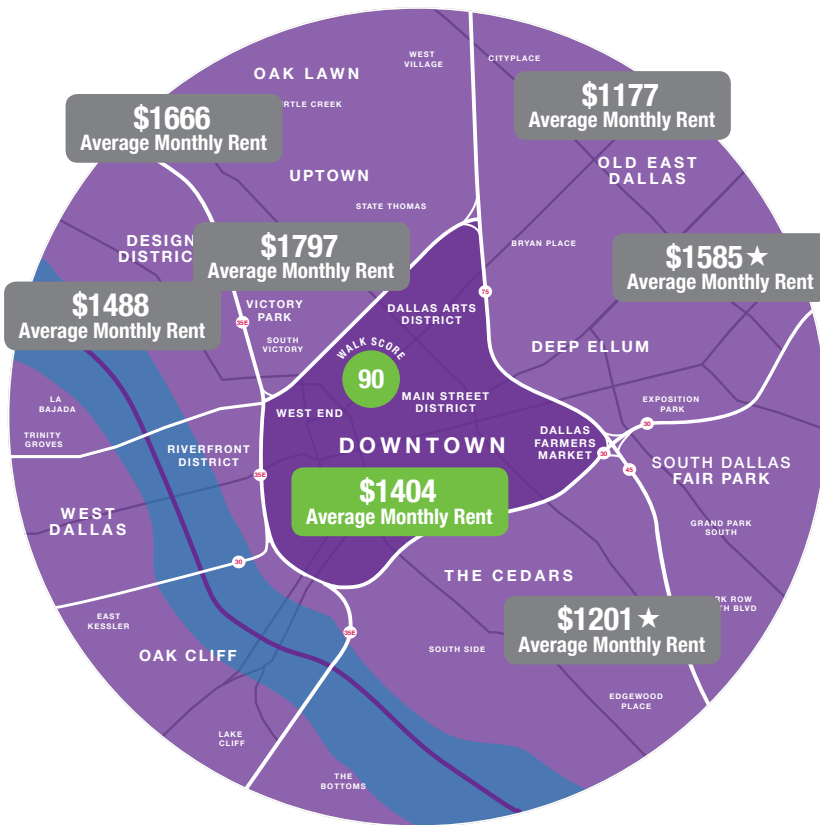


2018 RESIDENTIAL

State of Downtown

Downtown Dallas is undergoing a major renaissance and the residential population growth is the catalyst for much of the success. Like many cities, we find that people have a renewed desire to live in walkable urban centers near their work, recreation, nightlife, and cultural activities. The urban core has captured this demand with substantial redevelopment efforts, new construction, and public-private partnerships.

Downtown Dallas, Inc. (DDI) is a private, nonprofit organization serving as the primary advocate and champion for Downtown, ensuring that Downtown grows as a vibrant center of urban life, recognized locally and globally for the quality of its business, hospitality, entertainment, living, and cultural environments.



★ Based on 1BR, which vary greatly in these neighborhoods

UP, UP AND AWAY
Downtown residential population is up **106%** from 2004

RESIDENTIAL POPULATION

Downtown	11k+
City Center Total	70k+

92.5%
OCCUPANCY RATE

DOWNTOWN HISTORICAL POPULATION³

Year	Downtown	YOY Growth
1996	200	-
2004	1,961	-
2005	2,227	14%
2006	3,726	67%
2007	6,307	69%
2008	6,689	6%
2009	6,800	2%
2010	6,909	2%
2011	7,221	5%
2012	7,800	8%
2013	8,000	3%
2014	8,200	3%
2015	9,391	15%
2016	10,982	17%
2017	11,517	5%

RESIDENTIAL UNITS ²	Downtown	City Center ¹
Existing	8,227	52,978
Under Construction	1,779	7,376
Announced	1,324	5,129
Total	11,330	65,483

These additional units could equate to approximately 22,000 additional residents.

¹ City Center is approximately 2.5 mile radius from Downtown. ² Full list of properties available upon request. ³ Source: Buxton, CoStar MPF, DDI Research, Updated March 20, 2018.

2018 RESIDENTIAL

State of Downtown

The Downtown resident is primarily of the young professional demographic between the ages of 25-36. However, an empty nester component is also present as more Baby Boomers look to downsize and transition into an urban environment. There is also a growing sector of families.

LOCATION, LOCATION, LOCATION

66%

enjoy walking to things they enjoy (not driving)



52%

enjoy living near their workplace

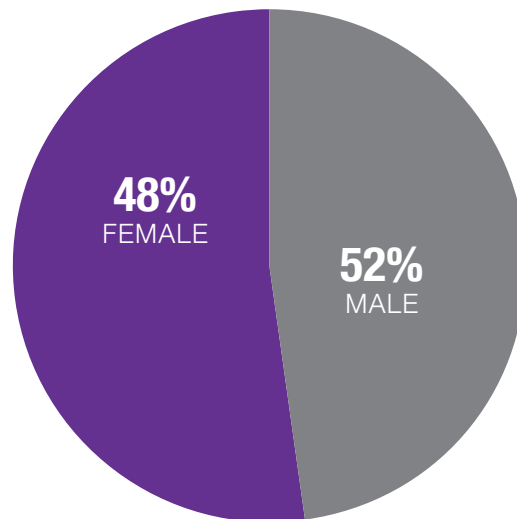


48%

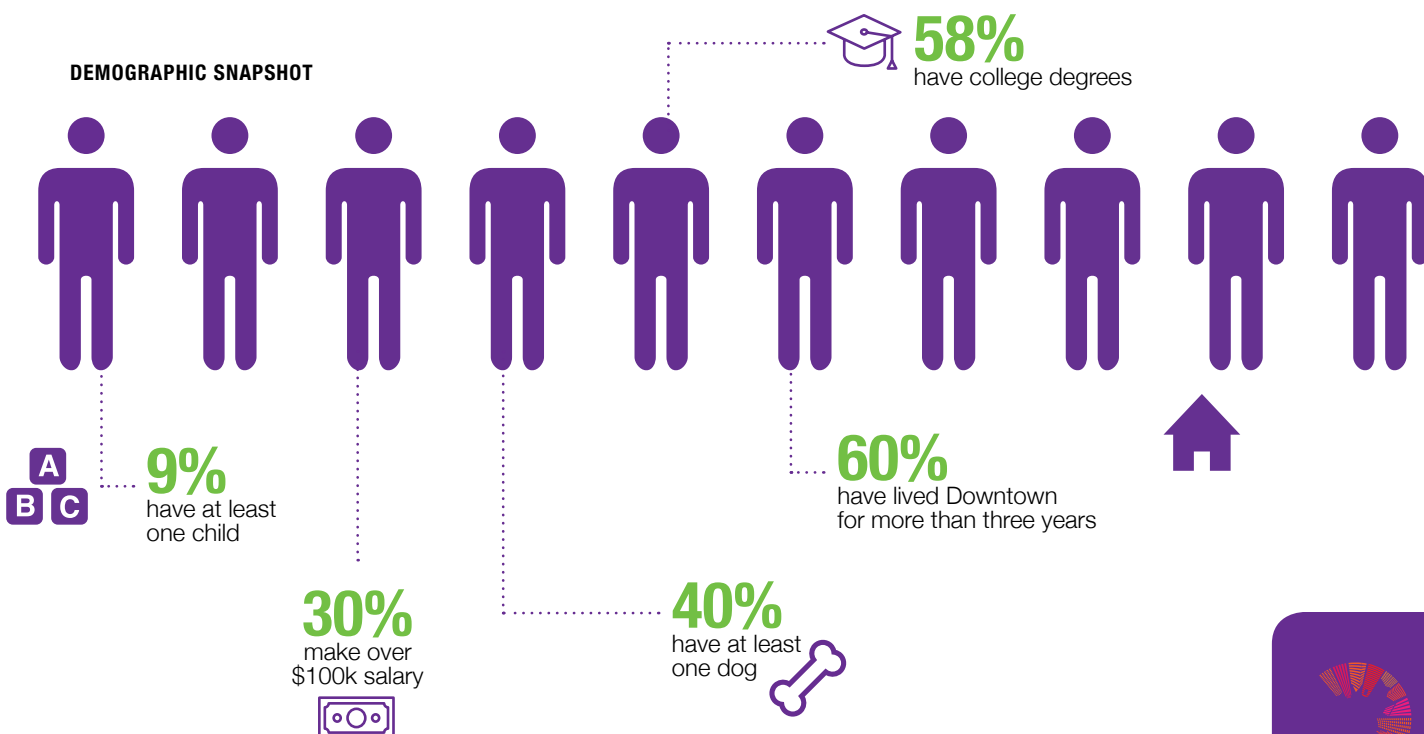
enjoy living near nightlife or events



GENDER BREAKDOWN



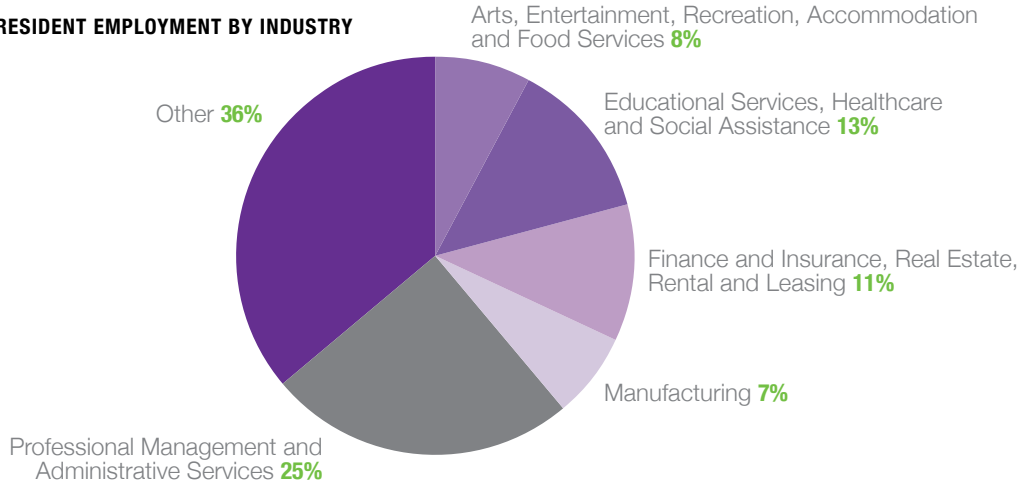
DEMOGRAPHIC SNAPSHOT



DOWNTOWN
DALLAS INC

State of Downtown

RESIDENT EMPLOYMENT BY INDUSTRY



Urban Edge
Younger, up-and-coming singles living big city lifestyles

Urban Edge Snapshot	%
Age 25-30	49.80%
Apartment Living	66.69%
Household Income: \$50,000 - \$74,999	16.00%
Single: Men	37.32%
Single: Female	47.57%
Education: Some College	34.92%

Downtown
57.80%
City Center
39.37%

Striving Single
Young singles living in the city center

Striving Single Snapshot	%
Age 25-30	69.03%
Rent	83.15%
Household Income: \$35,000 - \$49,000	20.83%

Downtown
23.50%
City Center
30.05%

Jet-Set Urbanite
Mix of affluent singles & couples living in urban neighborhoods

Jet-Set Urbanite Snapshot	%
Age 51-65	36.00%
Apartment Living	38.90%
Household Income: \$250,000	22.30%
Have Children 13-18	4.80%
Education: Bachelor's Degree	31.48%
Education: Graduate Degree	44.46%

Downtown
13.80%
City Center
15.08%

