

UP AND RUNNING, READY TOGETHER

How Downtown Dallas
is continuing to accelerate
growth, promote diversity,
and encourage community.



DOWNTOWN
DALLAS INC

DOWNTOWN DALLAS

LETTER FROM KOURTNY GARRETT



As we look toward the future of Downtown Dallas, the heart of our city, it is more important than ever that we stand united. For more than 60 years, Downtown Dallas, Inc. (DDI) has served as the convener, the expert on urban place management, and the voice to ensure the advancement of Downtown priorities.

The livelihood and success of Downtown Dallas are critical for the social and economic health of our entire city. We are the largest tax base in the city and one of the largest

employers in the region. Our residential population growth has outpaced any other locality over the last decade. We are the hub of regional transportation, and Downtown's livability has elevated with the evolution of our arts, parks, schools, and services. Downtown is an economic engine and a neighborhood – it is where Dallas comes together as a place for all, built by all.

Recently, we have all experienced challenges that no one could have imagined, much less predicted. These impacts have been felt all over the world. Yet, our city and our Downtown are unique. We are better positioned than any other market in the country to emerge stronger. We have an invested community. More than 12,000 residents call Downtown home. We have small businesses that believe in the center of our city. We have major corporations who are committed to Dallas and major equity at play -- \$4 billion -- in projects currently underway. And DDI continues in our resolve to make a difference – every single day.

DDI charges on for our city. Day in and day out, we are committed to advancing the initiatives outlined in The 360 Plan. This strategic document sets a clear, cohesive vision for Downtown and its

surrounding neighborhoods, guiding the City Center to continued, long-term success.

Today, we find ourselves in uncharted waters. As we continue implementing The 360 Plan, we must be flexible in ensuring Downtown does not lose the momentum built over the last two decades. With this in mind, we're leveraging the principles and priorities set forth in The 360 Plan to develop a comprehensive path forward, our Momentum Strategy. This plan is laser-focused on five priority areas: Redefining the Economy, a Clean & Safe Downtown, Collaboration, Public Policy, and Social Recovery. Our Momentum Strategy supports business continuity, builds an inclusive city, and positions Downtown Dallas as an international model for economic recovery and social equity.

In the coming year, DDI's voice and action for Downtown is consequential for all. New economic policy will be adopted for Dallas, new leadership will be sought for our police department, and significant mobility infrastructure decisions will be made related to public transit and freeways. As the connector, we are committed to ensuring our business, development, and community

interests are at the forefront of those, and many other, critical agendas. Further, as the organization charged with the everyday experience today our programs, communications, and focus on quality of life will return our neighborhoods to the vibrancy we have come to know in Downtown.

In this year's Dallas Business Journal focus on Downtown, you will discover key points we believe are critical in moving forward with market optimism, plus a call to action for unity and inspiration as we look forward to what's next for Downtown Dallas.

WE ARE OPTIMISTIC. Optimistic because we all have a passion, commitment, and responsibility to protect our success and grow it. We **WILL** protect the last 25 years of investment in the heart of our city, encourage diversity in our community, and advance continued growth.

Sincerely,

Kourtny Garrett
President & CEO
Downtown Dallas, Inc.



BEFORE YOU STEP ON BOARD, WE STEP INTO ACTION.

DART puts riders' safety front and center. In addition to facilitating social distancing onboard, we deep clean each bus and train every night. High-touch surface areas – including handrails, door buttons, and hanging straps – are cleaned throughout the day with an EPA-approved cleaning agent.



Got a question?



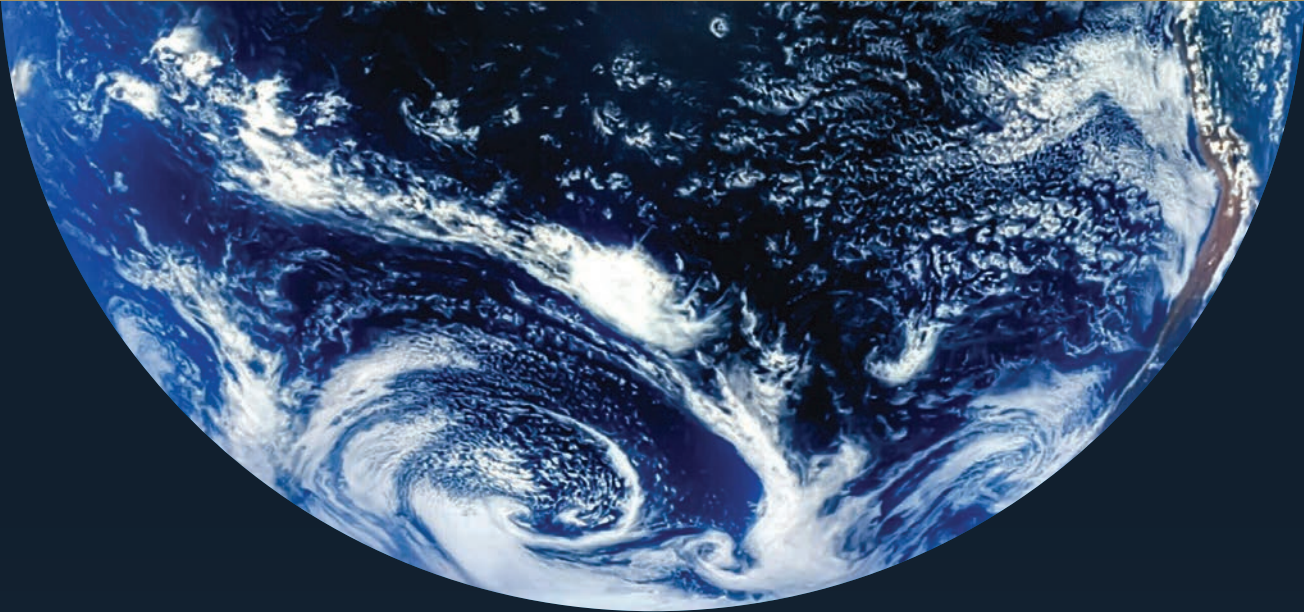
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DOWNTOWN DALLAS

STATE OF THE MARKET

On a continual basis, Downtown Dallas, Inc. (DDI), provides analysis and insights within its State of the Market Report to span the multifamily, commercial, office, hospitality, retail, and restaurant sectors. It provides updated data and information to aid in the continued realization of the great vision that is Downtown Dallas. The full report may be accessed at www.downtowndallas.com.

Unexpected Change

The COVID-19 impact has unequivocally affected the many businesses that call Downtown home. Immediately following the shutdown, DDI began speaking with its members, surveying each of the diverse industries that fuel the center city economy and understanding the direct impact within each. As of September 2020, a range of business tenants report having requested financial assistance from federal programs. Multi-tenant towers report 10%-25% workforce in the office, driven mostly by small-and-mid-size companies, and the hard-hit Downtown hotels are seeing wide ranges in occupancy from 10% - 80%, depending on day of the week and size of property. Restaurants and retail continue to operate under restricted capacity regulations, with some taking advantage of local and federal financial assistance programs and operating support from DDI.

Yet, there are strong signs of life. More than \$4 billion in economic development is still underway. Employees are beginning to return to Downtown, and many large employers plan to phase employees back into the office by January 2021. Downtown hotels are seeing occupancy levels as high as 80% on the weekends, and most report overall month-over-month improvement. Nine new restaurants have opened since March. Museums and performing arts venues are re-opening as well. Coming into the fall, Downtown is also buzzing again with outdoor programming. Fitness classes at The Eye at the Joule, yoga brunch at HALL Arts Hotel, and a wide variety of fitness classes at Main Street Garden, Pacific Plaza, and Klyde Warren Park have resumed. The Dallas Farmers Market is programmed every weekend.

Each industry's full recovery is yet to be determined, though models can bet on the stability of the North Texas market and Downtown growth trajectory to predict a strong and rapid resurgence of activity.

RESIDENTIAL:

- 12,000 residents in the Downtown
- 75,000+ in the City Center
- Stabilized properties remain 90%+ occupied
- More than 1,500 units currently under construction, opening in 2020
- 180 places to dine and drink
- 100 acres of parks with three new Downtown parks on the way (see page 16 for more details on Downtown parks)



COMMERCIAL REAL ESTATE:

- Downtown Dallas is one of the largest employment centers in North Texas, with 135,000 employees
- 350,000 square feet of office leases executed since March 13
- \$4 billion of private development underway
- 86 acres of developable land
- 27 hotels with 9,000 rooms
- See page 6 for more details on new and noteworthy projects



LEARNING:

- 16,000 college students enrolled in Downtown
- More than 30 schools serve Downtown with more on the way
- Downtown Montessori at Ida B. Wells Academy officially opened for the 2020/2021 school year with PreK3 – 2nd grade students enrolled



INNOVATION:

- Downtown is consistently within the top three national markets for fiber connectivity
- One of the first 5G launch cities
- The Dallas Innovation Alliance is testing 9 Smart Cities technologies in a 4-block radius within the Dallas Innovation District (located in the West End)
- Smart Cities Living Lab is the fastest-to-market smart cities initiative in the country, providing a testing ground for the future that improves everything from public safety to small business growth to mobility





So what's the question again?

LDWW

LDWW.CO 214-303-1342

DOWNTOWN DALLAS

NEW & NOTEWORTHY

The ongoing development activity in Downtown Dallas indicates a steadiness in the Center City's real estate market, before, during and is projected to remain, after post-pandemic. There is currently \$4 billion of development represented by 30 projects in Downtown, and the last vacant building, The National, is just weeks away from opening. Downtown Dallas, Inc. (DDI) is optimistic about the future because of significant projects like these.

(For a complete list of new and planned projects in Downtown Dallas, visit downtowndallas.com/business.)



AT&T DISCOVERY DISTRICT

Over the summer, many parts of the district quietly opened, including the wildly popular Jaxon Beer Garden restaurant, Chef Amanda Freitag's Rise + Thyme, Cowboys Fit fitness center, and the AT&T Experience Store, which features all their latest innovations currently available to the public. The District also features an eye-catching 104-foot media wall and over an acre of outdoor space. Still to come, a food hall, known as The Exchange, as well as Hawthorn, a new steak, seafood, and raw bar concept, offering craft cocktails and a private event space.



THE EAST QUARTER/300 PEARL

Todd Interests has continued to enhance the East Side of Downtown. Creative office spaces are already occupied by cutting-edge companies like Dialexa and OrderMyGear. The Block House, which opened in 2019, is a former masonic lodge and encompasses 46,500 square feet and features 33-foot ceilings and wide-open interior spaces. Additional development continues at the landmark Magnolia Oil/KLIF building, and it will feature two new restaurant concepts from Nick Badovinus. The latest and largest addition to the East Quarter, this mixed-use project is currently under construction and will feature 336 apartment units, 200,000 square feet of class A office space, and 25,000 square feet of retail. 300 Pearl is scheduled to open in 2022.



AMLI FOUNTAIN PLACE

The newest addition to Downtown's magnificent skyline is the 46-floor complement to the Fountain Place office building. AMLI Fountain Place holds 350 luxury apartment units and features a 10th floor pool and a tenant amenity lounge. It is currently leasing.



FLORA LOFTS AT ATELIER

Currently under construction and opening soon, ZOM's Flora Lofts at Atelier is two developments in one. The 41-story tower will showcase 364 luxury units with an amenity deck on the 11th floor. The podium will offer 52 mixed income artist's lofts reserved for working artists. This structure will also feature 15,000 square feet of ground floor retail.



THE NATIONAL

Downtown's last adaptive re-use project is on the cusp of opening. Todd Interests is completing the redevelopment of this 1.3 million square foot tower, which has been vacant since 2010. The National will be home to 324 class A multifamily units, a flagship Thompson Hotel with 225 rooms, 27,000 square feet of retail space, and will be the future home of DDI's offices and operations.



THE GALBRAITH

Currently under construction at 2400 Bryan, this multifamily project from Matthews Southwest will house 217 mixed-income units and 12,000 square feet of retail. The property is located next to Matthews Southwest's Dallas High School redevelopment and DART's Pearl/Arts District Station.



PEGASUS CITY BREWERY

Downtown's first craft brewery is now open! Pegasus City will open a 6,500-square-foot tasting room and small batch brewery at 1508 Commerce. Pegasus City Brewery is a popular Dallas brewery with statewide distribution. It joins 10 new restaurants that have opened in 2020, even in the most challenging times.

Welcome to Downtown Dallas!

NEW + NOTEWORTHY DEVELOPMENTS



ANNOUNCED

NewPark	Civic Center
508 Young	Civic Center
Harwood Park	East Quarter
Field Street District	West End

RECENTLY COMPLETED

Amlí Fountain Place	Dallas Arts District
Hall Arts Hotel & Residences	Dallas Arts District
Attiva	Farmers Market
AT&T Discovery District	Main Street
Pegasus City Brewery	Main Street
Purse Building	West End
The Drakestone (renovation)	Main Street

UNDER CONSTRUCTION

2000 Ross/JW Marriott	Dallas Arts District
Flora Lofts at Atelier	Dallas Arts District
300 Pearl/East Quarter	East Quarter
Carpenter Park	Main Street District
East Quarter	Main Street District
The Galbraith	Main Street District
The National	Main Street District
Dallas County Records Building	West End
West End Square	West End



HIVE YOU HEARD?

SOMETHING'S A BUZZ AT BANK OF AMERICA PLAZA

As an environmental initiative and an eco-conscious way to give back to our community, Bank of America Plaza has taken honey bees under our wings and is hosting two thriving hives at the property. The Hive will house thousands of bees that will pollinate the urban flora throughout the neighborhood for years to come.



baplaza.com/thehive

For office leasing information, contact:
Russ Johnson | Joel Pustmueller | **214 438 6100**



DOWNTOWN DALLAS NEWS

Developer Ray Washburne aims to change the flow of downtown



JAKE DEAN/DALLAS BUSINESS JOURNAL

Charter DMN Holdings, an entity controlled by Ray Washburne, purchased the former Morning News building at 508 Young Street in May 2019 for \$28 million.



Ray Washburne

Washburne knows Dallas. The real estate investor and developer has lived here all of his life. He wandered downtown extensively as a child, and he bicycles its streets extensively now, he said in a virtual event put on by Downtown Dallas Inc.

But there's something missing. "We don't have an entertainment district in this city," Washburne said. "The convention center is way too far removed from Main Street to serve as the entertainment district."

So he bought the former Dallas Morning News building on Commerce Street and plans to turn the 8.5-acre site into an entertainment district, although the transformation Washburne envisions has been pushed back

due to COVID-19.

When he was contemplating acquiring the property, he flew to Nashville, Houston, Orlando, Las Vegas and other cities to look at the entertainment districts around their convention centers.

There is a "huge disconnect" between the Omni Dallas Convention Center and the rest of downtown Dallas, Washburne said.

"If you look at our convention center, when you walk out the front door,

there is nothing to do, nowhere to go," he said.

His plan is to convert part of the former Morning News site into a boutique hotel with about 250 apartments on top, convert the old press room into a concert venue similar to Gilley's, and add 10 to 12 bars and restaurants along Record Street, said Washburne, a real estate developer and M Crowd Restaurant Group co-founder.

-Bill Hethcock

Foundation begins design process to improve Thanks-Giving Square



Kyle Ogden

A major rejuvenation of Thanks-Giving Square in downtown Dallas is in the early planning stages, although it's too soon to know exactly what form the overhaul will take or how much it will cost.

That's the word from Kyle Ogden,

president and CEO of the Thanks-Giving Foundation, the non-profit group that owns and operates Thanks-Giving Square, a private meditation garden and public space of reflection centered around a nondenominational chapel.

Thanks-Giving Square was never intended to be a park, but has been used that way at times through the years because it was the first downtown greenspace, Ogden said.

The Foundation for Thanks-Giving

Square came together in 1964, a year after President John F. Kennedy was assassinated in Dallas, Ogden said.

"It's my view that the people got behind this project as something to be proud of in Dallas. Something of significance," Ogden said.

Since 2018, the Thanks-Giving Foundation has invested over \$250,000 in physical improvements and has begun a design process for future renovations and improvements, as well as a plan to create a

vibrant, new Thanks-Giving District downtown, Ogden said.

The fund-raising goal will be in the \$15 million to \$25 million range. A quiet phase of a capital campaign to fund the improvements will begin in upcoming months, and there will be opportunities for naming rights, Ogden said. The capital campaign could last two or three years, but construction would likely start sooner than that.

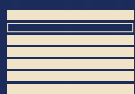
-Bill Hethcock

A TIME FOR GREATNESS



The Sixth Floor Museum continues its mission to educate students, families and visitors about the lessons we learn from our shared history.

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Adapted from 1960 presidential campaign poster

DOWNTOWN DALLAS NEWS

Commercial Real Estate Outlook

Why John Zogg is Bullish On Downtown Dallas

The Return to the Office

The dogs are barking. Our dining room table is now our office, we're tired of hearing people say "you're on mute" and we have Zoom fatigue. With impersonal interactions marred by glitches and environmental interruptions, it's no wonder employees are itching to get back in the office.



John Zogg

"There is nothing to replace in person interaction with the team," said John Zogg with Crescent Real Estate.

During Downtown Dallas, Inc.'s State of Downtown series, its President and CEO Kourtney Garrett sat down with Zogg to talk about the revitalization of Downtown, why his firm is investing in the West End, and his take on returning to the office.

Zogg said about 25% of the tenants in Crescent-owned buildings have returned to the office and another 50% plan on returning in January. Crescent, like other owners, has been preparing its properties to ensure maximum safety for returning workers. The company has spent the last several months updating building systems to circulate more fresh air by installing nano septic patches and MERV 13 fil-

ters. They have added signage reminding people about social distancing in elevators and other common areas. They are also working with their restaurant tenants to ensure they are open when employees do return.

Downtown Revitalization and West End

Zogg has been involved in the revitalization efforts of Downtown for several decades, including efforts supporting the TIF's, advocating for Klyde Warren Park, cleaning up surface parking lots and helping the City of Dallas modify code to allow sidewalk dining. There were 42 vacant buildings in 2000, and with the help of the various TIF funding and private partnerships, each of those buildings has been repurposed and reactivated.

When asked about why Crescent decided to invest in the West End specifically, Zogg cited a great location, historic and creative building stock and walkability.

"These are all the things tenants are looking for as they work to recruit and retain talent."

Crescent and other major property owners in the West End are now working together to improve the neighborhood. In fact, Zogg says there has been more investment in the West End during the last 10 years than there was in the previous 30 years combined. He believes they are well on their way to bringing back the vibrancy

"I'm super bullish on Dallas because we are set up so well post-pandemic – how spread out we are and what kind of assets we have"

and "cool factor" that drew so many people to the West End not so long ago.

Looking Forward

One of the most looming questions in every city is about the future of the office leasing market. However, Zogg is optimistic, citing how well Dallas was positioned heading into the pandemic, and the fact

there hasn't been a total halt on deals in Downtown Dallas. In fact, according to CoStar, more than 600,000 square feet of leases have been inked in Downtown this year.

"I'm super bullish on Dallas because we are set up so well post-pandemic – how spread out we are and what kind of assets we have," Zogg said. "All of the factors that make Dallas work including a friendly business and tax climate are magnified today."

He believes Dallas and Downtown will see a lot of relocation activity, especially from struggling coastal markets.

"Inquiries are up at least three-fold," added Zogg.

To view the full interview John Zogg and other State of Downtown webinars, visit <https://www.youtube.com/downtowndallas>



West End

A Look at the Future of Office Leasing with Sara Terry

Sara Terry, formerly Senior Vice President, Stream Realty Partners [now Executive Vice President and Director for the Office Agency Group at Colliers] also joined Kourtney Garrett during the State of Downtown webinar series to discuss the office market trends



Sara Terry

and leasing outlook in a post-COVID world.

What Tenants Want

Terry reaffirmed that talent attraction and retention, which includes quality of life, cost of living, restaurants, lounge areas, and building amenities, along with education are still the primary drivers of corporate relocation decisions. However, a new priority has

"...there is a hopefulness from the commercial real estate committee that this is a temporary slowdown, and not a permanent shift."

emerged in the last year – building systems that promote health and safety for tenants, including air filtration systems, touchless access and other wellness protocols. And while these demands are front and center today, Terry points out that these systems have been in place for quite some time in most major office towers, including Downtown's vintage 1980s buildings because of recent significant renovations.



THOMAS GARZA PHOTOGRAPHY

The Downtown Advantage

When asked how Downtown compares to other submarkets, Terry cited several advantages including lower rental rates, excellent fiber network and connectivity, and overall great building stock with fantastic architecture, including multiple buildings designed by Pritzker Prize winning architects.

"Our lower rental rates bode well for

larger employers who might want to expand their footprint to accommodate social distancing measures," said Terry. "There is a hopefulness from the commercial real estate committee that this is a temporary slowdown, and not a permanent shift."

To view the full interview with Sara Terry and other State of Downtown webinars, visit <https://www.youtube.com/downtowndallas>

DOWNTOWN DALLAS NEWS

Transformative development will draw thousands downtown



ALL PHOTOS THIS PAGE THOMAS GARZA PHOTOGRAPHY

As part of its State of Downtown Series, Downtown Dallas President and CEO Kourtny Garrett recently spoke with AT&T AVP Michelle Brockwell, who is responsible for the planning, development, and operations of event and content at AT&T's new transformative Discovery District.



Michelle Brockwell

Why do you love Dallas and the Discovery District?

I moved to Dallas about four years ago. I spent most of my career in San Antonio, so I'm relatively new to Dallas.

When I moved up here, this opportunity came open, and obviously I jumped at it.

It's a great opportunity to be part of something that's bigger than myself and bigger than AT&T.

This is about giving to the City of Dallas. It's about revitalization.

You're building a district not just for your employees, but the entire

community. Can you talk to us a little bit about what the drivers of that decision were?

This project has really been in the works for three years or more.

Executing on the realization of the vision to create a unique one-of-a-kind environment where it's not just for our employees, but we are inviting the entire city into our home. It's intended to be a beautiful place: open to all, free to everyone ... people can come and experience technology, entertainment and culture.

What are some of the components of the district and how do they play into the overall experience?

We have opened elements that are safe and responsible in a pandemic environment.

The construction was a bit delayed because of COVID-19. But we still continue to open some of the elements.

In terms of what's open now: We have our great partnership with the Dallas Cowboys at the Cowboys Fit Gym. We have a one-of-a-kind experience store. Jaxon Texas Kitchen & Beer Garden has also opened ... with expansive patios, they have had some

"It's intended to be a beautiful place: open to all, free to everyone ... people can come and experience technology, entertainment and culture."

tremendous success.

We have started to open one operator in the Exchange Food Hall as part of a phased opening.

Plus, the plaza area, the lawn and the iconic globe sculpture have really become such a beacon for the Discovery District.

Even though we haven't gone and done a lot of promotion to drive traffic into the district, people are coming.

How about one of the other signature features, the media wall, which is very artistic?

It's 104 feet wide by 84 feet tall, which means it's about seven stories high and wraps the building at Akard and Jackson streets. It is actually visible

for about seven blocks as you enter downtown.

And, you know, we went live with the run of show on the wall in August. It's on seven days a week, 24 hours a day.

It's content people are going to find enriching, such as one series that shows a glass terrarium where you actually see visually native plants and animals to Texas.

So on this seven-story wall, there are some surprising moments ... all of a sudden, you'll see an armadillo run across, for example.

We're also showing some of the most stunning trailers of upcoming movies with Warner Media, which people really enjoy, because the sound takes over the District. It's completely immersive.

How can the downtown community help support the Discovery District?

We all need to be really methodical about how we open and how we recover in downtown. If you come down to our space, be safe. Wear a mask, demonstrate that leadership in these spaces that are open and be able to kind of instill confidence that we can do this, and we can do this well.

DOWNTOWN DALLAS NEWS



SUBMITTED PHOTO



The Business Journal recently spoke to Kourtny Garrett, president and CEO of Downtown Dallas Inc., about the opportunities for downtown and how city core has overcome recent challenges such as the pandemic.

What are some of the challenges facing downtown and what opportunities are also out there?

We've experienced the kinds of challenges that you see citywide and nationwide and really worldwide. The challenges that we have felt are truly no different than what you see in those other cities.

We have 135,000 employees in downtown. And right now we're operating at most at about 25% occupancy in our office towers due to the pandemic. So our daytime population has been drastically reduced. You see the impact of that on the street with government regulations, capacity restrictions and that leads to challenges for our small businesses and merchants. Then that was compounded by the demonstrations and some of the related damage that came at the end of May and early June.

What we are looking at is trying to

find opportunity in these challenges. What is different about this market is that we are poised better than almost any other to emerge from this stronger.

We still today have \$4 billion of development that's under construction. We have more than 200 restaurants that are open. We are starting to see employees come back to work and those occupancy numbers are going up. Our hotels are performing better, we're seeing increases in month over month occupancy, too.

We feel that the strength of the market that we went into this will carry us through and we will come out stronger.

The success of downtown is critical to the social and economic health of not just our city, but North Texas in general. What are some of the key factors about downtown that companies

should consider when looking to expand or relocate?

We see importance placed on a couple of really prominent priorities. One is talent, both access to talent, and the ability to retain talent, and companies, knowing the trend toward urbanization, and the fact that urban areas attract young talent, companies see the value in that.

It's a bit different than 15 years ago, where companies were pretty much looking at the bottom line. Now it's "Where am I going to go that will attract and retain my talent?"

Downtown, you have restaurants, museums and all of the things that make it culturally attractive. The question I get a lot is "What will life be like for my employees and downtown?" And so that has been a very significant driver, again, of both situations like the decision by AT&T to stay and grow, as well as a lot of our recruitment initiatives.

Economics still play a part and we have a great economic story to tell here. We have capacity for new construction. Unlike any other major urban market in the country, we have 86 acres of development opportunity in the downtown area, which no other city can claim. We also have a tremendous amount of Class A and Class A-Plus office space that is offered at a very competitive rate.

What it comes down to for us is the strength of our market and talking a great deal about talent, a great deal about the amenities and lifestyle downtown.

We also support innovation and the innovation industries. We have a really robust ecosystem that helps to support those innovation industries, such as in the West End.

Downtown Dallas has been one of most active organizations in terms of finding solutions for the homelessness problem in our



THOMAS GARZA PHOTOGRAPHY

city. How are things going on that front?

We have a homeless outreach team that's a part of our public safety program. Our public safety program consists of 50 security officers who are under our management that are out on the street.

"Within the last three months, we've had 22 cases where we have had permanent placements of individuals who were previously unsheltered in the street."

We have homeless outreach employees that are doing street outreach. There has not been a significant focus from service providers or the city on actual street outreach to those individuals who are experiencing homelessness in the downtown. Our team goes out and we work with those individuals, because

so much of it is about learning. Each circumstance is different. We learn their needs. And then we refer to a long list of social service provider partners who specialize in the needs of those individuals.

It's a relatively new program for Downtown Dallas, Inc. We launched it at the end of 2018 as a pilot, and we've just made it into an annual part of what we do. Right now we are on track to do at least 4,000 hours of outreach annually. Within the last three months, we've had 22 cases where we have had permanent placements of individuals who were previously unsheltered in the street.

Downtown's redevelopment has been pretty rapid over the past decade with a new law school, the Statler, AT&T's headquarters and the proposed redevelopment of Thanks-Giving Square. What are some other trends that you are seeing that are impacting downtown?

I think one of the most positive and most significant trends is this tremendous growth period we are experiencing. Two decades ago, we had 40 vacant buildings. Now we're down to zero, the last one,

"I think one of the most positive and most significant trends is this tremendous growth period we are experiencing. Two decades ago, we had 40 vacant buildings. Now we're down to zero."

The National, is under construction and set to start opening in phases in November.

We've gone from all of those vacant buildings to none now -- and we had 200 downtown residents in 1996. Now we have 12,000. And the majority of these projects have been adaptive reuse. We've taken these vacant buildings and the majority of the construction has been adaptive reuse.

"We had 200 residents in 1996. Now we have 12,000."

I'm standing in my office on the 71st floor of Bank of America Plaza and I can look down and see a number of surface parking lots on the north side and the south side of downtown who we know

have recently been assembled by various owners with the intent to create additional mixed use infill development.

That's what we'll see in terms of trends in our next development cycle is infill on these vacant parking lots. And we have some pretty active conversations with the city right now. Private owners are looking for creative ways in order to make that happen. I think you'll continue to also see infill of more retail and restaurants.

I think the retail market will look a little bit different than what it did pre-COVID. But the retail experience was already shifting to a bit of a different model. And we've embraced things like pop-up retail, more incubator-type space, which is giving makers and small businesses a chance to thrive and grow their businesses and center of the city.

-Evan Hooper

DOWNTOWN DALLAS NEWS

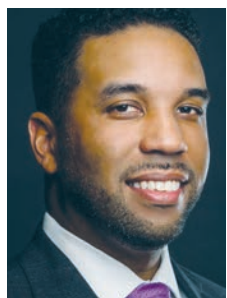
Kaizen Development CEO discusses \$1B downtown project



RENDERING CREDIT: HKS INC.

A local partnership between Kaizen Development Partners, Woods Capital and Dundon Capital Partners is planning the \$1 billion Field Street District.

While COVID-19 has delayed the start of a number of planned office projects in Dallas's urban core, most of them that had already broken ground before March are continuing on, including The Link at Uptown.



Derrick Evers

The nearly 300,000-square-foot office tower at 2601 Olive St. has already reached its 14th floor on the way to 25 floors, and is getting taller by the week.

Being developed by Dallas-based Kaizen Development Partners, the project is still on track to deliver by the end of 2021.

One thing in particular is keeping Derrick Evers, managing partner and CEO of Kaizen Development Partners, optimistic for the future.

"It's the fact that the fundamentals haven't changed," he said. "Here, specifically in Texas, we're blessed to be in a place that's business friendly, has low taxes, has a great workforce and a low cost of living. I continue to be optimis-

tic about what we have going on here in North Texas. The real estate market as a whole has trended better than most places in the U.S. I'm still extremely bullish about North Texas.

"Our business is all about camel humps," he said. "We have a long gestation cycle so we can endure some of these lulls that happen in the market. Comparing February to where we are today, strangely enough, we're right on track. We haven't really had these big lulls. On the leasing side is where you see some of those lags, but our business as a whole has maintained fairly well."

Evers also shared how his business has changed since March and gave an update on the company's largest planned project, the \$1 billion Field Street District in downtown Dallas. "It's an opportunity for us to be extremely creative. It's a massive project, a huge undertaking," he said. "Trying to get capital, users and lenders to align in creating something really special in this post-pandemic environment creates an interesting challenge, but it's one that my partners and I are really looking forward to tackling."

-Ryan Salchert



RENDERING CREDIT: HKS INC.

The project will be built on six acres of parking lots southwest of Field Street between McKinney Avenue and Corbin Street. It will also likely be built in phases.



We Are Downtown.

DOWNTOWNDALLAS.COM



DOWNTOWN DALLAS NEWS

Developer behind two major projects is reshaping how to live downtown

The developer behind two major projects underway in downtown Dallas said both are on track despite the challenges of advancing the projects amidst the COVID-19 pandemic.

The Dallas Business Journal interviewed Dallas developer Shawn Todd, founder and CEO of Todd Interests, after a presentation he gave to Downtown Dallas Inc.

The firm is behind The National, which will open later this year. The 1.4 million-square-foot Elm Street tower has been vacant more than a decade and is the “last vacant building of any significance downtown,” Downtown Dallas Inc. CEO Kourtney Garrett said. In 2002, downtown had 40 vacant buildings, she said.

The high-rise will have a 219-room luxury Thompson Hotel and more than 300 apartment units on floors 22 through 48, Todd said. Pre-leasing on the apartments will begin soon, and the hotel is staffing its senior positions, Todd said.

Amenities from the hotel, such as room service and maid service, will also service the apartments, Todd said.

When the building was built in 1965, it was the tallest west of the Mississippi River, Todd said.

The amenities will be “unparalleled in the state,” Todd said. One unusual touch will be a pet concierge who will care for, groom and board pets on site.

The apartments will lease for market rents, Todd said, but he declined to be more specific on the amount. “These are high-rise luxury products with more amenities than anything in our city and they will be priced at that price point,” he said.

Todd said demand for luxury high-rise apartments has been strong in Dallas for the past five years, and he doesn’t see that changing.

In addition to The National, Todd Interests is developing the 300 Pearl office tower on the east side of downtown as part of the East Quarter redevelopment, which spans eight city blocks north of the Dallas Farmers Market. The East Quarter is an assemblage of 18 historical buildings between downtown and Deep Ellum and includes 336 luxury apartments, 200,000 square feet of office space and 40,000 square feet of retail, Todd said.

The office and retail space will open by the end of 2021, Todd said.

—Bill Hethcock



Shawn Todd, Todd Interests



RENDERING CREDIT: TODD INTERESTS

Todd Interests is behind the \$460 million redevelopment of the 51-story former First National Bank tower at 1401 Elm Street in downtown Dallas, which includes retail, apartments, offices and hotel rooms.

A Commitment to Action: More important than what we say is what we do.

Downtown Dallas, Inc. (DDI) will continue to advance Downtown as a place for public discourse where we, as a collective whole, can raise awareness and motivate action to remedy systemic oppression.

DDI will push harder and work faster on goals set forth in The 360 Plan, and re-prioritize its actions that emphasize equity.

DDI will be intentional in our business recruitment, retention, and economic development activities to ensure *opportunity for all* to economically prosper in the heart of our city.

DDI will invest time and resources to broaden participation in the building of our city and open up opportunity for our disadvantaged youth.

DDI will look inward and examine our own organization.

Most importantly, we will only start here.



DOWNTOWN DALLAS

ADVANCING DOWNTOWN TODAY

The livelihood and success of Downtown Dallas, as well as downtowns across the country, is critical for the social and economic health of the city and country. It is paramount to protect the last 25 years of investment in the heart of Downtown and the diversity of the community, while advancing continued growth.

Therefore, Downtown Dallas, Inc., in close collaboration with its members, established a comprehensive path forward. Based on the principles and goals of The 360 Plan, the Momentum Strategy identifies key strategies and action items to ensure Downtown Dallas emerges as an international model for economic recovery and social inclusivity.

ECONOMIC MOMENTUM

As Downtown Dallas has diversified its industry base and developed into a neighborhood, its economy is more resilient than ever.

The Momentum Strategy dissects each of these drivers of the Downtown economy and builds on continuity strategies.



Corporate. To aid in corporate retention, DDI provides robust programming, education, civic engagement, and business development opportunities for Downtown companies of all sizes. It has also mobilized the largest employers to put forth a collective focus on priority issues and ensure that public sector leadership is engaged with the business community. Likewise, to assist companies with their recruitment strategies, DDI will relaunch its aggressive economic development campaign and corporate recruitment strategy (Downtown Dallas: Between Now and When) in 2021.



Restaurant/Retail/Service. DDI's merchant outreach team has been focused on creating personal connections with Downtown street-level merchants and business owners, working to develop operational support programs that are vital to everyday business. Support ranges from promotion and programming to curbside pick-up parking management, sanitization of entryways, and storefront restoration grants. In addition, DDI is committed to working with small businesses, entrepreneurs, and makers throughout the city to identify opportunities of growth in Downtown through incubator programs and matching operators with landlords.



Hospitality & Visitors. Recent data suggests there is a surge of weekend and leisure stays coming from locals and those within driving distance to the city. DDI has increased on its marketing efforts within regional destination leisure travel, specifically targeting drive-time markets.



A Community of Residents. The residents of Downtown define the heart of the city, so retaining the population that has emerged in the last 20 years is imperative. Priorities in this area include attention to quality of life, advancing park development, and community programming. DDI is also committed to continued advocacy for diversified housing, including product-type and price point, and is working closely with the City of Dallas on a study intended to advance new housing policy for the City.



Development. There is currently \$4 billion of development underway in Downtown, presenting the greatest opportunity for growth within the entire city. This development must be supported, from responsibly easing regulatory processes to planning support provided by DDI. These projects also present opportunity to adopt social equity goals from the start, ensuring diversity in Downtown is protected and inclusion is inherent.

A CLEAN & SAFE DOWNTOWN

DDI's first priority is always on the fundamentals of "Clean & Safe," working closely with the City of Dallas, law enforcement, and social service providers to ensure the Downtown community – and economy – thrives. As a supplemental service, DDI delivers critical cleanliness and safety services, thanks to the dedication of its Downtown Clean Team and DDI Security. As Downtown continues to reopen, DDI is elevating its "Clean & Safe" focus on Public Health, Visibility, and Outreach.



Public Health. Since the pandemic began, DDI enhanced tasks related to safety, cleaning, and sanitizing high-touch surfaces in public spaces and parks, such as tables, benches, playground equipment, handrails, trash receptacles, non-removable public furniture, and door handles repeatedly throughout each day.



Visibility. In order to ensure DDI field teams are bright, welcoming, and visible on the street, DDI Security and the Clean Team have new uniforms and enhanced equipment so they may better serve the community. Most importantly, the staff is running at maximum capacity, with more than 20 recent new hires.



Homeless Outreach. Since its inception in 2018, the DDI Homeless Outreach Team has engaged thousands of individuals and had much success turning those engagements into opportunities to get people in need into appropriate services. The DDI Homeless Outreach Team provides more than 4,000 hours of street outreach annually, making critical connections for those experiencing homelessness with service providers for long-term support.

COLLABORATION, PUBLIC POLICY, AND ADVOCACY

Since 1958, DDI has served as the voice for Downtown, collaborating with the business community, civic leaders, nonprofits, government agencies, and the workforce and residents to set an agenda that moves Downtown forward. This type of cooperation sets a priority to fuel critical programs and set policy priorities.

DDI CONTINUES TO SUPPORT LOCAL BUSINESSES

Pop-Up Patios Coming Soon

After receiving and reviewing more than 200 ideas from developers, businesses, and trade organizations, DDI and former City Council member Angela Hunt identified 20 tasks the City can implement within a 12-month timeframe – including working with ground floor retailers to create a temporary Pop-Up Patio program. These Pop-Ups will allow customers to dine or shop – with adherence to proper social distancing requirements – bringing activity back to Downtown streets. Look for these spaces to "pop up" soon!

More Than \$90,000 in Storefront Restoration Grants

DDI established a storefront restoration program that provides financial assistance to businesses who sustained damages to their storefronts during the May and June protests. In an effort to support and sustain vibrant street-level retail activity, and further support businesses already affected by COVID-19, the program has provided nearly \$91,000 to 28 Downtown businesses!



Dallas Regional Chamber Jobs for Displaced Workers Platform. This valuable tool was developed by the Dallas Regional Chamber and Dallas Citizens Council to provide a database of employment opportunities for those who have lost their jobs. Those looking for employment opportunities may visit www.sayyestodallas.com/jobs/displaced-workers to find openings in essential industries that have ramped up hiring locally. DDI and VisitDallas ensure this tool gets into the hands of the hospitality, restaurant, and other industries that may be the most impacted by the pandemic.



Revive Dallas Fund. The Dallas Entrepreneur Center Network (DEC), in collaboration with private businesses and LiftFund, launched the Revive Dallas Small Business Relief Fund at the Communities Foundation of Texas. It was created to support small business entrepreneurs who are struggling in the age of coronavirus. The fund places priority on providing resources to the minority and women-owned small businesses who have been unable to find the suitable funding to get them through the pandemic. DDI promoted the Revive Dallas Fund to the Downtown small business community.



City of Dallas Development Regulation Improvements. As a key strategy to move forward, DDI is prioritizing advocacy for development regulation improvements to ensure business keeps moving. The most recent improvements include: an automatic extension of all economic development agreement deadlines by six months, the creation of a pilot parklet program that turns street parking spaces into patio or merchandising areas for local restaurants and businesses, and allowing on-site inspections to be completed via videoconferencing.

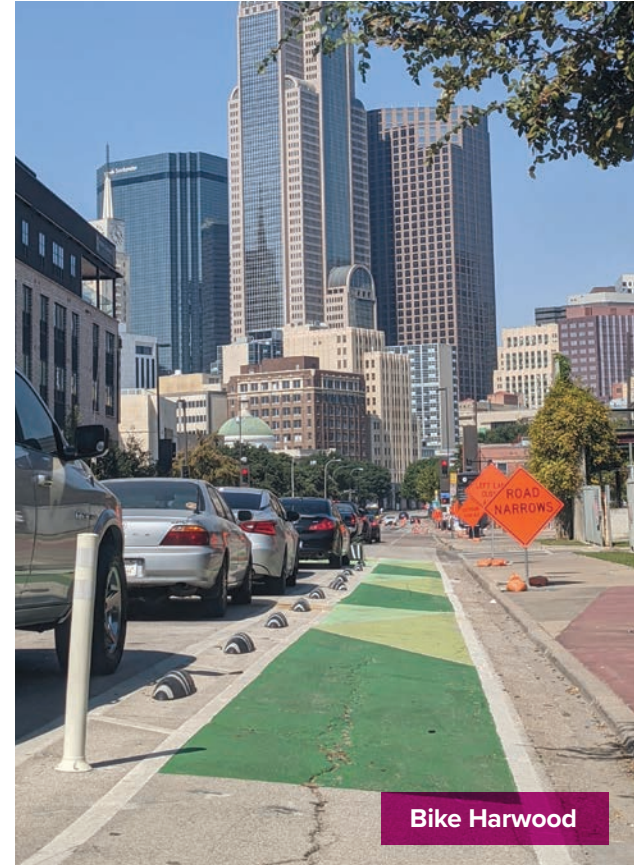


City of Dallas Economic Development. DDI is working with its members to provide critical input on several developing City of Dallas policies that support economic growth through a lens of equity and diversity. These policies will address important subjects like workforce housing, public-private partnerships, financial tools, and community transformation.

DOWNTOWN DALLAS



360 Planning Meeting



Bike Harwood

Housing Diversification. Leveraging The 360 Plan, DDI supports diversified housing options in the City Center, creating units for growing families, seniors, and moderate-income earners like teachers, police, and fire fighters. These diversified housing options should complement the market-rate choices already present within the area.

SOCIAL RECOVERY

One of Downtown's greatest advantages is its diverse and dynamic social and cultural fabric. Downtown's racial and ethnic diversity provides the foundation for an inclusive community which becomes the meeting ground and place of opportunity for all in the city. Addressing long-term homeless solutions is critical as the Downtown community recovers, facing shelter capacity challenges, 'clogs' in the housing pipeline, and income losses created by COVID-19.

Education. There are more than 30 educational institutions Downtown that provide academics on all levels, including public charter schools, Dallas ISD "Choice Schools," and higher education and graduate programs. The most recent addition, the Downtown Montessori at Ida B. Wells Academy, commenced classes in September for the 2020-2021 school year with ages PK3-2nd, with plans to add grades with each coming year to become Downtown's first fully-built-out Dallas ISD elementary school. Moving forward, DDI will continue to work with its members to reinforce the growth of education in Downtown through advocacy and operational support, to include: the Dallas ISD 2020 bond, Dallas College's Education and Innovation Hub, and the new Downtown Montessori.

Placemaking. Activations and programming are critical to the experience and economic value of Downtown's public realm, as they create an "element of surprise" and sense of place or identity for a particular area within the City Center. For years, DDI has committed to creating high quality urban experiences by activating and programming various public and private spaces throughout Downtown, including parks, sidewalks, and vacant storefronts. Recently, DDI has put an emphasis on the landscape, public art, and activation programs to build visual vibrancy and safely provide a sense of place. It has supported the parks as well through supplemental management and programming, as well as partnering on new parks construction.

Mobility. The continued growth and success of Downtown necessitates a long-term, balanced vision for mobility. The dramatic increase in residential development over the last decade has transformed Downtown into a thriving mixed-use community, which shifted travel behavior and trip patterns throughout the area. DDI continues to advocate for mobility options including central bike and alternative transportation infrastructure, I-30 improvements and decking opportunities, and public transportation including the Central Dallas Streetcar Link.

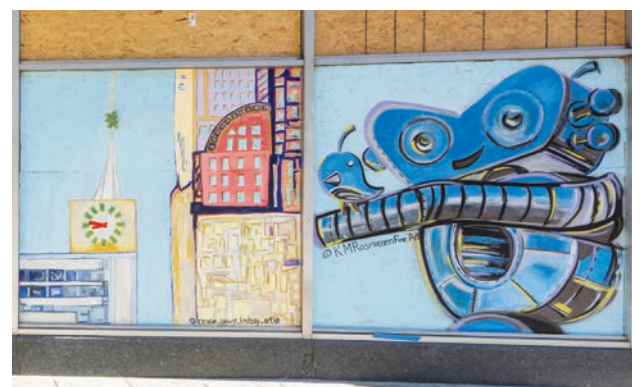
The Arts. The arts have been a significant driver of Downtown's renaissance, from the Dallas Arts District to the galleries, theaters and pop-up spaces spread throughout the entire City Center. To ensure Downtown's vibrant cultural scene remains intact for visitors to enjoy, DDI will continue to support the Dallas Arts District Connect Plan, support and implement public art programs, and aggressively market the arts as an asset.

Homelessness. In addition to street outreach, larger, long-term societal issues have been intensified by the pandemic. DDI is addressing these issues through partnerships with the City of Dallas, County, and service agencies to encourage the development of additional shelter resources, rapid rehousing, and additional resources for mental health, substance abuse, job training, and prevention programs.

To read a full copy of the Momentum Strategy, go to www.downtowndallas.com.



DDI partnered with Color Condition and installed artistic colorful art throughout Downtown to add visual interest.



Due to the damage caused from the social unrest in May and June, DDI partnered with Downtown businesses to install plywood on their windows and had local artists use them as canvases to paint colorful murals.

Based on the principles of The 360 Plan, Downtown Dallas, Inc. has established a comprehensive path forward to ensure the long-term success of Downtown in the areas of:

1. Economic Momentum.
2. Clean & Safe.
3. Collaboration.
4. Public Policy & Advocacy.
5. Social Recovery.

DOWNTOWN DALLAS

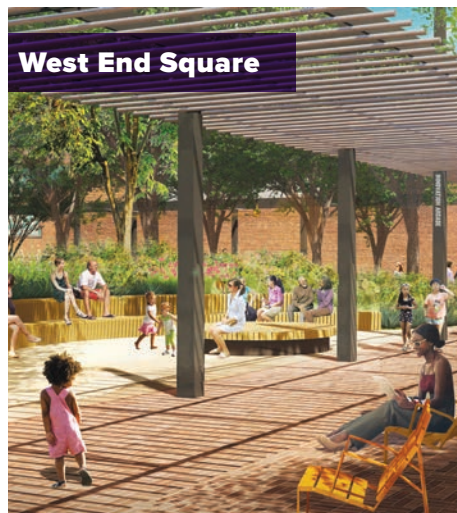
FOR THE GREENER GOOD: FOUR NEW DOWNTOWN PARKS BY 2022



PARKS FOR DOWNTOWN DALLAS
For The Greener Good



DAVID WOO



JAMES CORNER FIELD OPERATIONS



HARGREAVES JONES



TEN EYCK LANDSCAPE ARCHITECTS

Parks have the ability to change the very fabric of our City. The addition of Main Street Garden (2009), Klyde Warren Park (2012), and Belo Garden (2012) spurred massive investment in Downtown Dallas and fueled the growth of our residential population from 200 people in the year 2000 to the 12,000+ that now call Downtown home.

The next phase of urban neighborhood parks is moving forward at an accelerating pace, thanks to the public-private partnership between the Dallas Park & Recreation Department and Parks for Downtown Dallas (PfDD). By the end of 2022, Dallas will have approximately 14 acres of new neighborhood parks in the urban core, marking the completion of a nearly 20-year civic endeavor that started with the City's first Downtown Parks Master Plan in 2004.

PACIFIC PLAZA

Now Open

Location: 401 N Harwood Street

Having spent more than half a century as a surface parking lot, Pacific Plaza is now a nearly 4-acre neighborhood park in the epicenter of Downtown Dallas.

The successful one-block closure of Live Oak Street allowed the Pacific Plaza design to incorporate an adjacent pocket park, James W. Aston Park, and

its historic stand of live oak trees. It even features swings and see-saws suitable for children and grown-ups alike. But the crown jewel of this park is the elliptical pavilion structure designed by HKS Line. The perforated metal represents the Morse Code names of every local stop -- 337 of them -- along the Texas and Pacific Railroad between El Paso and New Orleans. The park design, envisioned by SWA's Dallas office, celebrates the site's history, offers serene and contemplative spaces, and encourages play and escape for Downtown residents, their families, and pets.

Perhaps most notably, Pacific Plaza is the first step toward the realization of the Downtown Parks Master Plan Update, unanimously approved by the Dallas City Council in 2013. This plan recommends all four "Priority Parks" for Downtown: Pacific Plaza, West End Square, Carpenter Park, and Harwood Park.

WEST END SQUARE

Scheduled to Open in Spring 2021

Location: 607 Corbin Street

This park, designed by James Corner Field Operations, balances the history of the West End Historic District with its new, innovative energy. The primary design element is "The Frame," a trellis-

like structure along three edges of the park that provides a shaded respite and support a variety of park programs including an outdoor workroom, porch swings, and an "Innovation Arcade" equipped to support temporary art and technology installations. As a flexible armature, the Frame takes a plug-and-play approach, allowing new features to be incorporated over time as the Square's uses and needs evolve.

When it opens next year, this .78-acre park will be the only centrally located green space in the West End. Within a 10-15-minute walk from the site, pedestrians can access the Dallas Holocaust and Human Rights Museum, the Perot Museum of Nature and Science, the American Airlines Center for large-scale events, the Katy Trail to the north, the Dallas Arts District and Klyde Warren Park to the northeast, and the Convention Center to the south. West End Square will become a central point within a network of Downtown Dallas destinations.

CARPENTER PARK

Scheduled to Open in Spring 2022

Location: 2201 Pacific Avenue

At the end of September 2020, Carpenter Plaza's transformation into Carpenter Park officially began. When it re-opens as Carpenter Park

in 2022, it will be the largest city park in the urban core -- over 5.6 acres of vibrant green space filled with lush gardens, trees, and walking paths. There will be neighborhood-oriented attractions ranging from quiet spaces for reflection, to a basketball court and an interactive fountain, and a flexible seating area with accommodations for food trucks. Landscape architecture firm, Hargreaves Jones, who authored the 2004 and 2013 Downtown Parks Master Plans, is undertaking this massive renovation.

HARWOOD PARK

Scheduled to Open in Late Fall 2022

Location: Bounded by Harwood Street, Jackson Street, Pearl Expressway, and Young Street

Harwood Park will serve as a vibrant connection point between the burgeoning East Quarter, the Dallas Farmers Market, and the Downtown core. Austin-based firm, Ten Eyck Landscape Architects, is developing the design for this park with a goal of breaking ground in late spring 2021. Park attractions include a children's playscape, a flexible sport court, and a striking gold ring arbor at the corner of Harwood and Jackson Street.

For more information about the Downtown Priority Parks, visit: parksfordowntowndallas.org

LOOKING TO THE FUTURE: BETWEEN NOW

Downtown Dallas is in constant motion, people and businesses working in harmony side-by-side towards their individual goals, while joining together to further the advancement of Downtown itself. Using this symbiosis as inspiration, Downtown Dallas, Inc. (DDI) is actively executing both The 360 Plan and the Momentum Strategy

to ensure Downtown moves into the future at the trajectory to which it has the potential -- to be an international model for economic recovery and social inclusivity, taking its rightful place among the greatest cities in the world.

With both plans working in tandem, major milestones are apparent, and will be continuing in the coming months.

This means Downtown may look toward the future once again, a future where progress takes center stage.

In February 2020, DDI laid out its economic campaign Between Now and When. With a complementary website, downtowndallasnow.com, illustrating Downtown's unique offerings, along with testimonials from key Downtown

leaders, the campaign proactively attracts economic growth opportunities from across the nation.

With over 86 acres of undeveloped land and 259 million square feet under construction, the opportunities are unlimited, and the quality of life is unmatched. From over 1,000 acres of parks and 158 miles of trails to 30



EDUCATION

Downtown Dallas is now served by more than 30 educational institutions providing academics on all levels including public charter schools, Dallas ISD “Schools of Choice,” higher education, and graduate programs. In fact, 16,000 students are now enrolled in college programs in Downtown.

WELCOME THE DOWNTOWN MONTESSORI AT IDA B. WELLS ACADEMY

Last year, in this very publication, Downtown Dallas, Inc. (DDI) announced the pending opening of a new Dallas ISD elementary school Downtown. Now that school is a reality, the Downtown Montessori at Ida B. Wells Academy officially opened. Located in the University of North Texas Systems Building, this school serves families who live and work in Downtown. While the start to the school year was not exactly how many parents, students, and supporters would have imagined it, the students are now enjoying in-person instruction.

Meet the Principal: Dr. Olga Korobovskaya, a former science teacher at Marsh Middle School and assistant principal at Eduardo Mata Montessori, is the founding principal of Downtown Montessori. Principal Korobovskaya began her career as a medical doctor.

According to Dr. Korobovskaya, “We offer multilingual learning: English, Spanish and French with the hope of adding German in the near future. The language teaches will conduct their lessons with small groups of children unobtrusively within the classroom, to ensure a seamless flow of learning, free of the disruption of pullouts. Multilingual learning is essential to prepare children to thrive in an increasingly diverse and interdependent world.”

This winter, the school will accept applications for the 2021/2022 school year for PreK3 – 4th grade using a 50/50 socioeconomic lottery with preferential enrollment granted to Downtown residents and employees. More information along with application process can be found at www.dallasisd.org/downtownmontessori.

DALLAS ISD IS ONE OF THE NATION’S FASTEST IMPROVING SCHOOL DISTRICTS

As a constant trailblazer in public education, Dallas ISD has set a standard for focusing on the best interests of its students. The Office of Transformation and Innovation serves that mission, seeking to match students with “best-fit” schools, which have been through an extensive vetting process.

This November, Dallas residents will vote on a bond package of up to \$3.7 billion, and if passed, a new Dallas ISD innovation and education campus will be developed Downtown with plans to house the

“**Downtown Dallas, Inc. has been advocating for a public elementary school in Downtown for over a decade. The Montessori curriculum has proven to be very popular with parents and we’re thrilled that we have such a coveted program right here in the heart of Downtown.**

– Kourtney Garrett, CEO, DDI

Downtown Montessori, CityLab High School, and other potential new schools – all under one roof.

“In the next few years, you will be able to go from pre-K to get a master’s degree, and never leave Downtown Dallas,” added Michael Hinojosa, Superintendent of Dallas ISD.

It’s important to note that existing schools serving Downtown families offer options for private and charter elementary years. Booker T. Washington School for the Performing and Visual Arts and CityLab High School – now entering its third year – are giving high school students unique opportunities.

BUSINESS COMMUNITY SUPPORT

The business community has been extremely involved and supportive of Dallas ISD. There are 77 employers who have signed on as industry partners to the Dallas ISD P-TEC program, which helps high school students take college courses and work with these partners to earn an associate degree in conjunction with their high school diploma.

At CityLab High School, Jaynie Shultz, Chair of the CityLab Foundation Board, said of the community support, “The outpouring of support from the businesses and organizations that are shaping Dallas has enabled CityLab High School to begin a journey that will change the future of our city. Students from every walk of life come to Downtown Dallas to explore and imagine the future. With a motto of Learning Today, Leading Tomorrow, the students of CityLab will become the architects, urban planners, environmental leaders, and Dallas business owners.”

DDI’s commitment to advance learning on all levels is critical to the growing community as proven by ever-changing demographics, including an increasing presence of young families. DDI will continue to advocate for additional quality educational choices to serve families, students, and employers seeking talent.



Dr. Olga Korobovskaya (founding principal of Downtown Montessori), Caitiln Knoll (vice-principal at Dealey Montessori), Mary Simmons (Dallas ISD Montessori Corrdinator), and Jonte Boucher (Montessori Early Childhood Specialist)

AND WHEN

schools serving Downtown and more than 75,000 residents in the city center, Downtown is the place for families and companies to grow and flourish.

DDI regularly works with area brokers and media across the country to regularly communicate the latest information and latest developments. Contact DDI today on how to get involved or if you know of a business looking for a new home!



158 miles of trails



over 1,000 acres of parks



more than 75,000 residents in the city center



30 schools serving Downtown



86 acres of undeveloped land



259 million square feet under construction

DOWNTOWN DALLAS

KEEPING DOWNTOWN CLEAN & SAFE



Clean Team



Security Team

Downtown Dallas, Inc.'s (DDI) first priority is to ensure Downtown remains "Clean & Safe." In this endeavor, it helps to ensure critical cleanliness and safety services, thanks to the dedication of its Downtown Clean Team and Downtown Dallas, Inc. Security.

KEEPING DOWNTOWN SAFE

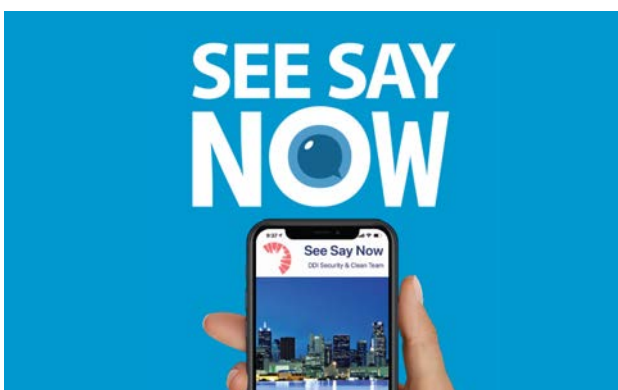
DDI works every day to improve quality of life for workers, visitors, and residents, which includes making sure the Downtown area remains one of the safest in the city. This is why the organization works directly with the Dallas Police Department, DART Police, Downtown Security Directors Association, and other public safety organizations to address public safety issues and coordinate efforts.

DOWNTOWN DALLAS, INC. SECURITY

DDI funds the Downtown Dallas, Inc. Security team, providing 50 security officers who act as extra eyes and ears to the Dallas Police Department.

DOWNTOWN DALLAS "SEE SAY NOW" APP

DDI provides this free app that enables users to safely and securely communicate with DDI Security and the Clean Team for non-emergency issues. The See Say Now app empowers citizens to take an active role in



keeping their community clean and safe by reporting what they see from their mobile device.

DALLAS EMERGENCY RESPONSE TEAM

DDI partners with the City and Dallas Police as part of the Dallas Emergency Response Team (DERT). Established in 2001, the DERT partnership focuses on communications before, during, and after emergencies, exercising disaster plans, and sharing training opportunities for anyone seeking to become better informed and better prepared. When Downtown recently experienced protests and demonstrations, DDI sent out more than 35 DERT Alerts to stakeholders to keep them updated on important information from the City, County, and DDI.

DOWNTOWN CAMERA SYSTEM

The Dallas Police Department monitors 90 cameras in the Downtown area that were funded by DDI. The camera system has made a significant impact on crime and provides the Dallas Police Department with the ability to monitor events and protests.

KEEPING DOWNTOWN CLEAN

DDI works every day to improve the quality of life for everyone in Downtown, and that means keeping the streets maintained to the highest of standards.

The Downtown Clean Team is a group of 20 full-time employees, dedicated seven days a week to keeping the streets and sidewalks clean by picking up litter, removing graffiti, and assisting with many public improvement projects in Downtown. Since the pandemic began, the Clean Team enhanced those services and now sanitizes high-touch items in the public space and parks such as tables, benches, playgrounds, and trash receptacles. Recently, DDI increased funding in efforts to double the frequency of power washing.

Other Clean Team programs include:

- Mowing and weed removal
- Tree planting, pruning, and fertilization
- Tree and flower pot watering
- Tree well repairs and maintenance
- High-pressure sidewalk washing
- Bench and bike rack repair and cleaning
- Trash container repairs and replacements
- In response to the COVID-19 pandemic, the Clean Team provides sanitization services for high-touch elements located throughout the public spaces in Downtown Dallas.

KEEPING DOWNTOWN BEAUTIFUL

DDI participates in the beautification of Downtown by making visual improvements to the landscaping, public right of way, and other special projects. DDI strives to keep Downtown a clean and an enjoyable environment for urban life. Year to date, DDI has funded \$150,000 worth of capital improvements Downtown.



DOWNTOWN DALLAS, INC. CREATES INNOVATIVE

In the fall of 2018, Downtown Dallas, Inc. (DDI) launched a pilot program to address homelessness in Downtown Dallas. Since then, the program has grown into an adopted part of what the organization does every day.

The mission of DDI's homeless outreach program is to be a steward of Downtown Dallas by implementing an innovative approach to street outreach, in combination with supporting the homeless solutions community in their efforts to end homelessness. DDI acts as a facilitator through a "Refer and Relate" approach which identifies an individual's needs and matches those needs with the relevant long-term care service providers, including shelters, recovery programs, mental

health facilities, and job placement services. The DDI Outreach team engages in meaningful conversations in the field with the unsheltered homeless and helps to build a roadmap out of homelessness. A core principle of DDI's homeless outreach program is consistent and quality engagement with homeless individuals which helps create a Downtown where all feel welcomed and inspired to dream big.

Thanks to collaboration with the City of Dallas Office of Homeless Solutions and many other partner organizations listed below, DDI has made a positive impact.

PARTNERSHIPS:

- UT Southwestern Department of Family and Community Medicine – intern program dedicated to building sustainable and innovative programs within DDI's Street Outreach Program.
- The Cardboard Project – collaboration to close the digital divide by providing professional emails and virtual voicemails to help those experiencing homelessness gain employment and other services.
- The Bridge – DDI created a Fellowship program



DOWNTOWN DALLAS

WHO WE ARE - CONNECT WITH US

ABOUT DOWNTOWN DALLAS, INC.

Downtown Dallas, Inc. (DDI) is a private, nonprofit 501(c)(6) organization that serves as the primary advocate, champion, and steward for Downtown. Since our founding in 1958, DDI has been the only organization solely dedicated to the center of our city, with a mission of stimulating a vibrant and sustainable environment, improving infrastructure, enhancing economic competitiveness, creating a culturally inclusive urban center, and fostering innovation in every aspect of the urban experience.

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

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

ABOUT THE DOWNTOWN IMPROVEMENT DISTRICT

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

PIDs in the State of Texas are funded through an assessment on real property in a designated geography and are governed by the City of Dallas and property owners who pay the assessment (rate payers). DDI manages the DID on behalf of rate payers and the City. The DID rate of assessment is 12.9 cents per \$100 of value. The geography is within “the freeway loop” of I-30, I-35, I-345, and Woodall Rodgers, which equates to a 1,000-acre service area, shown in the shaded area on the map.

Every five to seven years, the DID is required to be “renewed” by a petition of owners. In 2001, 2006, 2013, and 2020, property owners overwhelmingly supported the renewal of the PID in an effort to keep Downtown Dallas clean, safe, and beautiful.



DDI KEEPS YOU INFORMED

In addition to keeping people updated with regular communications about events and Downtown news, DDI has worked tirelessly through the pandemic to provide information about breaking news, stay at home orders, reopening plans, and to promote open businesses to assist in recovery.

SUBSCRIBE

DDI distributes two regular newsletters to keep citizens in-the-know about all things Downtown. It also sends occasional dedicated emails about special events and breaking news or announcements.

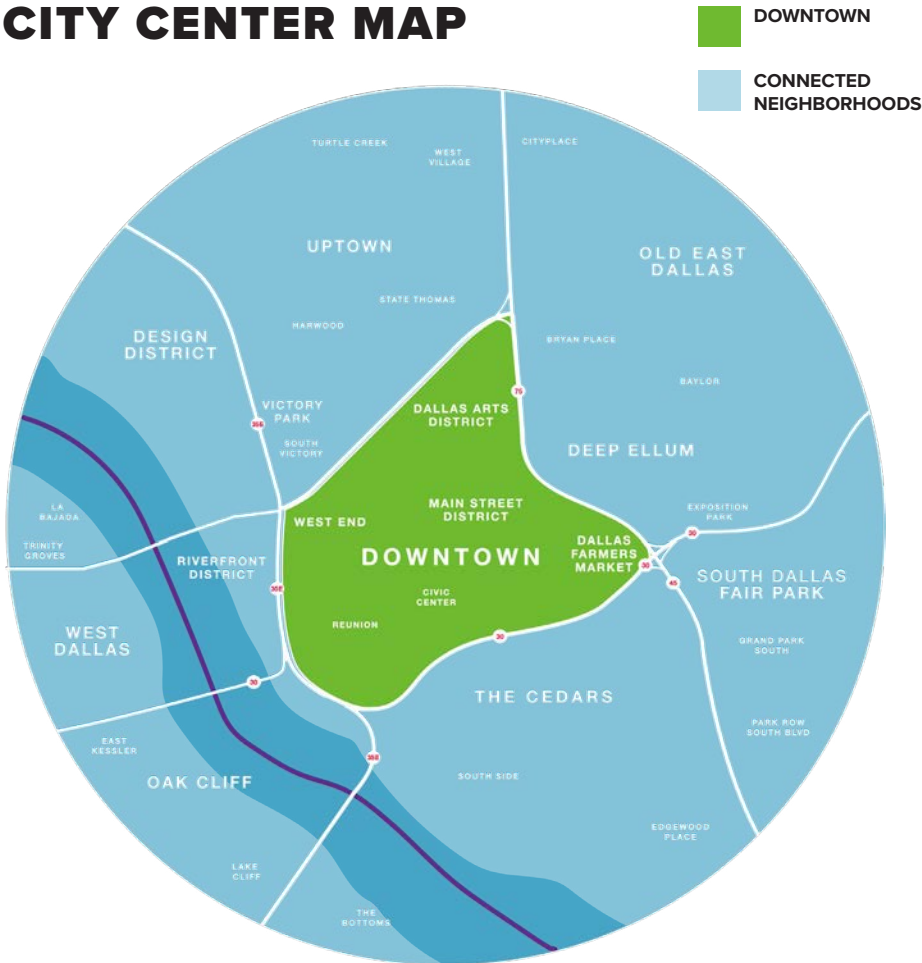
Downtown Monthly is a monthly newsletter that keeps subscribers updated on news about current developments, economic development progress, COVID-19 resources, key policy changes, and good news about member companies.

Around Downtown is a bi-monthly newsletter highlighting upcoming events (virtual and in-person), new business announcements, and information on all open Downtown businesses.

Visit www.downtowndallas.com and click on ‘Signup for Updates’ at the bottom of the page.

It’s the one-stop-shop for all things Downtown.

CITY CENTER MAP



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PROGRAM TO HELP THE HOMELESS POPULATION

- with The Bridge that provides homeless individuals who are in the transition programs an opportunity to join the DDI Street Outreach Team. The Fellow’s role on the street outreach team is to use his/her personal testimony to connect and encourage the unsheltered to seek resources that ultimately will end their homelessness.
- Homeward Bound Reunification Program – DDI funded program connecting unsheltered homeless individuals to a stable support system via the purchase of Greyhound Bus tickets.

The DDI outreach team engages in meaningful conversations in the field with the unsheltered homeless and helps to build a roadmap out of homelessness.





ANDRES

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