

BETWEEN NOW AND WHEN

ANNUAL
REPORT
2019



DOWNTOWN
DALLAS INC



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WHO WE ARE WHAT WE DO

Downtown Dallas, Inc. (DDI) is a private, nonprofit organization funded by voluntary membership dues, assessment revenue from the Downtown Improvement District (DID) established in 1992, and through contracts with the City of Dallas for specific projects and programs.

THE DALLAS DOWNTOWN IMPROVEMENT DISTRICT

The DID was created by DDI in June of 1992 to fund important supplemental services and visible improvements to our city center. In 2001, 2005, and 2013, the DID was voted by property owners to be renewed, and has since embarked upon additional initiatives to make Downtown Dallas clean, safe, and fun for the entire community. The DID has been renewed through 2020, and is currently out for renewal for 2021 – 2027.



2019 DOWNTOWN IMPROVEMENT DISTRICT EXPENDITURES

Safety

38%

Services & Improvements

24%

Communications & Events

16%

Organization & Administration

12%

Capital Improvements

4%

Transportation & Improvements

6%

2019 DOWNTOWN DALLAS, INC. PRIORITIES

- ⊕ Public Safety
- ⊕ Maintenance & Beautification
- ⊕ Great Placemaking
- ⊕ Strategic Partnerships & Communications
- ⊕ Economic Development & Planning
- ⊕ Complete Neighborhoods
- ⊕ Urban Mobility
- ⊕ Membership Development
- ⊕ The 360 Plan

BETWEEN NOW AND WHEN



03

MESSAGE FROM PRESIDENT & CEO KOURTNY GARRETT



2019 WAS ANOTHER EXCITING
AND EXTREMELY BUSY YEAR
FOR DOWNTOWN DALLAS, INC.



One of our most important accomplishments was renewing the Downtown Improvement District (DID), a public improvement district that enables us to provide critical services like the Downtown Safety Patrol, Clean Team, capital improvement grants, park management, and beautification efforts throughout Downtown.

Every seven years, the DID must be approved and “renewed” by petition of property owners representing at least 60 percent of Downtown ownership.

The team at DDI, with the help of our DID Renewal Task Force, succeeded in surpassing our goals, which is a testament to Downtown stakeholders’ commitment to this community, and recognition that this unique, complex, and exciting urban environment requires the additional dedicated services that DDI provides.

Since the DID was formed in 1992, Downtown has evolved into an area made up of unique neighborhoods with more than 12,000 residents, and our workforce population remains the largest in North Texas with 135,000 employees.

And we have a lot to look forward to: three new parks on the horizon, 1,600 new residents to fill up five new residential buildings, and \$4 billion of active private development underway today. So as we celebrate our accomplishments from last year, we also look forward to continued growth of the heart of our city.

We are also grateful for our members, whose financial support of the organization supplements DID activities and allows us to be greater advocates for economic development, urban mobility, housing, community outreach, and overall planning that prioritizes connectivity between Downtown and the important adjacent neighborhoods that comprise a complete City Center.

I encourage you to dive in to this Annual Report with great interest as you will find important information about our services, opportunities for engagement, and fantastic news about programs, development, and market trajectory.

We are in a very special moment in Downtown, and with our shared partnership, dedication, and passion for this area, the next decade of success is at our fingertips.

Kourtney Garrett

Kourtney Garrett President & CEO, Downtown Dallas, Inc.

DDI is the only organization solely focused on Downtown, and we remain dedicated to programs that support this community, ranging from long-term planning and economic development, to the way in which we experience our streets every day.

In 2019, some of our accomplishments included:

1. Expansion of our homeless outreach teams, engaging more than 14,000 individuals and facilitating the entry of just over 900 of those individuals into services. We’ve also reunited more than 200 people with their families through our Homeward Bound program.
2. Expanded hours for the Downtown Safety Patrol and Clean Team, as well as new Park Patrol deployment and adding equipment and technology like GEM cars, GPS monitoring, bodycams, and fully-integrated Eponic data collection and tracking.
3. Increased usage of the DDI clean and safe app, See Say Now, providing real-time reporting capabilities for clean and safe issues with a seven minute or less response time from our teams. Download it for free today in the iPhone or Android app store.
4. Provided a grant that will add more horses to the Mounted Unit for increased presence Downtown.
5. Launch of Bike Harwood, phase one installation of a bike lane and future multi-use path that will ultimately extend from Dallas Heritage Village in the Cedars to Klyde Warren Park. Prioritized in the 360 Plan, a partnership with Better Block and the City of Dallas has advanced this project that will continue into 2020.
6. A full audit and improvement plan for every crosswalk in Downtown (all 700 of them!).
7. Opening of Pacific Plaza, Downtown’s newest completed park, thanks to the Parks for Downtown Dallas Foundation and City of Dallas.
8. Support of 20+ partnered events and produced over 40 successful community events like NamaStay Downtown, Downtown Bunny Hop, Impulse public art installation, Unbranded, Santa Stroll, Trick-or-Treat on Downtown Streets, and more.
9. Improvements to Main Street Garden including a new expanded playground and dog run.
10. Providing custom market reports for our members and stakeholders, including demographics, pedestrian counts, industry reports, and more, to lure business.
11. Ensuring Downtown’s priorities are recognized in regional mobility issues, advancing priorities for Downtown in projects like D2, I-30, I-345, and High-Speed Rail, as well as implementation of local mobility solutions like bike lane and scooter infrastructure, walkability improvements, and micro-transit.
12. Facilitating progress with large-scale catalytic developments like the AT&T Discovery District and East Quarter, to important neighborhood businesses like Pegasus City Brewery. We’ve spent a great deal of time supporting an unprecedented list of catalytic developments – that \$4B of development.
13. Leading the 360 Plan work groups focused on education, housing, mobility, and pedestrian/bike improvements to ensure plan action items are implemented.
14. Working closely with the Downtown community and Dallas ISD to open a new Montessori elementary school that will launch with grades Pk3 – 2nd. Applications are now open and the school opens in August 2020!

All of this – from market information, to what we do as an organization, to listings of great places to eat, shop, and live – all in Downtown – can be found on our newly refreshed website, downtowndallas.com.

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ANNUAL REPORT 2019

BOARD OF DIRECTORS & GOVERNORS

BOARD OF DIRECTORS

Dr. José Adames
El Centro College

Liz Beauchamp
Atmos Energy Corporation

Ted M. Benn
Thompson & Knight LLP

Brian Bergersen
Spectrum Properties, LTD
Dallas Farmers Market

Wes Caywood
J.P. Morgan

Mattia Flabiano, III
Page

Kourtny Garrett
Downtown Dallas, Inc.

Jim Greer
Oncor

Ted Hamilton
Hamilton Properties Corporation

Mike Hoque
Hoque Global

Steve Hulsey
Corgan

Amy Lewis Hofland
Dallas Arts District

Katy Murray
A. H. Belo Corporation

Michael Peterson
AT&T

Holly Reed
Texas Central Railway

Jon Ruff
Spire Realty Group, LP

Amy Tharp
Downtown Dallas, Inc.

Michael Tregoning
Headington Companies

Allan Zreet
Jacobs

BOARD OF GOVERNORS

Vince Ackerson
Texas Capital Bank

Tim Adair
Neiman Marcus

Jonathan Aldis
Stantec

Wade Andres
ANDRES Construction

Brock Bailey
Bracewell LLP

Joyce Battaglia
JTB Advisors

Evan Beattie
GFF

Adam Bernhardt
Bank of America Plaza

Greg Biggs
JLL

David Blewett
City of Dallas

Hugh Boyle
TracyLocke

Kim Brooks
Transwestern

Dave Brown
American Airlines Center

Julie Butticarlo
World Class Capital
Group LLC

Matt Craft
Lincoln Property Company

John Crawford
Crawford Consulting
Real Estate

Larry Daniels
HRI Properties, LLC

Nicholas “Nick” Diaz
Amegy Bank of Texas

Rachel Doucet
Goldman Sachs & Co.

Zenetta Drew
Dallas Black Dance Theatre

Melissa Eastman
Stewart Title Commercial
Service

James “J.R.” England
Hunton Andrews Kurth LLP

Travis C. Ewert
Colliers International

James Frye
HNTB

Eric Hage
Structure Tone
Southwest, LLC

Jessica Heer
Dallas Regional Chamber

Jeff Hendricks
Bank of America Merrill Lynch

Barbara Houlihan
Plaza of the Americas

Darryl Jett
Hall Arts Hotel

Keenan Kolendo
Haynes and Boone, LLP

Eric Krueger
Balfour Beatty Construction

Marijke Lantz
Billingsley Company

Thomas Leatherbury
Vinson & Elkins LLP

Hunter Lee
HPI Real Estate Services
& Investments

Tommy Mann
Winstead PC

Linda McMahon
The Real Estate Council

Amy Meadows
Parks for Downtown Dallas

Adam Medrano
City of Dallas

Jerry Merriman
Merriman Anderson
Architects Inc.

Ryan Miyamoto
The Statler Hotel &
Residences

Dan Noble
HKS, Inc.

Justin Parscale
Perkins&Will

John C. Petteway, III
Wells Fargo Bank

Geena Piwetz
RP Texas Management LLC

Billy Prewitt
Woods Capital
Management, LLC

Phil Puckett
CBRE

Joel Pustmueller
JLL

Ken Reese
Hillwood Development
Victory Park

Cheryl Richards
VisitDallas

Lesa Roe
University of North
Texas Systems

Scott Rohrman
42 Real Estate, LLC

Kit Sawers
Klyde Warren Park

Dustin Schultz
Deloitte

Josh Shane
AECOM

Mike Silliman
M-M Properties

Jeremy Strick
Nasher Sculpture Center

Kristian Teleki
Matthews Southwest

Sara Terry
Trammell Crow Center

Gary Thomas
Dallas Area Rapid Transit
(DART)

Rob Thomas
RED Development, LLC

Shawn Todd
Todd Interests

Jonathan Vinson
Jackson Walker L.L.P.

Ray Washburne
Charter Holdings

Steven T. Whitcraft
Turner Construction
Company

James “Jim” Wilson
Goddard Investment
Group

Craig Woodfield
Grant Thornton

George Youngblood
PlainsCapital Bank

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2019 DDI MEMBERS

2100 Ross, LP
42 Real Estate, LLC
A. H. Belo Corporation
Acumen Enterprises, Inc.
AECOM
All Saints Church Dallas
Allied Universal
Allstar Drayage
Amegy Bank of Texas
American Airlines Center
ANDRES Construction
Archer Western
ARCHITEXAS
Arcosa, Inc.
Armstrong-Douglass Structural Engineers
Arts District Properties, Inc.
AT&T
AT&T Performing Arts Center
Atmos Energy Corporation
Balfour Beatty Construction
Bank of America Merrill Lynch
Bank of America Plaza
Bell Nunnally
Ben E. Keith Company
Billingsley Company
BKV Group
Bracewell LLP
Cambria Dallas Downtown
CBRE
Charming Floral & Events
Charter Holdings
City of Dallas
City Electric Supply
Clark Hill Strasburger
Colliers International North Texas
Comerica Bank Tower/M-M Properties
Common Desk
Corgan
Covalus
Crescent Real Estate Equities
Crescent Real Estate/Goff Capital Partners
Crow Museum of Asian Art
D Magazine
Dallas Arts District

Dallas Black Dance Theatre
Dallas Citizens Council
Dallas Holocaust and Human Rights Museum
Dallas Marriott City Center
Dallas Museum of Art
Dallas Public Library
Dallas Regional Chamber
Dallas Symphony Orchestra
DART
Davidson and Bogel Real Estate
Deloitte
Echelon Leadership LLC
El Centro College/Dallas County Community College Distict
Encore Park Dallas
Firebird Restaurant Group
Foley Gardere
Fortis Property Group, LLC/Chase Tower
Fortis Property Group, LLC/Harwood Center
Gables Residential
Gensler
GFF
Goddard Investment Group
Goldman Sachs
Good Signature Management, L.L.C.
Granite Properties
Grant Thornton LLP
Greyhound
HALL Arts Hotel
HALL Group
Hamilton Properties Corporation
Haynes and Boone, LLP
Headington Companies, LLC
Hill+Knowlton Stategies, Inc.
Hillwood/Victory Park
HKS, Inc.
HNTB
Homewood Suites/Springhill Suites
Hoque Global / DRG Concepts
HPI Real Estate Services & Investments
HR&A Advisors, Inc.
HRI Properties, LLC
Huitt-Zollars, Inc.
Hunt Consolidated, Inc.

Hunton Andrews Kurth LLP
Hyatt Regency Dallas
Interstable, Inc.
J.P. Morgan
Jackson Walker L.L.P.
Jacobs
JLL
JTB Advisors
KASHIYAMA the Smart Tailor
KDC Real Estate Development & Investments
KDFW FOX 4, KDFI 27
KERA
Kimley-Horn and Associates, Inc.
Klyde Warren Park
KPMG LLP
LAZ Parking
LDWW
Lincoln Property Company
Locke Lord
LPA
Madison Partners, LLC
Magnolia Hotel - Dallas
Matthews Southwest
Merriman Anderson Architects, Inc.
MESA Design Group
Nasher Sculpture Center
Neiman Marcus
Newt Walker Company
North Texas Food Bank
OBJ Landscape Architecture
Omni Hotels & Resorts
OMNIPLAN
Oncor
One Main Place Office, KFK Group
OUTFRONT Media
Page
Parking Company of America
Parks for Downtown Dallas
Peloton Commercial Real Estate
Perkins&Will
PlainsCapital Bank
Platinum Parking
Plaza of the Americas
Prekindle
RED Development, LLC
Renaissance Tower - CBRE
Republic Center
Republic Property Group
Roofstock
RP Texas Mgt, LLC
Ryan Companies US, Inc.
Ryan Law Firm, PLLC

Scoop Technologies
Serendipity Labs
SERVPRO First Responder Bowl
Shanks Architects
Sheraton Dallas Hotel
Spectrum Enterprise
Spectrum Properties, LTD/ Dallas Farmers Market
Spire Realty Group
Staffelbach
Stantec
Stewart Title Commercial Services
Stream Realty Partners
Structure Tone Southwest, LLC
Suffolk
Supreme Bright Dallas, LLC
T. Howard and Associates, Inc.
TASK Pressure Washing
Texas Brand Bank
Texas Capital Bank
Texas Central Railway
Thanks-Giving Foundation
Thanksgiving Tower
The Adolphus Hotel
The Beck Group
The City Club
The Fairmont Dallas
The Joule Hotel
The Metropolitan at 1200 Main HOA
The Real Estate Council
The Sixth Floor Museum at Dealey Plaza
The Statler Hotel & Residences
Thompson & Knight LLP
Thompson Hotel Dallas
Todd Interests
Tomlinson-Leis Corporation
Tower Club Dallas
TracyLocke
Trammell Crow Center/Crescent Ross Avenue Investors LP
Transwestern
Turner Construction Company
University of North Texas System
Uptown Dallas, Inc.
Vinson & Elkins LLP
VisitDallas
Walter P Moore
Wells Fargo
Westdale Real Estate Investment and Management
WeWork
Winstead PC
Woodbine Development Corporation
YMCA of Metropolitan Dallas

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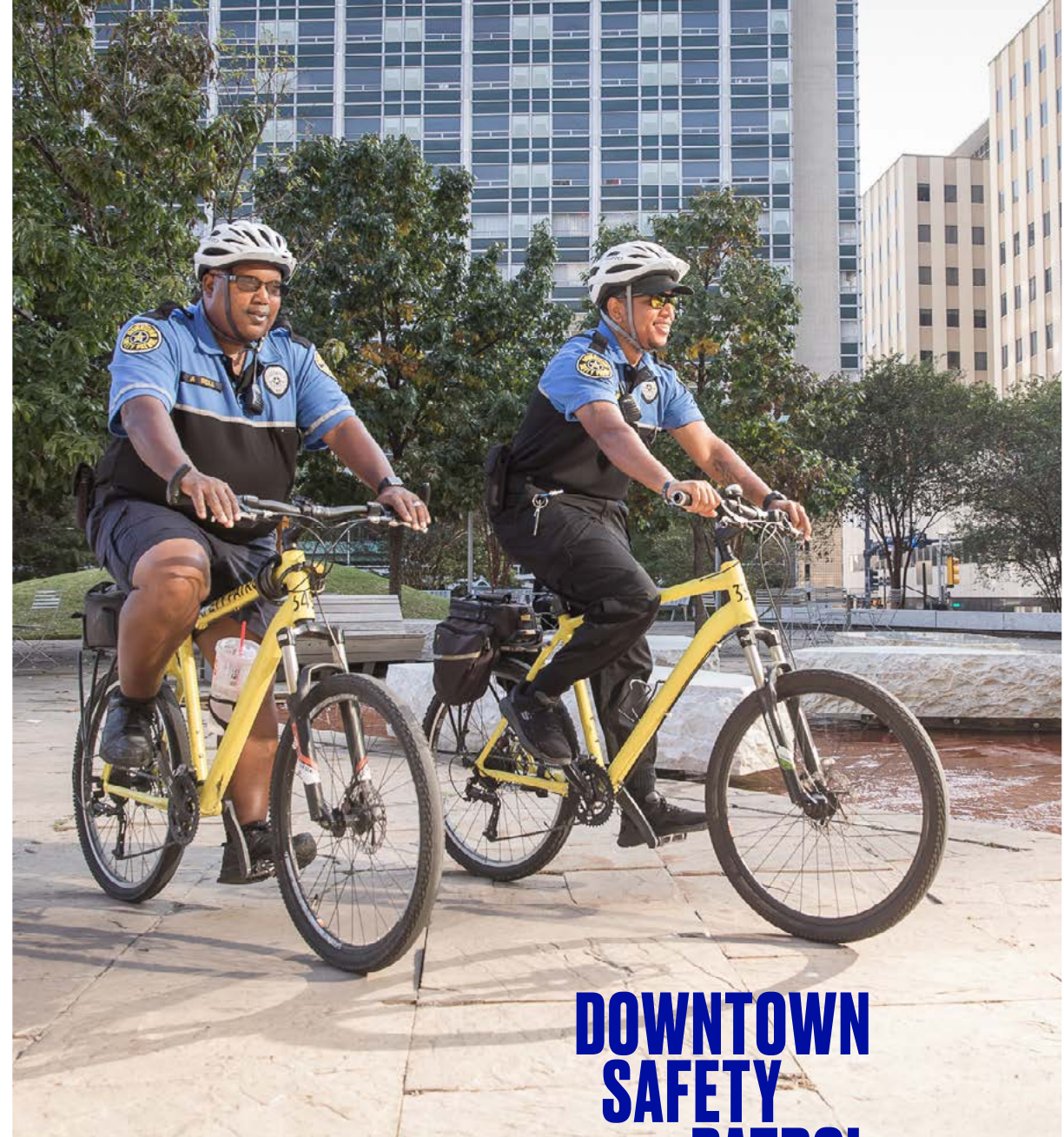


PUBLIC SAFETY

DDI works daily to improve the quality of life for Downtown workers, visitors, and residents by ensuring the neighborhood remains one of the safest in the city.

DDI works directly with the Dallas Police Department (DPD), DART Police, Downtown Security Directors Association, and other public safety organizations to address public safety issues and coordinate efforts.

DDI contributes more than \$3 million annually to public safety programs. The Downtown Safety Patrol includes 50 officers patrolling the streets, providing extra eyes and ears for the DPD.



DOWNTOWN SAFETY PATROL

- Provides friendly and helpful assistance to Downtown employees, residents, and visitors.
- Acts as additional eyes and ears for the DPD to maintain a safe and welcoming environment.
- Identifies and addresses public safety needs.
- Approaches and requests compliance from individuals posing a negative impact on quality of life.
- Maintains an authoritative presence to deter crime.
- Engages persons needing assistance; connects with shelters and programs.

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ACCOMPLISHMENTS & PRIORITIES

Safety Patrol

- Safety Patrol officers provided information to 3,000 visitors and completed more than 6,000 business contacts at commercial, retail, and residential properties, and had a total of more than 20,000 contacts with visitors, residents, and employees.
- Safety Patrol hours of operation were extended to provide additional safety after-hours, 5:30 a.m. to 1:00 a.m., seven days per week.
- Downtown Safety Patrol officers completed 2,000 hours of training in 2019. Training topics included First Aid, CPR, AED Certification, Active Shooter Awareness, DPD Crisis Mental Health, and de-escalation techniques.

Outreach

- DDI Outreach teams engaged over 14,000 individuals experiencing homelessness Downtown. Caseworkers completed 3,000 detailed assessments, and 900 individuals were transported to shelters.
- DDI funds the Homeward Bound program to reunite over 200 homeless people each year with their families.
- DDI and the Dallas Police Department completed 150 safety presentations for corporate and residential stakeholders.
- 90 stakeholders attended the Annual Downtown Property Manager and Security Director Meeting sponsored by DDI. Subject matter experts presented an overview of emergency planning and disaster recovery from critical incidents from the private sector perspective.

Municipal Partnerships

- DDI has agreements with Downtown convenience and liquor stores to remove cheap high-alcohol content beer and wine from stores, making a significant impact on Quality of Life offenses. Alcohol-related offenses are down 60 percent in areas where high-alcohol content beer and wine have been removed from liquor and convenience stores.
- DDI helped fund the 90+ Downtown cameras. The DPD monitors the Downtown cameras 24/7, and investigators review digital videos for incident follow-up investigation and prosecution.
- Through a partnership with DDI, the City of Dallas, and Oncor, 1,500 lights throughout Downtown are checked on a bi-weekly basis, resulting in a 90 percent uptime.
- DDI advocates at the local, state, and national levels for public policy changes that positively affect public safety, including initiatives such as elevating the punishment for Burglary of a Motor Vehicle (BMV) from a misdemeanor to a felony.
- DDI funds equipment for DPD such as bicycles, T3 mobility vehicles, and bait car equipment to catch BMV offenders.



Technology

DDI sponsors the **free** See Say Now app, which allows Downtown users to anonymously report safety or cleanliness concerns instantaneously to Safety Patrol and Clean Team.

The See Say Now app empowers people to take an active role in keeping their community clean and safe by reporting what they see.

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PARTNER ORGANIZATIONS

Downtown Emergency Response Team (DERT)

The DPD Fusion Center sends Downtown stakeholders DERT email alerts regarding critical incidents such as power outages, high-rise fires, gas leaks, hazmat spills, and road closures affecting Downtown Dallas.

Downtown Security Directors Association (DSDA)

The DSDA was created to foster an atmosphere of mutual understanding, cooperation, and coordination among security management personnel in Downtown Dallas in the areas of security, crime prevention, and emergency preparedness. Downtown security directors meet on a monthly basis with DPD and DART Police to review security issues, crime trends, and analysis.

CBD Crime Task Force

DDI established a task force to address crime and drug activity Downtown. DPD, DISD, El Centro Police, County Jail, District Attorney, Safety Patrol, and Criminal Courts work together to identify career criminals committing violent offenses Downtown. Criminals are held on high bond, prosecuted, and issued maximum sentences. The impact offender initiative ensures career criminals are prosecuted (no plea bargains).

COMMITTEE & STAKEHOLDERS

PUBLIC SAFETY COMMITTEE

Dr. José Adames, President, El Centro Community College
Adam Bernhardt, JLL
Billy Peek, AT&T
Ken Sena, Goldman Sachs
Robert Reed, Crescent Real Estate
James Bagnall, Dallas County Assistant District Attorney
Martin Cramer, Downtown Dallas, Inc.
Albert Sanchez, Downtown Dallas Inc.
Jim Stockton, Oncor
Jeremy Scott, West End Association

PUBLIC SAFETY STAKEHOLDERS AND PARTNERS

Building Owners and Managers Association
Downtown Emergency Response Team
Downtown Residents Council
Downtown Security Directors Association
Farmers Market Stakeholders Association
West End Association
Law Enforcement and Private Security
North Texas Crime Commission
Safer Dallas Better Dallas
VisitDallas

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MAINTENANCE & BEAUTIFICATION

A clean, well-maintained, and attractive urban environment is vital to the success of a vibrant, enjoyable Downtown Dallas.

The maintenance and beautification of Downtown’s public realm – a core tenet of DDI’s mission – encourages active usage of public spaces and creates a sense of ownership and pride among Downtown residents, employees, and visitors.

Physical improvements to public spaces throughout Downtown are also critical in creating a walkable, active neighborhood. Street furnishings, landscaping, and trees are essential elements that support a “sense of place,” sustaining an urban environment that is enjoyed by everyone.



2019 MAINTENANCE COMMITTEE

Steve Whitcraft, Turner Construction – Chair
 Aarica Mims, Granite Properties
 Abraham Carrillo, Crow Collection of Asian Art
 Adam Arehart, Callison RTLK
 Adam Soto, Crescent Real Estate
 Amanda Horstman, Stream Realty
 Brady Lindem, Star Parking
 Brian Watkins, CoD – Public Works – Urban Forestry
 Burson Holman, Granite Properties
 Charlotte Reichwein, Ruibal Plants
 Gina Whitlock, Downtown Residents Council
 Jon Ruff, Spire Realty



DOWNTOWN CLEAN TEAM

- The DDI Clean Team performs litter and graffiti removal and a host of other maintenance-related tasks throughout Downtown **seven days a week.**
- Removed, on average, 310 cubic yards of litter per month, accumulating **over 3,000 cubic yards of litter** for the year.
- Removed on average 252 graffiti and/or stickers per month, giving a grand total of **over 2,700 graffiti/stickers removed** for the year.
- Supported **Homeless Outreach Initiatives.**
- Hired **13 new employees**, including an assistant manager and manager.

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ACCOMPLISHMENTS & PRIORITIES

Clean Team

- Updated Clean Team uniforms.
- Completed OSHA safety audit for Clean Team and Safety Patrol.
- Added two new electric GEM utility vehicles, two 2019 Toyota Tacomas, two replacement sweeper/vacuums, and a new gum removal machine to the Clean Team fleet to improve operations.
- Worked to establish Clean Team recruiting and training program.
- Conducted Clean Team wage study and updated pay rates for new and existing Clean Team members.
- Implemented extended Clean Team hours: Monday – Friday, 6:00 a.m. – 8:00 p.m., Saturday & Sunday, 8:00 a.m. – 7:00 p.m.

Grackle Abatement

- DDI continued and expanded the Grackle abatement program with Texas Bird Services. In 2019, DDI expanded our coverage to include Houston St. to Central Expressway and Wood Street to Woodall Rodgers Freeway. Texas Bird Services continues to patrol Downtown in the evening hours with six technicians dispersing grackles nightly.
- Held Texas Bird Services demonstration exhibiting grackle abatement procedures at Belo Garden.

Volunteer Opportunities

DDI hosted clean up days at Main Street Garden, Pegasus Plaza and the West End with volunteers from TracyLocke, West End Association, and Neiman Marcus.

Sidewalk Enhancements

- Removed metal fence along Ervay St. at J. Erik Jonsson Central Library.
- Installed 20 new trash cans in the West End.
- Pressure washed 3M+ square feet of sidewalks and park space.

Tree Management

- Continued tree management program at Main Street Garden with Bartlett Tree Services.
- Planted over 40 new trees; removed 12 dead trees and nine stumps prior to new plantings.
- Substantially trimmed over 75 trees.

Parks and Plazas

- Completed renovations of the playground, dog run, and northwest corner of Main Street Garden.
- Continued rodent abatement program.
- Contracted removal and re-powder-coating of table tops at Belo Garden.
- Started maintaining Akard Park daily.

Landscape

- Landscape plans for St. Paul United Methodist Church.
- Planted and maintained over 5,000 4” seasonal color plants at Dealey Plaza, The Morton H. Meyerson Symphony Center, and Downtown medians and planters.
- Manually watered trees, seasonal color, and non-irrigated or stressed plant material.
- Removed girdled hollies and tree grates along Harwood St. across from Pacific Plaza, planted 15 Natchez Crepe Myrtles, and added decomposed granite to tree wells.
- Released RFP for Field, Griffin, and Pearl Street median renovations.
- Contracted monthly maintenance of landscape at Dallas Fire & Rescue Station 18.

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MATCHING GRANT PROGRAM

Each year, Downtown Dallas, Inc. (DDI) awards matching grant funds to projects that enhance the public realm throughout Downtown. Downtown property owners, building managers, and stakeholders are encouraged to apply for grants – in an amount up to \$25,000 – that support public safety, pedestrian enhancement, and appearance projects. Applications are accepted through the month of March each year.

The 2019 application cycle yielded 18 applications, for a total request of \$377,837 in grant funds; DDI allocated \$150,000 to the matching grant program in 2019. The DDI Capital Improvement Committee met on April 25, 2019, to review the applications and select award recipients.

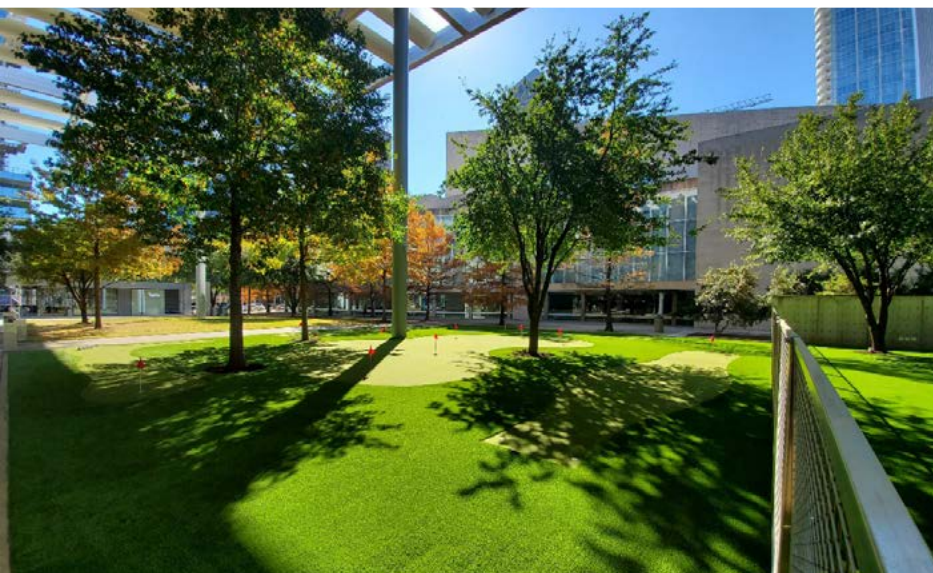
Seven projects were selected to receive a share of the total \$150,000 allocation.

COMMITTEE & STAKEHOLDERS

CAPITAL IMPROVEMENT COMMITTEE

Brian Bergersen, Spectrum Properties – Chair
Dr. José Adames, El Centro College
Zaida Basora, Huitt-Zollars
Amanda Buckley, Omniplan
Doug Curtis, AT&T Performing Arts Center
James Davis, Walter P. Moore
Jeannine Jiral, Downtown Residents Council
Stephen Luik, Crescent Real Estate and West End Association
Shelbie McDiffett, Architexas
Phil Morley, Armstrong Douglass
Tanya Ragan, Farmers Market Neighborhood Association
Katie Uhlenbrock, Mesa Design Group
Jennifer Wasserman, Hall Arts Hotel

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AT&T Performing Arts Center Prothro Lawn



First United Methodist Church Streetscape



Dallas Holocaust & Human Rights Museum Memorial Rock Garden

ECONOMIC DEVELOPMENT & PLANNING

DDI aggressively promotes economic development and thoughtful long-term planning. New staff was added to the team in 2019, bringing additional expertise to the field of economic development, planning, and mobility.

DDI provides countless custom market reports – demographics, pedestrian counts, industry reports, and more – to lure business, investment, and activity; and we're out on "road shows" weekly, presenting to groups large and small to showcase the value of Downtown for business and quality of life.



Much of 2019 was spent gathering data points and information for the newly launched our Economic Development Campaign, Between Now and When. DDI will use the campaign toolkit to strategically promote Downtown to potential commercial office tenants and development interests.

Visit downtowndallasnow.com for more information. [#BetweenNowandWhen](https://twitter.com/BetweenNowandWhen)



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The ability to attract and retain talent has been key to the success that Downtown continues to enjoy. The vibrancy and quality of life that Downtown's urban environment offers continues to draw a diverse and distinctive talent pool that drives the impressive growth we have seen over the past year.

This energetic pulse fuels a true 24/7 environment that delivers a rich, walkable environment, amenities that extend beyond the buildings themselves, and an arts and cultural scene beyond anything in the region. Through our continued economic development efforts, DDI continues to expand its tools and programs to grow our audience and continue to tell Downtown's story.



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BY THE NUMBERS



253

Commercial
Real Estate
Deals

232

Leases

700

Record-Breaking
Price per Square
Foot at 1900 Pearl

21

Sales

50K

YTD Positive Net
Absorption Square Footage

260K

New Office Square Footage
Currently Under Construction



600K+

Coworking, Accelerator &
Incubator Square Footage

\$380M+

Downtown & City Center
TIF Investments

\$1.3B

Downtown & City Center
Investment Project Value



+7.18%

Increase in Taxable Property Value
between 2018 and 2019

With **over 20** developments totaling **\$4B** in investment currently underway in Downtown, it's hard to list them all. Below is a partial list of significant projects. For a complete list, visit downtowndallas.com/business

UNDER CONSTRUCTION



1401 Elm



Adolphus Tower



AT&T Discovery District



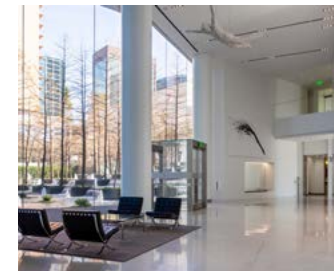
AMLI Residential



Atelier



East Quarter



Fountain Place

RECENTLY COMPLETED



Hall Arts Hotel



Trammell Crow Center



UNT Dallas College of Law



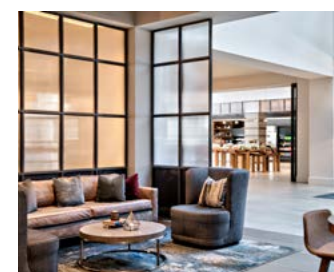
The Luminary



The Drakestone



Dallas Holocaust &
Human Rights Museum



Sheraton Dallas

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GREAT PLACEMAKING

DDI is committed to creating high-quality urban experiences by activating and programming various public and private spaces throughout Downtown, including parks, sidewalks, portions of the right-of-way, and vacant storefronts.

Activations and programming are critical to the experience and economic value of Downtown’s public realm, creating an “element of surprise” and sense of place or identity for a particular area within the City Center. This active public realm produces places in which people enjoy being, establishing Downtown as a vibrant center of activity.

DDI supports and hosts events such as movie nights; arts and craft classes; merchant activation events such as Downtown Bunny Hop, Trick-or-Treat on Downtown Streets, and Downtown Stocking Stroll; public art; and holiday programming featuring Unbranded, our holiday pop-up shop.



Downtown Yarn Bombing



Downtown Holiday Market



Dallas Arts District Block Party



Dia de los Muertos at City Hall



IMPULSE at Main Street Garden



Pacific Plaza Grand Opening



Downtown Stocking Stroll



Trick-or-Treat on Downtown Streets



Pride at the Nasher



Main Street Garden Day



Dallas Alley Reimagined – West End



Smoked at Main Street Garden

BETWEEN
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COMPLETE NEIGHBORHOODS

Through *The 360 Plan*, Downtown Dallas is envisioned to become a “complete neighborhood,” one in which everyone can meet their daily needs. A strategic priority for DDI, building a complete neighborhood will ensure every person has equitable and convenient access to housing, jobs, parks, stores, and schools – all located within a short distance of each other.

As a complete neighborhood, Downtown Dallas will also preserve its history and promote its culture, creating an exciting, vibrant community enjoyable to all residents, workers, and visitors.



Downtown Parks

DDI continues to play an important role in advocating, supporting, and managing Downtown parks. We permit and provide supplemental maintenance for eight Downtown parks, including the newly opened Pacific Plaza. Funded jointly by Parks for Downtown Dallas and the City of Dallas, four new signature parks: Pacific Plaza (now open), West End Square, Harwood Park, and Carpenter Park will all be open by the end of 2024.

Pacific Plaza provides 3.4 acres of new recreational space in Downtown Dallas, with features including a large pavilion, mature trees, and a playground designed for both adults and children.

DDI also celebrated the tenth anniversary of Main Street Garden in 2019. DDI and the City redesigned and expanded the playground and dog run area.

Exciting plans were announced to extend Klyde Warren Park by more than an acre, which will include an expanded children’s area and a state-of-the-art guest experience center for VisitDallas.



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Education

One of Downtown's most important stories of the past year is in the area of education. Our commitment to advancing learning on all levels is critically important to our growing community as proven by our ever-changing demographics.

Downtown is served by more than 30 schools with many award-winning institutions of all levels including Downtown's first DISD public choice school, CityLab High School. UNT recently opened its law school after a multi-million-dollar renovation of the Dallas Municipal Building and DCCCD successfully passed a bond program which allocated approximately \$500 million to create a campus Downtown to house the Education and Innovation Hub.

One of our greatest accomplishments in 2019 is the announcement and approval for a Downtown elementary school.

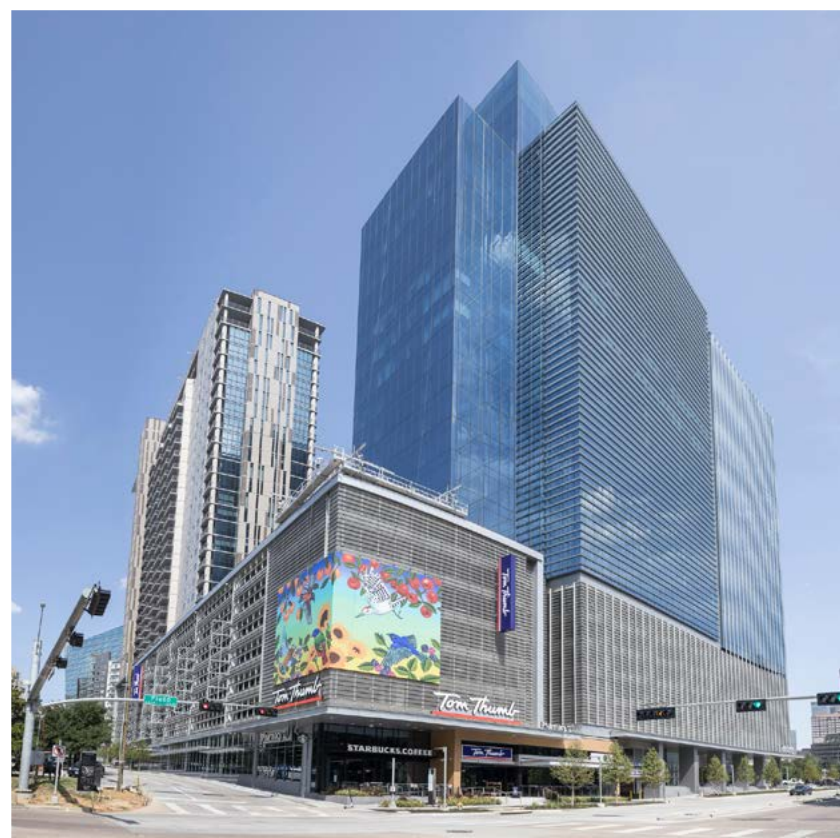
In 2017, DDI's proposal for a new public school in Downtown was selected by DISD, and a temporary lease for the school was approved unanimously by Dallas ISD Trustees. The school will be temporarily located at University of North Texas on Main Street and is slated to be a PreK3 – 2nd grade (adding one grade per year) with a Montessori-style curriculum and a lottery enrollment with weighted preference to residents and the workforce in Downtown. Fifty percent of the school's population will be reserved for low-income students.

The school will open in fall of 2020 in the UNT System Headquarters at 1901 Main Street, directly adjacent to Main Street Garden.



Retail Recruitment

DDI has taken a more proactive role in bringing additional retail choices to Downtown. DDI played a significant role in Pegasus City Brewery's recruitment and lease at 1508 Commerce, which is slated to open in 2020. We also hosted, for the fifth year in a row, Unbranded, the holiday pop-up shop, activating a vacant storefront on Commerce Street, supporting the incubation of almost 40 local merchants. Royal Blue Grocery opened its second Downtown location and a full-service Tom Thumb opened less than .5 mile from Downtown. Over 30 restaurants opened in Downtown, and another 30+ opened within a 2-mile radius.



Housing

A 360 Plan work group focused on housing issues convened in April to identify and discuss specific issues regarding the City Center housing market. The work group provided input on items to include in a scope of services for a market demand study of diversified housing options in Downtown (unit size, type, and tenure).

Staff has drafted this scope and will continue to refine the document with the work group in early 2020 before its release to qualified firms.

**BETWEEN
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URBAN MOBILITY



Scooter Share

Individuals can rent – for a small fee – scooters on a short-term basis to assist in getting around Downtown. The app-based, “dockless” systems allow users to select an unused bicycle or scooter and return it to any location (within the service area) upon completion of a trip. DDI continues to work with the City and scooter operators to formulate scooter-specific regulations.

Dallas Central Business District Second Light Rail Alignment (D2)

To enhance its operability standards and ease congestion along current routes, DART plans to construct a second light rail alignment (D2) through Downtown as a subway in order to mitigate traffic flow impacts along Downtown streets. DDI continues to provide guidance and feedback on behalf of our stakeholders to ensure the project and its potential impacts are in the best interest of Downtown. The DDI Mobility Committee continues to work with DART staff and the City of Dallas to ensure subway station and pedestrian portals are designed in accordance to the adopted Urban Transit Guidelines, and positively contribute to the urban environment in which they are placed.



Transportation Planning

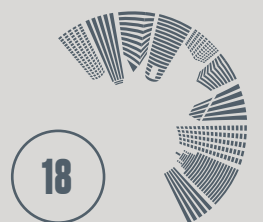
DDI continues to lend its voice in transportation-related planning activities to ensure a range of convenient mobility options through Downtown. In 2019, DDI also advanced 360 Plan implementation through guidance of I-30 and I-345 corridor planning, stewarding of current and new micro-mobility options, and through advancement of High-Speed Rail station planning and visioning of a new consolidated Multimodal Transit Center to serve the greater Downtown geography.

A robust transportation network exists in Downtown Dallas, accommodating personal vehicles, light rail and commuter trains, streetcars, bicycles and scooters, and pedestrians efficient travel to, through, and within the City Center. As new technologies emerge and Downtown continues to grow, the transportation network will need to adapt in order to allow all residents, employees, and visitors to efficiently and effectively move about the area.

DDI is directly involved with a number of projects related to transportation and mobility.

DDI continues to advocate for additional mobility options within Downtown as we try to lessen the dependence on single-occupancy vehicles.

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Bike Harwood

DDI, the City of Dallas, and Better Block partnered together to bring improved bicycle infrastructure along Harwood Street through Downtown, from Main Street to the Dallas Heritage Village. Known as Bike Harwood, this pilot project will provide separated bicycle lanes, additional on-street parking spaces, and new crosswalks to the street, creating a safe, efficient thoroughfare for those travelling on bicycles, scooters, or other personal mobility devices in the City Center. In addition to the bicycle lanes, the partners will also be installing vertical delineators and other decorative devices to further separate cars and vehicles from the bicyclists using the new facilities.



I-30 Redesign and I-345 Feasibility Studies

DDI plays a large role working with TxDOT, stakeholders, and the City to minimize perceived and real impacts of infrastructure that surrounds Downtown. The DDI Mobility Committee has also created a set of “guiding principles” to which TxDOT is encouraged to adhere during the formal redesign process of the I-30 corridor, in an effort to minimize the project’s impacts in Downtown Dallas. As TxDOT and the Coalition for a New Dallas are conducting studies to look at the redesign and reconstruction of I-345, DDI continues to work to make sure that any future plans are consistent with the vision that our stakeholders laid out in *The 360 Plan*, which is enhancing neighborhood connectivity.

Mobility Committee

In 2019, DDI’s Mobility Committee continued to provide DDI staff with strategic and technical expertise regarding all transportation-related issues in Downtown Dallas, including transit, mobility solutions, and mobility-related urban design.

2019 MOBILITY COMMITTEE

Allan Zreet, Jacobs – Chair
 Zaida Basora, Huitt-Zollars
 Molly Carroll, City of Dallas
 Peer Chacko, City of Dallas
 Arturo del Castillo, City of Dallas
 Mitch Gatewood, Downtown Residents Council
 Larry Good, GFF
 Jim Harris, Thompson & Knight
 Kristina K. Hart, Dallas Arts District
 Jon Hetzel, Deep Ellum Foundation
 Burson Holman, Granite Properties
 Stephanie Hudiburg, Deep Ellum Foundation
 Steve Hulsey, Corgan
 Lance Josal, Callison RTKL
 Patrick Kennedy, Space Between Design Studio
 Jim Knight, Stantec
 Ramsey March, Stream Realty
 Craig Melde, Architexas
 Ben Reavis, Oglesby Greene
 Michael Rogers, City of Dallas
 Scott Rohrman, 42 Real Estate
 Steve Salin, DART
 Arthur Santa-Maria, Hoque Global
 Jerry Smiley, AECOM
 Kristian Teleki, Matthews Southwest
 Bryan Tony, The Real Estate Council
 Jonathan Vinson, Jackson Walker
 Lily Weiss, Dallas Arts District

STRATEGIC PARTNERSHIPS & COMMUNICATIONS

DDI strives to keep Downtown friends and stakeholders informed of breaking news, development plans, and special events through various communication channels, including social media, newsletters, blogs, websites, media relations, special publications, and printed collateral.

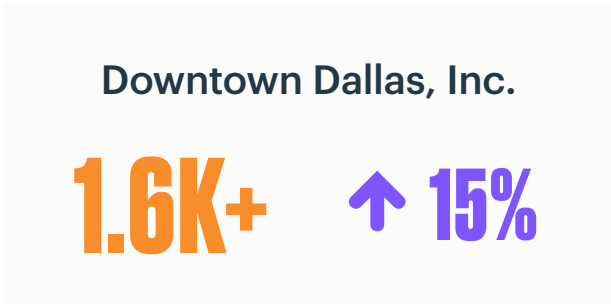
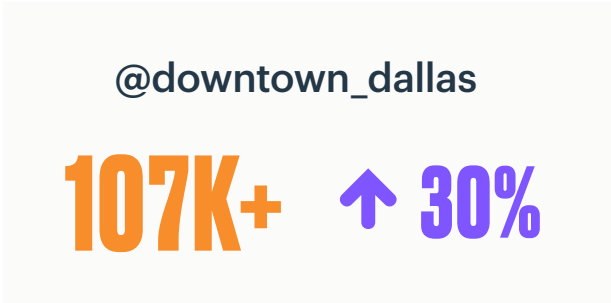
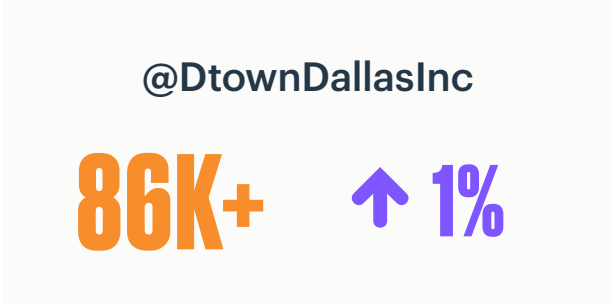
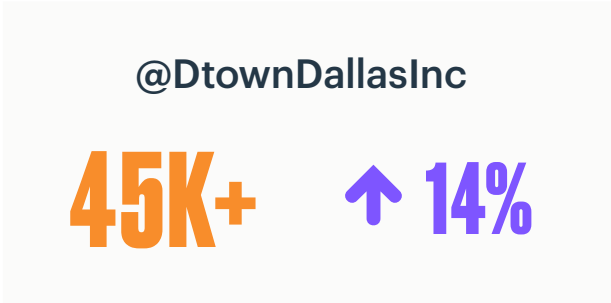


15K+

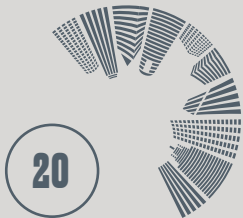
2019 Events
Calendar
Visitors

DDI’s online user-friendly and comprehensive events calendar, events.downtowndallas.com, powered by Do214, continues to be successful. Traffic for the site has increased from 4,601 visitors in 2018 to 15,854 visitors in 2019, an increase of 245%.

LIKES & FOLLOWS ARE UP



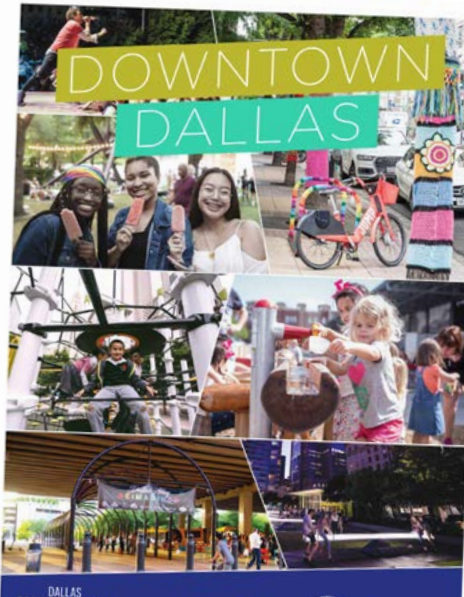
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Special Publications,
Advertising & Collateral

In addition to our continued advertising partnerships with many local outlets, we keep our audience up-to-date on DDI and Downtown through various collateral pieces and a special insert with the *Dallas Business Journal*. We also kept our Downtown Dallas, Inc. specially-wrapped E-frogs running.



Around Downtown

A bi-monthly newsletter highlighting upcoming events and the hottest new openings in the greater Downtown area, as defined by The 360 Plan.

Downtown Monthly

A monthly newsletter that keeps subscribers up-to-date on news and announcements about topics like economic development, key policy changes, member news, and upcoming events.



1.7K
Positive Media Mentions

\$170K
Media Value

Media Relations

DDI and many of its members and stakeholders received significant positive coverage in 2019 from our friends in the media. **We continue to make it a priority to grow existing and cultivate new relationships with the many media outlets covering Downtown.**

Historic Dallas Neighborhood Being Reborn
with Giant Adult Swings and Iconic Arches
PaperCity

Downtown Dallas Tower Sale is
New Record Texas Building Buy
The Dallas Morning News

Uber Wants to Fast-Forward to ‘Cities of the Future,’ Starting in Dallas
The Dallas Morning News

What the Redevelopment of Downtown’s
Last Vacant Building Means for Downtown
D Magazine

We’re Not Stopping: Dallas Opens
New Downtown Park to the Public
The Dallas Morning News

AT&T’s Downtown Dallas District Will
Draw Thousands with Entertainment,
Eats, and Digital Displays
The Dallas Morning News

Vacant Downtown Tower to
Get \$450 Million Redo
D Magazine

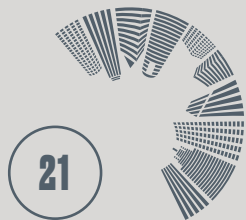
New 17-story High-Rise Coming to Dallas’ East
Quarter Development on the Edge of Downtown
The Dallas Morning News

Dallas ISD Approves Montessori
Elementary School in Downtown
Dallas Business Journal

Downtown Dallas
Holiday Pop-Up Helps
Local Entrepreneurs,
Artists Start Their Own
Businesses
WBAP

Uptown’s Tom Thumb Adapts its Suburban
Big Box with Amenities for Urban Dwellers
The Dallas Morning News

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MEMBERSHIP DEVELOPMENT

Downtown Dallas, Inc. members have exclusive access to DDI professional staff with expertise in marketing, real estate development, Downtown operations management, public policy, advocacy, and city planning.

Member programming includes educational forums, fundraising events, and networking opportunities.

Dues are invested in the continued, unprecedented growth and success of Downtown Dallas.



Board Member Lunch at Mirador



Annual Meeting & Luncheon



Commercial Real Estate Roundtable



Main Street Garden Groundbreaking Ceremony



Exclusive UNT School of Law Hard Hat Tour



Member Happy Hour at Bullion

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FOUNDATION & BOARD MEMBERS

The Downtown Dallas, Inc. Foundation (DDIF) was created in 2018 to support the Downtown Dallas, Inc. mission through specific and finite charitable projects, contributions, fundraising activities, and public-private partnerships that promote sound and effective civic and community development and redevelopment in and around Downtown Dallas.

The DDIF engages in projects and initiatives that help make Downtown and surrounding neighborhoods a more vibrant and livable place for workers, residents, and visitors by promoting the development of parks and open spaces, diverse cultural and recreational resources and amenities, and a comprehensive commercial and service core.



The DDIF's first initiative is a pledge of **\$300,000 to the future West End Square**, one of the three new signature parks, for a water feature.

DDI FOUNDATION 2019 BOARD OF DIRECTORS

OFFICERS

Larry Good, GFF – Chair
Randy Robason – Secretary/Treasurer
Kourtney Garrett – President & CEO
Amy Tharp – Chief Operation Officer

DIRECTORS

Jeny Bania, Headington Companies, LLC
Melanie Ferguson, Matthews Southwest
Charles Glover, The Meadows Foundation
Cris Jordan, Real Estate Consultant
Suzan Kedron, Jackson Walker L.L.P.
Amy Lewis Hofland, Crow Museum of Asian Art
Kyla Porter, Pink Toes Nail Bar
Angela Ross, AT&T
Jon Ruff, Spire Realty Group
Miguel Solis, Coalition for a New Dallas
Lily Weiss, Dallas Arts District



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