF SALES
4
AVERAGE SALES PRICE
\$3,202,250



THE STONELEIGH
NUMBER OF SALES
5
AVERAGE SALES PRICE
\$3,564,200



THE VENDOME
NUMBER OF SALES
4
AVERAGE SALES PRICE
\$1,056,025



THE WARRINGTON
NUMBER OF SALES
5
AVERAGE SALES PRICE
\$924,200

DOWNTOWN DALLAS

DOWNTOWN IS A HUB FOR EDUCATION

DALLAS INDEPENDENT SCHOOL DISTRICT (DISD)

From the youngest educational aspirants to those seeking advanced degrees, students looking to excel academically turn to Downtown Dallas, served by more than 30 learning institutions.

For families looking to embrace the complete urban lifestyle, Dallas ISD is the proud home of four of the best high schools in the nation, one of the top three schools to specialize in STEM in the U.S., and the newest Choice School, Downtown Montessori at Ida B. Wells Academy, in the heart of Downtown.

Thanks to DISD and other education partners, not only does Downtown Dallas boast a highly educated workforce, those looking for higher learning opportunities to further career and life goals will find easy access to a number of public and private institutions of higher learning within a few minutes commute. There are 15 major universities near the City Center, offering 12 bachelors and master’s programs in business administration.

DOWNTOWN MONTESSORI AT IDA B. WELLS ACADEMY



Downtown Montessori at Ida B. Wells Academy is Dallas ISD’s first-ever Montessori school located in the heart of Downtown Dallas, enrolling Pre-K to 4th grade. Downtown Montessori is a special offering that serves families living or working Downtown.

With each year, the school adds a grade level up until high school. Yes, that’s correct, Downtown Montessori will become the first public Montessori high school in the region. 2022’s enrollment will add the 4th grade, bringing Downtown Montessori’s total enrollment to 310 children.

The demographics of Downtown Montessori support a 50/50

socioeconomic model that creates not only a unique student body, but also a diverse learning environment.

The school’s ideal urban setting addresses the needs of the students’ parents who typically live or work Downtown and students with parents that meet these criteria are often given preferential enrollment.

The Montessori’s mission is to foster emotional, intellectual, physical, and social development of the whole child by addressing the uniqueness of each in an authentic Montessori environment within public school diverse educational community.

The model for teaching at Downtown Montessori is an approach to learning that stimulates the child’s interests and facilitates his/her understanding and learning capacities. The Montessori approach is developmental whereby children are challenged, but not frustrated, by the presentation of appropriate learning experiences.

Downtown Dallas, Inc. has been a longtime advocate and partner with Downtown Montessori, working with the school’s leadership to arrange special Downtown experiences for the kids enrolled.



DDI and member organization Neiman Marcus arranged for festive photos with the Easter Bunny. The excitement and enthusiasm amongst the students were palpable and was a wonderful reminder of the experiences we can help to create for our Downtown students.

BOOKER T. WASHINGTON HIGH SCHOOL FOR THE PERFORMING & VISUAL ARTS

The Booker T. Washington High School for the Performing and Visual Arts has been the arts magnet high school serving grades 9-12 for Dallas Independent School District for nearly 50 years. In that time, BTWHSPVA was frequently recognized as a successful prototype and an ideal model for arts education.

As Dallas’ revolutionary high school for 21st century scholar artists, Booker T. HSPVA provides intensive, integrated training to build a bridge to the post-secondary and professional world. The arts magnet prepares students to attend college, conservatory or to enter the professional field.

The curriculum integrates both academics and arts. Students choose a conservatory to major in: dance, music, visual arts, or theatre, and also follow a complete academic program concurrently, including over 20 AP courses.

In recent years, 100% of students have graduated, and over 98% go on to pursue higher education.

As a school of the arts, it is important to note that Booker T. resides in the Dallas Arts District Downtown—the nation’s largest contiguous arts district in the country—in close proximity to some of the most respected arts institutions in the U.S.

Booker T. was the first secondary school in DISD to be awarded the nation’s prestigious Blue Ribbon Award presented by the US Department of Education for Exemplary Education. Since 1976, the school has earned the distinction for Exemplary Arts Education from the Rockefeller Foundation, one of the Top 8 Magnet Schools in the country by the Department of Education, and one of the top 5 schools in the nation by the National Foundation for Advancement in the Arts, among others.



A Booker T. Washington student teaches a small group from MLK Academy

BTWHSPVA has consistently earned national recognition in the arts: over 600 awards in dance, music, theatre, visual arts, and creative writing through the National Foundation for Advancement in the Arts, 30 Presidential Scholars in the Arts, over 267 music DeeBee awards from Downbeat Magazine (The largest

number of any school, including colleges and universities in North America), playwriting awards, and many others.

The school has also produced a stellar list of successful, famous graduates, such as Grammy-winners Nora Jones, Erykah Badu, and Roy Hargrove.

P-TECH AND EARLY COLLEGE PROGRAMS & CAREER INSTITUTES

Students in DISD high schools have the chance to forge a pathway to free college and a career. P-TECH and early college programs give high schoolers the opportunity to graduate with an associate’s degree, earning up to 60 hours of college credit in a program of their choice—free of charge.

Programs include technology, engineering, criminal justice, business, software programming, hospitality management, and more. Further, internships and mentorships are provided by Fortune 500 companies and leading businesses.

11th and 12th graders in the program also receive free transportation to their

institutions of higher learning.

Students can also take advantage of DISD’s new Career Institutes that are expanding career options for highly motivated students who want to enter skilled trades and earn a living wage right out of high school.

The Career Institutes offer courses

leading to certificates in architecture and interior design, aviation, HVAC and refrigeration, cybersecurity, plumbing, electrical work, and much more.

Through the Career Institutes, DISD students are given the opportunity to graduate ready to enter high-demand, high-wage careers earning between \$20 and \$50 an hour.

DOWNTOWN DALLAS

PEGASUS SCHOOL
FOR LIBERAL ARTS &
SCIENCES

The Pegasus School for the Liberal Arts and Sciences has served Downtown students for over 25 years and serves all grade levels K-12. This is important in that the Pegasus School educates its students consistently and uninterrupted for enhanced outcomes.

The school’s small school community approach allows its students and their families to benefit from a beneficial 15:1 student-teacher ratio, increasing the attention and individualized tutoring and support provided to each learner.

Students at the Pegasus School are given all the tools for success in their studies such as laptops for each learner, experiential results-driven learning techniques and out-of-classroom learning opportunities, advanced preparation for college at the middle school level, and a superior K-12 Fine Arts program that nurtures creativity and talent.

The driving goals behind the Pegasus School’s curriculum are to promote a well-rounded, future-forward education, critical thinking skills, a discerning fine arts intellect, the value of being a good citizen, and many more qualities that schooling in Downtown Dallas are primed to develop.

CITYLAB



CityLab High School seeks to redefine the way that students are educated and prepare students for next generation jobs and industries by opening the world around its students as their classroom.

At CityLab, students study and evaluate their city and communities through hands-on, innovative, project-based learning that seeks to expose them to professional industry experiences and explorations as well as student field experiences and internships with community partnerships.

With programs of study that include

Architecture, Environmental Science, Urban & Regional Planning, the CityLab experience means students will be prepared as the next generation of citizens, design professionals, and civic leaders equipped with a holistic understanding of the urban environment.

CityLab High School is in the process of designing a mobile greenhouse that will provide its students with an opportunity to learn about food access and food production in an urban environment. The greenhouse will contain hydroponic systems

– powered by solar energy – and create a rain catchment system to water the growing plants. Students will use the greenhouse to conduct hands-on workshops to teach other DISD students about urban farming techniques and healthy nutritional habits. The school will also partner with neighboring homeless recovery agencies and local non-profit organizations to provide greenhouse produce to those in need throughout Downtown Dallas. The Downtown Dallas, Inc. Foundation provided a \$20,000 grant for the development of the CityLab High School mobile greenhouse program.





PlainsCapitalBank

SUPPORTING DALLAS BUSINESS MOMENTUM

Dallas' economy remains strong thanks to local businesses that drive the city's growth and create jobs across all major sectors.

PlainsCapital Bank is proud to call Dallas home and to help local businesses succeed. We're more than a bank; we're your business partner. We are by your side when you make important borrowing and purchasing decisions to give your business momentum.

Call us today!
214.252.4000

PlainsCapital.com

© 2022 PlainsCapital Bank. Member FDIC. PCB956261266

DOWNTOWN DALLAS IN THE NEWS

Q&A: New Downtown Dallas CEO prioritizes \$2B revamp of convention center area, luring top talent

By Bill Hethcock — Senior Reporter, Dallas Business Journal

Jennifer Scripps, the new leader of Downtown Dallas Inc., is prioritizing a \$2 billion plan to expand the Kay Bailey Hutchison Convention Center as well as attracting more top-tier professional workers and more corporate headquarters to the district.

Continued improvement of downtown parks and a focus on keeping the district safe and clean also top Scripps' priority list, she said in an interview with the Dallas Business Journal.

Scripps, who previously led the Office of Arts & Culture at the city of Dallas, moved to the role of president and CEO of Downtown Dallas Inc. in April.

Scripps talks about her top goals as well as challenges and opportunities for downtown Dallas in the interview that follows:

What are your biggest priorities for downtown in the year ahead?

I think it always starts with DDI continuing to do the great work that they do around additional safety and the clean team that they run and operate. Having worked here (downtown), I appreciate those day-to-day functions that we sometimes forget to mention. You've got to deliver on the day-to-day operations.

I have been super excited about the master planned redevelopment (of the Kay Bailey Hutchison Convention Center area). Having been in that building a lot in my prior role with the city, and serving on the Visit Dallas cultural tourism committee, that project is such an opportunity for that whole southwestern quadrant of the city to free it up for new development opportunities and sew it, connect it back, for visitors to come and make their way say to our ATT Discovery District but also to connect it to the Cedars and the high-speed rail development. I don't want to get ahead of the voters and I know there are a few hurdles to cross on that, but I am super-excited about that project.

The continued success of the parks in downtown is another thing. Having literally watched Pacific Plaza Park getting built and reopened and what that's done for right behind the Majestic Theater where my former office was. And then every single day I go through Carpenter Park on the way into work and have watched all of the progress there. And then Harwood Park. All of that green space development and design work is exciting, but it's also economic development because parks have a real multiplier effect on the value of land

around them. And Carpenter Park connects us to Deep Ellum, so it's also about building those connections from downtown into our neighboring districts.

In terms of economic development and specifically corporate relocations, what are your biggest priorities for downtown?

Continuing to attract a top-flight, top-notch workforce that wants to live and work in downtown is paramount. We are very attractive to young professionals as a neighborhood and certainly statistics indicate that. I think we're the fourth largest labor pool in the country, DFW is, and we want more and more of those workers that are relocating here to put downtown at the top of their list. It's about those amenities and the lifestyle elements that they're looking for to live and work in downtown.

I will say the DowntownDallasNow.com website ... It's kind of the economic development campaign site that DDI set up, and Dallas is top in undeveloped land in downtown. It still has tremendously robust development activity going on – \$4 billion in ongoing development, which is astounding. The convention center could be \$2 billion. So, in terms of a corporation looking for an attractive opportunity, I think we have that. I'm very, very bullish on us to attract corporations, but even more importantly, to attract the workforce and continue to retain them.

How many people would you like to see living in downtown five years from now, and how many live downtown now?

Five years from now, we'll be knocking on 20,000, which is incredible. Dallas has 14,000 residents in downtown now. Our neighborhood population has been growing rapidly.

What do you see as the biggest challenge on the downtown office front?

It's further recovery. COVID has fundamentally, I believe, changed the future of work. The offices are still critical. There's no question that I do believe work and innovation happens in offices. But the commuting patterns are changing, the need for hybrid workspaces and collaborative spaces so that people are in the office and maximizing on that really productive interaction – that has come up quite a bit. Anyone I talk to in corporate America is grappling with, so how does COVID change things? How is this itchiness in the labor pool? You hear about the Great Resignation. What are people looking for in where they want to



Jennifer Scripps, president and CEO of Downtown Dallas Inc., puts the overhaul of the Kay Bailey Hutchison Convention Center and surrounding area atop her priority list.

work? It's also an opportunity, and that's where all of the development that's poised can really capitalize on those on those trends.

Where in the recovery cycle do you see the hotels downtown?

Believe it or not, Dallas has emerged from the lowest nadir of the pandemic and tourism levels are better than most markets. Sitting on the cultural tourism committee for VisitDallas, they are really seeing recovery in our tourism market. It's another reason for us to remain competitive with conventions, and one reason why our master plan for the convention center is so important. We saw a lot of increased drive-radius visitors as the pandemic was emerging for people who wanted to come and do their long weekends in town to shop, dine, enjoy a rooftop pool, and I think downtown is uniquely advantaged on those kinds of visits. I feel like that market is doing very well and the forecast for the balance 2022 and 2023 are quite strong.

What else would you like to add?

I think that you're going to see a lot of engagement with the downtown community. The idea and goal of DDI is to make it a complete neighborhood. That's me personally, but I think even as an organization emerging from the last two years, that's top of mind. They've done an excellent job, but we just want to make sure we continue to deliver.

This interview was edited for clarity and brevity.

This article originally appeared online at dallasbusinessjournal.com on March 9, 2022.

Three tower mixed-use development coming to Dallas Arts District

By DBJ staff

Three towers are going up at the intersection of Ross Avenue and Routh Street in Downtown Dallas as a mixed-use development, according to a press release.

Expecting to break ground in 2023, the mixed-use project is slated for completion by the third quarter of 2025.

The Dallas office of Foundry Commercial was selected to lease the 400,000-square-foot office tower.

Atlanta-based Portman recently closed on 4+ acres

of land to develop the project. Dubbed '2500 Ross,' the mixed-use development will feature three buildings incorporating a mix of multifamily, residential, and office space.

Portman set its sights on the Dallas market to expand its development due to the market's desirability as a live-work-play destination.

The anchor tower of the project will incorporate 50 stories of office and residential as well as an additional 40,000 square feet of retail. Two adjacent towers will house 700 residential units between them.



Excerpt from article which originally appeared online at dallasbusinessjournal.com on June 16, update June 17, 2022.

Fueling arts & culture, tourism, and the economy downtown and throughout Dallas.

DALLAS
ARTS
DISTRICT



Photo by Joseph Haubert



1900 Pearl | Arts District Properties, LLC | Arts District Mansion | Billingsley Company | Booker T. Washington High School for the Performing & Visual Arts | Cathedral Santuario de Guadalupe | City of Dallas Office of Arts and Culture | Dallas Theater Center | Downtown Dallas, Inc. | First United Methodist Church | Fountain Place | Green Family Art Foundation | KPMG Plaza at HALL Arts | Moody Performance Hall | One Arts Plaza | Perot Museum of Nature and Science | St. Paul Place | St. Paul United Methodist Church | TACA | Thanks-Giving Square | Trammell Crow Center | VisitDallas

DOWNTOWN DALLAS IN THE NEWS

Transform Dallas: Vote for Proposition A this November

The Vote That Costs Us Nothing Can Change Everything

The Kay Bailey Hutchison Convention Center Dallas (KBHCCD) is a key economic driver, generating hundreds of millions of dollars in revenue and drawing millions of visitors through the years. But the facility is in disrepair and the visitor experience is poor. Dallas has lost nearly 1,000 event bookings over the past 15 years due to the convention center's shortcomings.

Proposition A on the November ballot presents a once-in-a-generation opportunity to infuse \$1.5 billion into a convention center expansion, as well as the much-needed revitalization of six Fair Park venues. The project would be funded without any increase

in property or sales taxes on Dallas residents. Instead, it is financed through a 2% increase on the tax guests pay to stay in Dallas hotels and motels, also known as HOT.

In recent years, Downtown Dallas, Inc. has worked alongside many partners in formulating the KBHCCD Master Plan. This effort has evolved into this unique opportunity to reposition the southern half of Downtown into a well-connected, vibrant neighborhood with a modernized and repurposed convention center at its center.

"DDI stands unequivocally in support of Proposition A, which embodies the

three transformative strategies of our 360 Plan for Downtown: Advance urban mobility; build complete neighborhoods; and promote great placemaking," said DDI President and CEO Jennifer Scripps.

The plan calls for improved connectivity and pedestrian access, open space, transit connections, strategic infill, and great placemaking in the area currently occupied by the KBHCCD. The new center will be developed with respect for these goals, with a focus on developing more greenspace, better utilizing existing and potential open space, and improving walkability

and connectivity to surrounding neighborhoods.

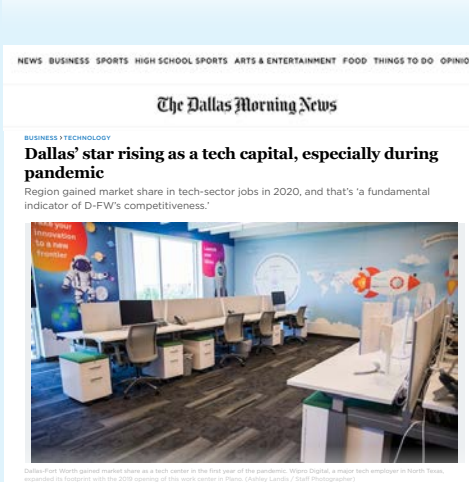
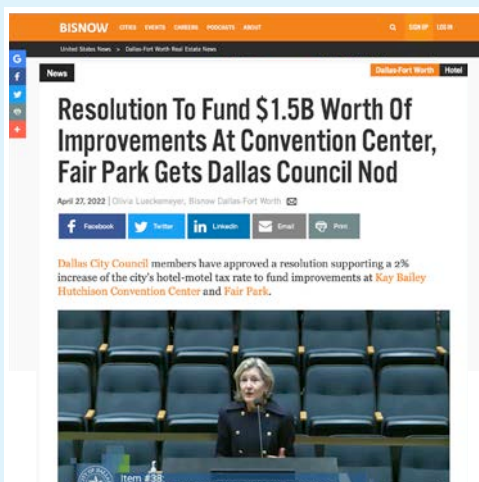
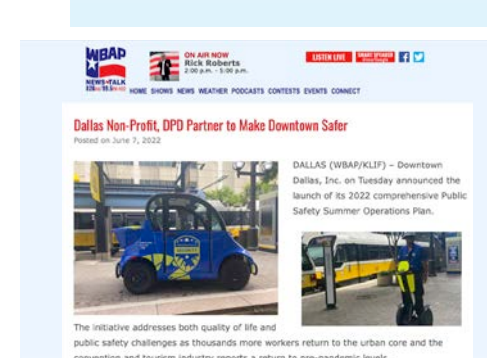
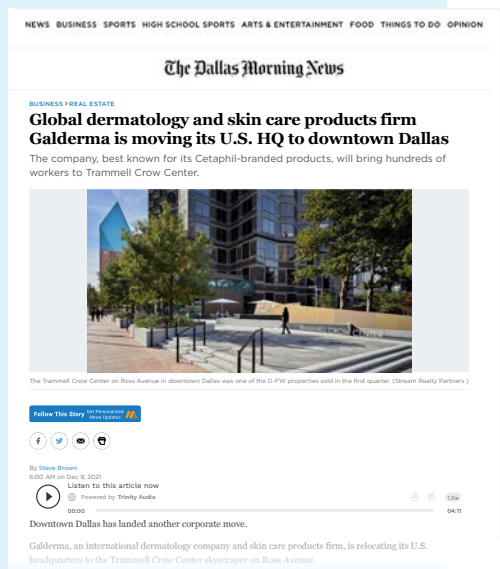
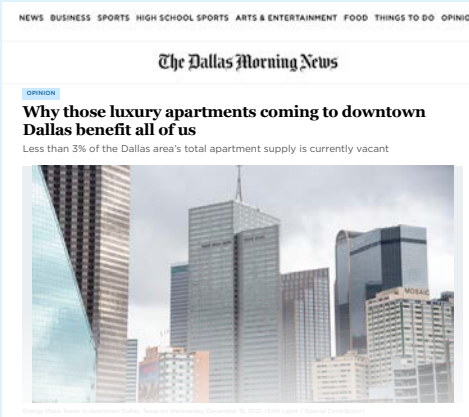
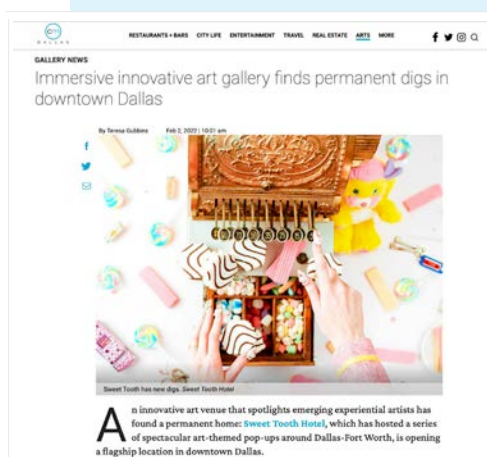
"The convention center plan promises to open nearly 30 acres of land for new development, bringing new vibrancy and activity that serves the people who live, work, and visit Downtown," Scripps said. "A place not just for conventioners, a place for all."

Early voting starts Monday, October 24, and Election Day is Tuesday, November 8. Proposition A will be the final item on the ballot for all city of Dallas voters.

To learn more, visit voteyesforpropa.com.



MORE DOWNTOWN NEWS





Find Your Oasis

RELAX / DISCOVER / IMAGINE

Visit one of the best collections of modern sculpture in the world, with masterpieces by artists such as Calder, Giacometti, Matisse, Miró, Picasso, and Rodin as well as contemporary exhibitions by some of the most important artists working today.

ON VIEW

Nairy Baghramian: Modèle vivant

October 15, 2022 – January 8, 2023

Matthew Ronay: The Crack, the Swell, an Earth, an Ode

October 22, 2022 – January 15, 2023

nashersculpturecenter.org

Dallas Arts District

Nasher Sculpture Center

AMERICA'S NEW MAINSTREETS: DOWNTOWN DALLAS

The Dallas Business Journal, in partnership with Downtown Dallas, Inc., The City of Dallas Office of Economic Development and Woods Capital Management, recently hosted a private roundtable to discuss the importance of keeping Downtown Dallas as the vibrant center of the region. This panel of experts also examined successes and some challenges that lie ahead.

PANELISTS



ROBIN BENTLEY
Director, Office of
Economic Development
City of Dallas



DUSTIN BULLARD
Chief of Urban
Transformation
Downtown Dallas, Inc.



JENNIFER SCRIPPS
President & CEO
Downtown Dallas, Inc.



JONAS WOODS
CEO
Woods Capital
Management

MODERATED BY OLLIE CHANDHOK, Market President and Publisher, *Dallas Business Journal*

Dallas-Fort Worth is a megacity, and “Dallas” is often used as shorthand for “North Texas” because the city has such an eclectic mix of culture, sports and new and old development. There isn’t a draw for North Texas without Dallas: It’s the region’s epicenter. How important is it for other North Texas cities’ success that Dallas is as vibrant as possible?

DUSTIN BULLARD: Dallas is the driver of this region, and historically, we haven’t always had that driver’s seat as the city. We have occasionally been lost in the shuffle in previous generations, but I think a thriving core is the heart of this entire region as we sit here in downtown Dallas. It has the highest concentration of jobs and property tax value, and our city leaders now understand that Dallas needs to be first.

JONAS WOODS: You can’t have a truly great city if you don’t have a thriving urban center. Without real vibrancy, the pursuit of an authentic, pedestrian-oriented urban neighborhood will fall short. The region, in general, will fall short of what it could be. Look around the world. Great metropolitan areas have a great urban core associated with it, and Downtown Dallas is that for this region.

JENNIFER SCRIPPS: A couple of

decades ago, there were a lot of empty buildings, and Dallas had lost that perception as being a place where you could always come down seven days a week and have that vibrancy where you could work, live, and play. It does speak to a multi-use activity center, and it certainly has it today. Even after what we’ve weathered the last two years, Dallas is doing better than many of our urban peers. The city certainly has that combination of retail, arts, a dynamic place to come to work, which we’re lucky to get to do, but also to live in, and our population is growing.

With its business-friendly policies and a light regulatory touch, Dallas is positioned to be one of the great American success stories in terms of economic development of this century. Already the home of Fortune 100 giants such as AT&T, Texas Instruments, Jacobs, CBRE and Southwest Airlines, is there any reason to think this boom can’t continue indefinitely if given the proper support?

ROBIN BENTLEY: We’ve been really lucky, especially during the pandemic. We continue to see new businesses come here, and two Fortune 500 headquarters moved to Dallas during the pandemic. There’s absolutely no reason to think this won’t continue. We still have a robust pipeline of

companies calling us interested in all the things we have to offer here.

DUSTIN: Pre-Covid was a very busy time. We took a little pause for a couple of years, but it continued. That pipeline of interest in the region, specifically downtown Dallas, is at a point that I’ve not seen in my decade of doing this work. I think that’s exciting, and we’ve set up the right pieces within that puzzle to continue to be that driver and continue to see interest from out of the market. We’re not just moving people around. We’ve had some great wins recently with Galderma relocating to downtown Dallas, an unprecedented move over in the Arts District with Galderma and Integrity Marketing Group relocating to the Dallas Arts District.

JONAS: We have all heard about the rumored Goldman Sachs relocation to Dallas—at least a major office—if not eventually their global headquarters. I think that’s very real; I think it’s happening. Assuming it does, I don’t think any of us truly understand how impactful that will be. The fact that they chose downtown versus moving into the suburbs is a huge win for Dallas. The migration of both: companies moving to downtown and moving to the region in general, but specifically choosing downtown, is only accelerating. We see companies reaching out every week interested in moving here from other parts of the region or other parts of the country. That’s not slowing down anytime soon. The residential migration is

real and happening at an accelerated pace today, more so than ever before. Today we have almost 15,000 residents in Downtown. It will be twice that in five years with everything that’s happening. The growth is phenomenal, and I don’t see anything getting in the way of it right now.

What are some of the drawbacks to this fast growth? The cost of living is beginning to increase in Dallas due to a lack of housing inventory due to so many people choosing to live in the region, for example.

ROBIN: It’s not just Dallas, it’s every large city. Housing affordability is an issue we all need to pay more attention to. The city is trying to do things a little outside of the box: we recently created a new multi-million dollar affordable housing fund and are trying new tools to address that missing middle housing piece to keep neighborhoods affordable.

JONAS: This inflationary environment makes building a new product of any type very expensive. Suppose you’re trying to deliver an affordable product or even something that’s just a slightly more approachable product. In that case, you have to figure out a way to either subsidize it or bridge that gap to make it work for the end-user. Building new housing today is very expensive, and I think that that will change. One of the things we’re doing is converting some

AMERICA'S NEW MAINSTREETS: DOWNTOWN DALLAS

of our office space into residential space. That's going to provide a real cost advantage at the end of the day that we can pass on to the consumer and provide downtown with a more affordable product than a brand-new building would provide. One of the challenges downtown has had for a long time is not enough residential population relative to the daytime population. So, you had this massive influx of people that drove in or rode in on DART every day, went to work, populated restaurants and populated the streets during the day. Then, at 5 p.m., the net migration out of town would begin, they would drive home to the suburbs or nearby neighborhoods where they lived. That nighttime population didn't produce vibrancy. I think the number one way to improve our vibrancy downtown is to have a 24/7 population and not have peaks during the day and voids at night. Converting old office buildings is a phenomenal way to achieve that. More of that has to be part of the recipe for more housing downtown. Look around. There are towers all around us that have uncertain futures, with working from home lifestyles and how that will ultimately impact the demand for office space. On the flip side, the demand for residential, especially more approachable, affordable residential, is high. We should figure out how to bridge that gap. We should figure out how to fill that void. The city plays a huge role in that. Whether it's tax increment financing, various levers can be pulled to help support that.

DUSTIN: We see that as the next phase of downtown redevelopment. When we started downtown redevelopment in the late '90s as a city and decided that it was time to do that, we had to deal with all these vacant buildings, truly mothballed

buildings boarded up with millions of square feet. We had to fix that first. We took 40 buildings and brought new life back into them. Now, the next thing is, what do you do with these others that have some vacancy or have challenges?

We see the demand for additional residential driving growth within that segment bringing more people down here. That adds to all of that flavor. This is the only authentic urban environment region. When we look at other centers like Legacy West, it's not the authentic feel. You don't have the mix of architecture. You don't have this walkability and product type at these different price points.

JONAS: The pedestrian experience is totally different. Even in these new urban neighborhoods, it's not close to the same thing. Even Uptown is not a good example of a real pedestrian-oriented urban neighborhood. Great buildings, phenomenal real estate, but not a pedestrian environment that rivals great pedestrian environments. Downtown is the only one that really can be that.

What are some of the transformational projects on the city's horizon that aren't being discussed enough?

JONAS: The rumored relocation of Goldman Sachs is absolutely transformational. Everything happening up and down Field Street will redefine the connectivity between downtown and Uptown in a way that's never been done. Klyde Warren Park is an outstanding example of bridging the gap and the canyon. That was a fundamental change, transformational, and had a huge impact on everything from the south side of Uptown and the north side of downtown. With necessary support the city is bringing to the table for

infrastructure, sidewalks and green spaces, the developers that own the vacant lots along Field Street are as well-positioned and capable as exist in any area, downtown or Uptown. Five years from now, when those projects are all out of the ground and things like the North End have been redeveloped, Field Street will be completely game-changing for Uptown and downtown in a way that nothing else really can be. It creates a spine that goes from Main Street to the Crescent, and that's never existed. The city is supporting the redevelopment of the roads and sidewalks. You will have a pedestrian-oriented connection that can't be underestimated.

JENNIFER: We can never overestimate all of people's choices because it drives repeat visits. The convention center, the Farmers Market and all of the parks are important. Pacific Plaza Park opened up that entire quadrant of Dallas, south of the arts district, South Pearl Street and Arts District. I think Carpenter Park is going to connect us to Deep Ellum. It gives you more places to go. You can get a great meal downtown, as a pedestrian, on your feet. The AT&T Discovery District opened during really some of the dark days of the pandemic. All those ingredients in totality can't be overestimated.

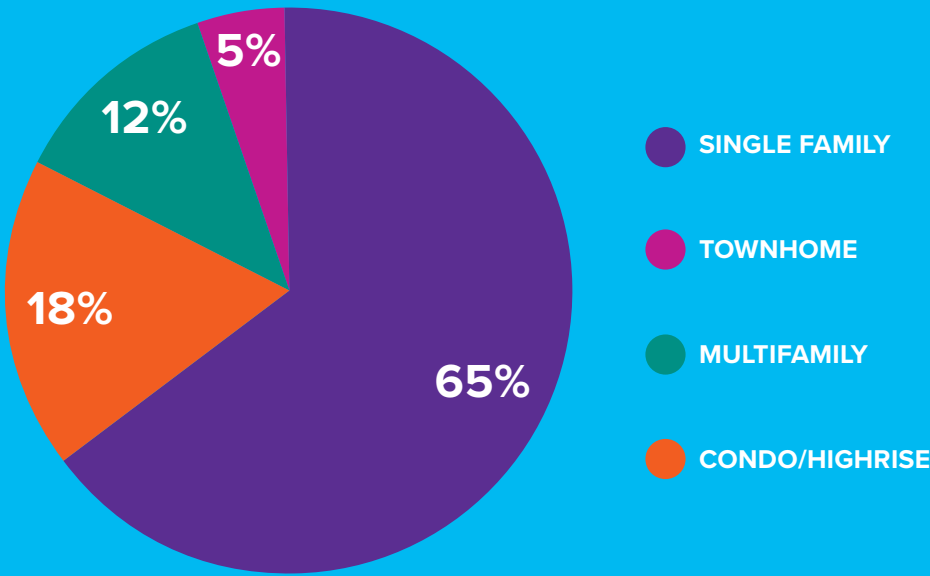
ROBIN: We're lucky to have so many private partners doing their part. The city is doing our part with the convention center redevelopment. We are a huge landowner in the southern part of downtown, and it will be transformation to turn that giant complex into something that interacts better with the downtown neighborhoods and contributes to the vibrancy in the evenings of by having the folks coming to those conventions come out into downtown



Over the last decade, things like the Farmers Market and all of the parks. Pacific Plaza Park opened up that entire quadrant of Dallas, south of the Arts District, South Pearl Street and Arts District. I think Carpenter Park is going to connect us to Deep Ellum. It gives you more places to go. You can get a great meal downtown, as a pedestrian, on your feet.

— JENNIFER SCRIPPS

HOUSING CHOICE WITHIN THE CITY CENTER



Housing affordability is an issue we all need to pay more attention to. The city is trying to do things a little outside of the box: creating new funds and trying new tools to address that missing middle housing piece to keep neighborhoods affordable because the housing supply is driving up costs.

— ROBIN BENTLEY

AMERICA'S NEW MAINSTREETS: DOWNTOWN DALLAS

CONTINUED FROM PAGE 25

and visit the city and visit the parks. Creating all of that vacant land from the convention center redevelopment will be transformative to the southern half of downtown.

DUSTIN: What Shawn Todd and Todd Interests have done in the East Quarter is phenomenal. You had a property owner that owns those historic buildings, and it was right there in this kind of fulcrum between Deep Ellum, Main Street and Farmer's Market. The consolidation and the vision that team had going in and redoing the streetscapes and making wider sidewalks. We're seeing this infill as well. It's really important that we rework the use in some of our existing structures. We have great form, but we need to play with what that use is in some of these areas. We also have this opportunity to bring things out of the ground. The development capacity that we see in East Quarter is just another whole new neighborhood for downtown. It's exciting.

Dallas has some key advantages in terms of industry recruitment, which benefits the entire region. The city is already a super hub for the financial industry. What

are some other areas growing rapidly and taking advantage of the area's workforce?

JONAS: Of the companies focused on Dallas's relocations, they're across the board: technology companies, large technology companies, and very large technology companies. Financial services are huge. Every major law firm in the country is probably trying to open an office in Dallas right now if they don't already have one. Look at Kirkland & Ellis ... a number one law firm, and they're growing like crazy in Dallas. You'll see ten others relocate here from outside this region to Dallas to follow the other firms. They're going to be here because their clients are moving here in a meaningful way. We're a diverse economy now. Part of how we avoid the past peaks and valleys or crashes that we've seen is the diversification of our industries. We're not an oil and gas concentrated economy at this point. We're not a financial services-concentrated economy at this point. We're well-diversified. I don't know of any industry that represents more than 10% of our overall economy at this point, which is remarkable. I don't think many cities that can say that.

JENNIFER: I loved watching the

higher ed come online: UNT in the old City Hall at the head of Main Street Gardens was getting renovated. Students bring more daytime vitality. The school district opened the Montessori school and the CityLab High School. That, to me, adds a vibrancy, too. It's more recession-proof, and it speaks to the workforce. All of those things are good for downtown.

DUSTIN: Our education players are DISD and Dallas College, doing very large bonds to create downtown campuses. We'll continue working with our friends at Dallas College to imagine their new campus and what that may look like downtown. From workforce development to just bringing additional life into downtown, that student and education piece is vital. The Montessori school that we helped open is amazing. If you live downtown, you can walk your kids to school. If you work downtown, you can bring your kids and commute with them, drop them off, pick them up during the day, and see them during lunch. The applications for that school are just way over their projections. We're adding a grade per year to continue to grow that school. That speaks to this evolution

of a neighborhood. I've lived down here for almost 18 years. You would never have thought you would have brought a young kid down here to go to elementary school at a Montessori 15 years ago. I don't think that was on the vision board.

JENNIFER: The park became the playground for those youngsters. They go on walking field trips to see other things that have been built around Main Street and Commerce. The totality of the system is healthy and thriving.

Can Dallas do a better job of learning from its former history of boom-and-bust cycles to plot a more prosperous, economically sustainable future?

DUSTIN BULLARD: From a downtown Dallas perspective, it was diversification. It was a deliberate decision to create places for people who live down here. We didn't have that. We didn't even allow people the option to live downtown. After the 80s, we quickly realized that diversification is the key to success. We need to support not only the office market, but residential, retail and hospitality as well. Let's invite



Of the companies focused on Dallas's relocations, they're across the board: technology companies, large technology companies, and very large technology companies. Financial services are huge. Every major law firm in the country is probably trying to open an office in Dallas right now if they don't already have one, which we already have.

— JONAS WOODS



Our education players are DISD and Dallas College, doing very large bonds to create downtown campuses. We'll continue working with our friends at Dallas College to imagine their new campus and what that may look like downtown. From workforce development to just bringing additional life into downtown, that student and education piece is vital.

— DUSTIN BULLARD

WORKFORCE

- DFW is the 4th largest labor pool in the country with over 3.7 million workers. (BLS)
- Dallas was named 11th most high-tech city in the world (Business Insider).
- Downtown Dallas is one of the largest employment centers in North Texas with over 4,000 employers
- Forbes named Dallas the fifth best big city for jobs, the fourth best city for young professionals, and the third fastest growing American city. Dallas region is #2 in the U.S. in new tech jobs added and #1 in Texas.
- Dallas region is #1 in nation in three-year job gains from 2019-2021

EDUCATION

340K

UNIVERSITY
ENROLLMENT

30+

SCHOOLS SERVE
DOWNTOWN DALLAS

15

MAJOR
UNIVERSITIES NEAR
CITY CENTER

12

BBA & MBA
PROGRAMS

\$535 M

Bond funding is in place for the new Dallas College Education and Innovation Hub. The \$535 million for the hub includes a new Downtown Dallas El Centro College campus.

AMERICA'S NEW MAINSTREETS: DOWNTOWN DALLAS

people to live downtown and see how that goes. Here we are today. Hotel and visitor traffic is vitally important. We realized that diversification and the city realized many years ago, after the '80s. You bust an office market. If that's all your neighborhood, it takes a long time to recover.

JENNIFER: By summer 2021, bookings for state drive markets (people driving less than 90 minutes to Dallas) rebounded very quickly. There was the perception that you could come to Dallas, have a great time, and do things that you couldn't do in smaller cities and neighboring states. We might be back at pre-pandemic levels by the end of this year, which is incredible. Beautiful hotels came online during that time. It's not just the big conventions, but these events that bring people in make a tremendous difference.

Quality of life matters to companies because it impacts worker retention. Few cities can match the quality of life that Dallas offers. How can this advantage continue to be maintained with such rapid growth?

JENNIFER: This housing issue

and affordable housing is one that everyone's watching closely. We're doing better than our peer markets, and every business we've been talking to says it's continuing to increase. We're watching all those things closely. Another major park is coming online with one under construction. We're doing many right things, but we can't take our eye off the planning for things long term.

JONAS: Dallas has plenty of developers if we maintain a lack of bureaucracy and allow things like building permits to happen on an efficient timeline. If there's demand for it, we will deliver the space as long as it's doable. If people keep moving here, no shortage of companies will build the necessary space, whether office space, residential space, or hotels or restaurants. If there's one thing Dallas is very good at, it's being entrepreneurial, and the development community here is probably as robust as it is anywhere in the country. We love working in our backyard versus all around the country. There's plenty of supply sitting there available if the demand continues.

ROBIN: There's tremendous demand for the same types of services and lifestyle and amenities in southern Dallas that there are in all the other


parts of the city. You can see that in projects like the reimagined Redbird development, where the developer can't build things fast enough for them to be absorbed into the community. The Palladium at Redbird apartment complex was pre-leased almost immediately. The retail is doing so well down there. The job centers that I think we all thought would be later to come are coming quickly. Continued demand in non-traditional job centers for more of that sort of lifestyle, work, and residential development will continue. The city is very focused on that.

What stumbling blocks might impede sustainable economic development policy in the city?

JONAS: We can go down a list of macroeconomic items and geopolitical items that could present a real stumbling block for Dallas and the country. You could also argue that Dallas might be a disproportionate beneficiary of whatever growth there is if a macro event happens, we may get more than our fair share of it, like we did through the pandemic. That said, there are certainly macro events that could cause us to stall.

Dallas Citizens Council CEO Kelvin Walker calls this next topic a "big gaping economic hole." Southern Dallas accounts for 60 percent of the city's overall footprint, but only 18 percent of the city's tax base is tied to property values. Is there finally enough political and business willpower to begin moving the southern part of the city forward to match the growth of the northern part of Dallas?

ROBIN: Yes. It requires innovative policy and funding, which the city council has been very supportive of, and then working around our assets in southern Dallas. Hensley Fieldwill be transformative. We have a four-year university, UNT Dallas, with lots of vacant land surrounding it. Developments on vacant land are expensive projects because so much infrastructure needs to be put in as part of the city assisting with the projects. But the developments would be transformative to the area. The city will continue to work through challenging projects to make a move forward because the demand is there.

LIVING

OVER 14K

PERMANENT RESIDENTS

OVER 158


MILES OF REGIONAL URBAN HIKE AND BIKE TRAILS

OVER \$4B

IN DEVELOPMENT RIGHT NOW

MORE THAN 100

ACRES OF PARKS



OVER 200

RESTAURANTS AND BARS IN DOWNTOWN

- Dallas is a Rising Star as a Technology Capital (Brookings)
- #2 best towns for tech workers (CompTia 2020)
- #2 Best places to invest in real estate (Norada Real Estate Investment 2021)
- #14 Best performing cities (The Milken Institute 2021)
- DFW is home to 22 Fortune 500 companies (Dallas Regional Chamber)
- Over 145,000 Residents in Downtown and adjacent neighborhoods

BETWEEN

NOW

AND

WHEN



DOWNTOWN DALLAS INC

downtowndallasnow.com

DOWNTOWN DALLAS

MATCHING GRANT PROGRAM CATALYZES OVER \$1 MILLION IN PRIVATE DEVELOPMENT

Each year, Downtown Dallas, Inc. (DDI) sets aside funding to support its Matching Grant Program, in which applicants seek supplemental funding for projects that enhance the appearance, safety, and functional quality of publicly-accessible spaces throughout Downtown. Proposed projects that meet the program requirements can receive a matching grant from DDI in an amount up to \$25,000.

In 2022, DDI received 13 applications requesting over \$241,000 in grant funds to support the following:

- Five storefront or façade enhancement projects
- Five landscape improvement projects
- Three large-scale public improvement projects

The DDI Capital Improvements Committee met this spring to review the applications and select this year's grant recipients. All 13 applications were selected to receive their requested grant funds based on their ability to meet the Matching Grant

Program requirements.

This year's Matching Grant Program allocation of over \$241,000 will support nearly \$1.1 million of private investment that betters the public realm in Downtown Dallas.

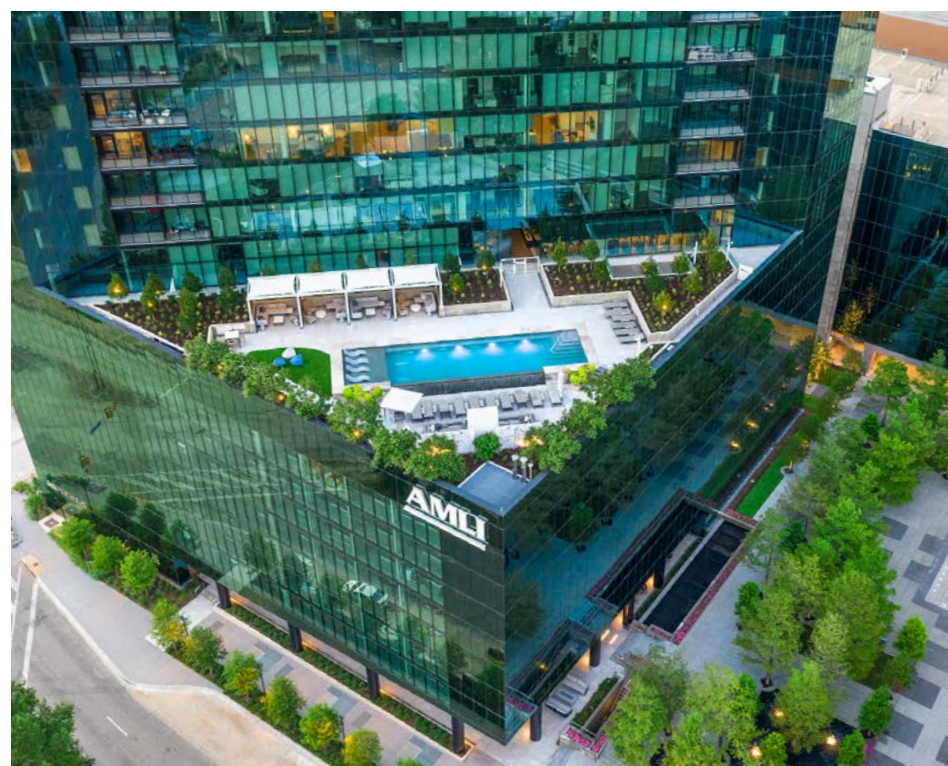
\$1.1M

of private investment



\$25K

amount up to
matching grant from DDI



LIVE IN ART

LUXURY DOWNTOWN APARTMENTS

NOW LEASING | 877-259-2452
AMLIFOUNTAINPLACE.COM



YOUR ONE STOP SHOP FOR ALL THINGS DOWNTOWN

FOLLOW ALONG!

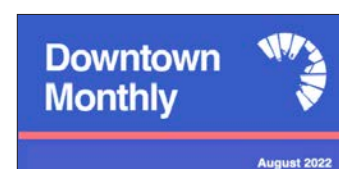
DDI is the leading source for news and information about all that is happening in and around Downtown.

SUBSCRIBE

DDI distributes a growing menu of email newsletters to keep residents, workers, business leaders, merchants, and other key stakeholders informed.

Visit www.downtowndallas.com and click on "Sign Up for Updates" at the bottom of the page to subscribe for our newsletters.

Follow DDI
#mydtd



Luxury Apartments Key Addition To Growing Downtown Housing Mix



1. November Voters Will Decide on \$1.5 Billion Initiative for Convention Center Expansion, Fair Park Upgrades

Around Downtown
Thursday, August 11, 2022

Before Back-to-School...



Shop Kid-Owned Businesses at the Boho (mini) Market

SAVE THE DATE

DOWNTOWN DALLAS INC



Trick-or-Treat on Downtown Streets

Main Street Garden Park
Friday, October 28
4 PM - 7 PM



Downtown Stocking Stroll

Main Street Garden Park
Saturday, December 17
12 PM - 3 PM



For more info, visit: DowntownDallas.com/events

DDI LEADS ON TRANSFORMATIVE PROJECTS



CONVENTION CENTER MASTER PLAN — The City of Dallas continues with the redevelopment of the Kay Bailey Hutchison Convention Center Dallas (KBHCCD) to reposition the facility, improve connections to Downtown, and encourage new adjacent development. DDI staff serves on multiple task forces to promote and incorporate implementation goals of the *360 Plan* focus area study. Partnering with our peer organizations, DDI has advocated for the utilization of additional hotel occupancy taxes to fund the center reconstruction and specific improvements at Fair Park; the public will vote on this hotel tax increase (known as Proposition A) in November. See more about the redevelopment of the KBHCCD on page B18.



SCOOTERS — DDI has worked closely with City staff to develop rules and regulations for the reintroduction of scooters onto Downtown streets returning in 2023. Updated regulations include hours of operation (5:00 a.m. to 9:00 p.m.), establishment of no-ride and slow-ride zones, mitigation of illegal rider behavior, creation of parking zones, and the placement of scooters in equity zones around the City. Dustin Bullard, DDI’s Chief of Urban Transformation, serves on the City’s Micromobility Task Force that helped create these new regulations.



STREETCAR CENTRAL LINK — DDI, DART, and the City of Dallas have re-engaged discussions regarding the Dallas Streetcar Central Link project that will bring the Oak Cliff streetcar through Downtown and connect it to the McKinney Avenue Trolley. The DDI Mobility Committee will continue to work with DART and City staff to identify funding sources for the ongoing operations and maintenance of the expanded system and to identify an appropriate Central Link alignment.



I-30 — DDI has continued to assist in the design and development of the I-30 Canyon corridor reconstruction currently being led by the Texas Department of Transportation (TxDOT). Reconstruction of this corridor offers opportunities to reconnect Downtown and the Cedars, along with improving key district connectors, and unlocking significant development opportunities. DDI is working closely with TxDOT, the City of Dallas, the North Texas Council of Governments, and adjacent landowners with a focus on restitching these two neighborhoods through decking opportunities, open space, and vertical development at key locations. Construction is set to begin in late 2023.



I-345 — DDI continues to work with TxDOT, the City of Dallas, and stakeholders to promote the principles and goals of the *360 Plan* to help guide the selection of a preferred reconstruction scenario for I-345. The DDI Mobility Committee provided comments regarding the “Refined Hybrid” alternative as presented by TxDOT in May 2022. The Committee recommended several priorities as TxDOT moves into further project development, with particular focus on restitching the urban fabric between Downtown and Deep Ellum.



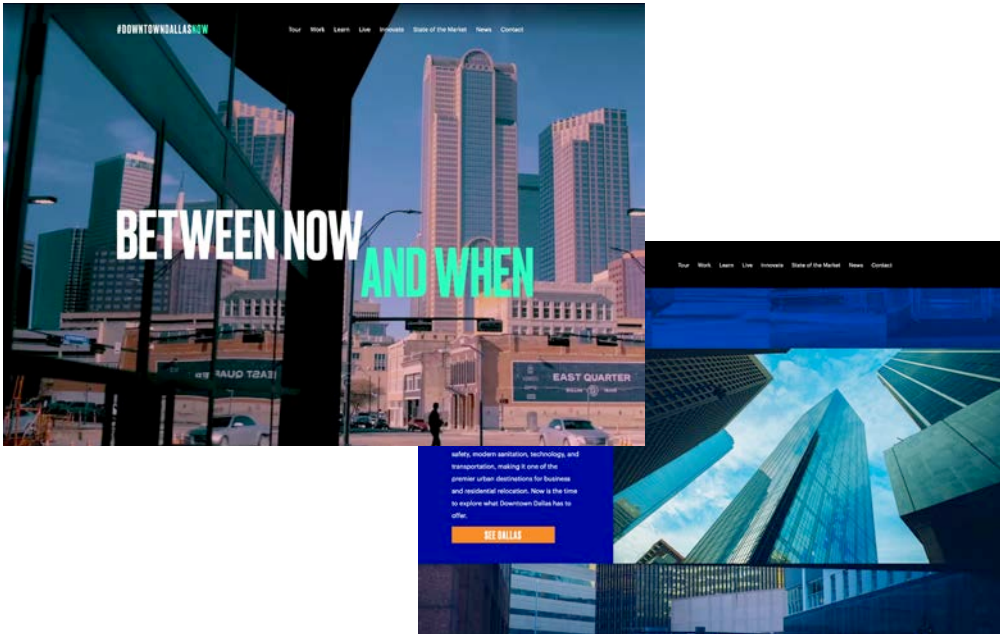
MOBILITY COMMITTEE — The DDI Mobility Committee provides strategic and technical guidance to the DDI team, City staff, and other agencies related to transportation, mobility, and related urban design issues. The Committee has been instrumental in the development of feedback to TxDOT regarding the I-345 design alternative and the continuation of conversations around the Streetcar Central Link. The Committee is led by DDI Board of Directors member Allan Zreet, Managing Principal at Jacobs.



DOWNTOWN CONNECTION TIF EXTENSION — Public Private Partnerships have been instrumental in the growth and success seen in Downtown for more than 25 years. Among those tools, Tax Increment Financing (TIF) Districts have proven to be key mechanism to fuel the redevelopment of over 40 underperforming Downtown properties, bringing thousands of residents to Downtown. Early this summer, DDI partnered with the City in advocating for the extension and repositioning of the existing Downtown Connection TIF district to provide further tools for new ground up development, infrastructure, and repositioning of existing City-owned land and properties. With this extension now adopted by City Council, DDI has already begun work with individual stakeholders to utilize these tools to fuel new development throughout Downtown.

To receive important updates on these projects and so much more, sign up for our newsletters at downtowndallas.com/newsletter-sign-up

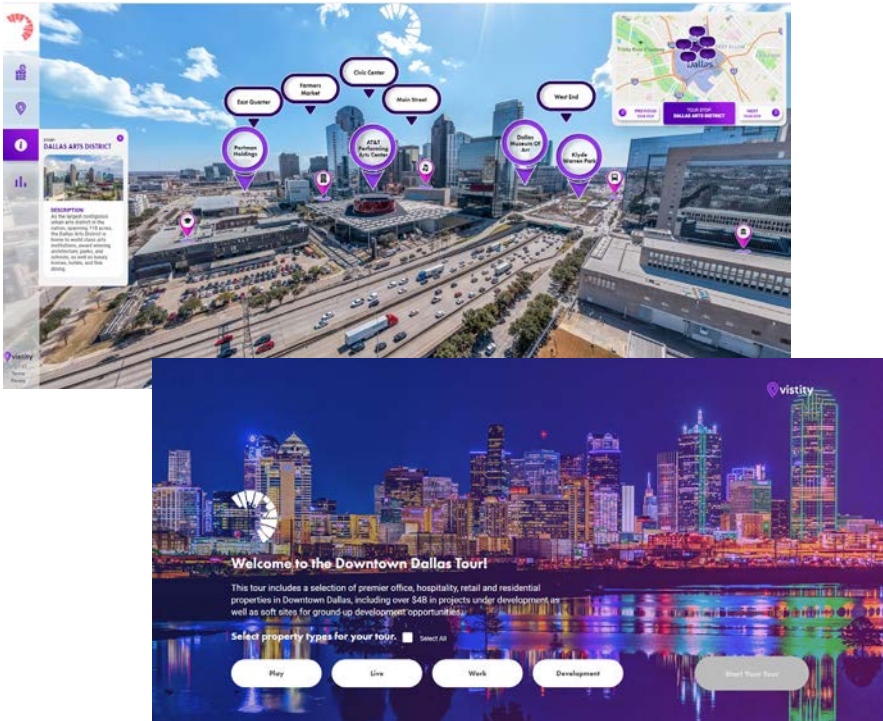
DOWNTOWN DALLAS NOW



DOWNTOWN DALLAS NOW CAMPAIGN
#DOWNTOWNDALLASNOW

DDI launched its business recruitment marketing campaign, Downtown Dallas Now, in 2021 and achieved great results with over 1.35 million impressions per month reaching decision makers locally and in coastal markets.

In 2022, efforts included a complete revamp of the video library, incorporating the State of the Market report within DDI’s original website, and adding a brand new Virtual Tour platform to the toolkit, which can all be found on DowntownDallasNow.com



DOWNTOWN DALLAS INC. LAUNCHES INNOVATIVE
VIRTUAL TOUR PLATFORM

DDI recently launched a new virtual tour platform as part of the national Downtown Dallas Now economic development campaign. These visually impactful virtual tours were created with 360 panoramic images to serve as a tool for commercial real estate professionals. The tours highlight soft sites ready for development and give users a perspective of nearby points of interest and adjacent projects under development.

PACIFICELM
PROPERTIES



WWW.PACELM.COM

For more information contact info@pacelm.com.