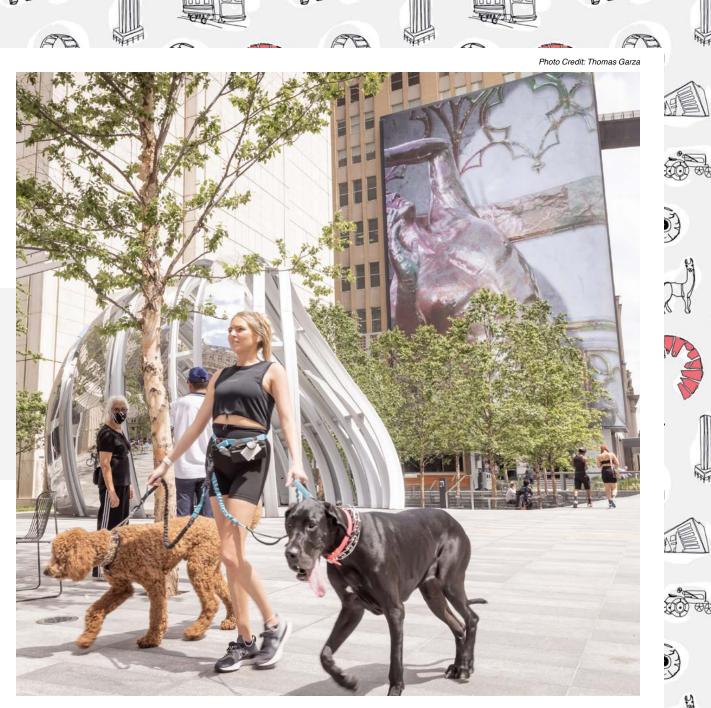


2021 Annual Report



DOWNTOWNDALLAS.COM





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Who We Are & What We Do

Downtown Dallas, Inc. (DDI) is the principal advocate, champion and steward of Downtown, effecting change Downtown by developing strategies, setting targets, and mobilizing resources.



Our Mission

- Stimulate a vibrant and sustainable Downtown environment
- Improve infrastructure
- Enhance economic competitiveness
- Create a culturally inclusive urban center
- Position the area as a global destination
- Foster innovation and technology in all aspects of the urban experience

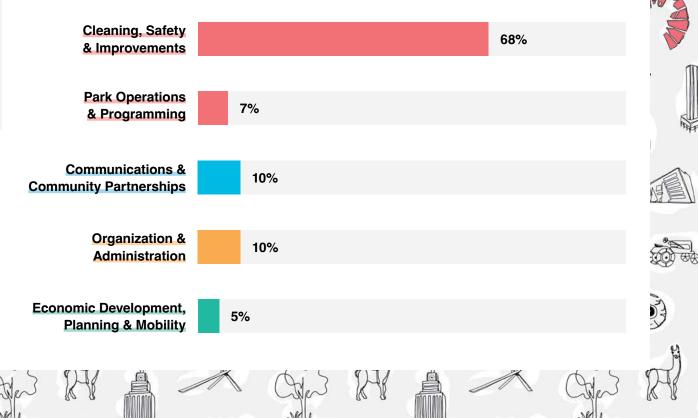


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PAGE 3



2021 Downtown Improvement District Budget



2021 Areas of Focus



COVID-19 Recovery Plan execution

- Ensuring law enforcement accountability and attention
- Policies and programs to end homelessness
- Key City of Dallas hires: Dallas Police Chief, vacant ACM position, OHS Director
- The 360 Plan implementation
- Downtown priority park implementation
- Downtown park management and operations
- Landmark and infill development projects
- City of Dallas Housing Nexus Study



- City of Dallas Community Transformation Roadmap
- Supporting High-Speed Rail and station area development
- Positioning Downtown's goals within the DART second alignment (D2) and streetcar
- TxDOT projects, including I-30/I-345
- Increasing alternative transportation/micromobility infrastructure (bike/scooter lanes, etc.)
- Dallas ISD and Dallas College expansions
- City Council elections
- 2021 State Legislative Session
- City of Dallas Economic Development Policy

Letter from Our Interim President & CEO

Over the past two years, we faced historic challenges together. A global pandemic, social unrest, paralyzing winter storms. Yet Downtown Dallas, Inc.'s commitment to you, our stakeholders, never wavered.

Thanks to your support, our team of nearly 100 men and women continued to work every day to build safe, clean, complete, connected, and inclusive neighborhoods, with great residential options, job opportunities, schools, open spaces, pedestrian-friendly activities, and a balanced transportation network. That is the vision of our 360 Plan, the strategic document for Downtown authored by DDI in coordination with dozens of partners and twice endorsed by the Dallas City Council.

What we are seeing in Downtown Dallas today is the beauty of what happens when a plan is put into action in a city full of resilient people. An unprecedented \$4 billion in Downtown projects includes more than 1200 new residential units being planned to serve a Downtown population that grew from a few hundred people in the 1990s to 14,000 today. We now offer more than 200 places to dine, drink, and shop, with dozens more on the way. DDI's national economic development campaign, Between Now and When, is also bearing fruit, with interest in corporate relocations here the highest it has been in a generation.



Among the highest-profile developments is AT&T's \$100 million Discovery District headquarters campus, two new Parks for Downtown Dallas parks (with two more on the way), the reborn historic East Quarter neighborhood, and the \$465 million redo of the former First National Bank, now known as The National and home to luxury office, restaurants, retail, residences, and the Thompson Dallas hotel. It is also the new home of DDI, and it marks the first time in our history that our corporate office staff and field operations teams are based in the same central location.

Our team of planners and economic development experts is also deeply engaged on transformative projects related to bike lanes, parks, highway redevelopments, and a second Downtown light rail line. In 2022, we'll be working hard to advance a \$2 billion redo of our convention center that promises to reposition the southern half of Downtown into a well-connected, vibrant neighborhood anchored by a modernized and repurposed convention center at its core.

We are proud of our decades-long partnership with our residents, business owners, and city officials that ensures our seat at the table for all major Downtown policy decisions. From the West End to the East Quarter and the Farmers Market, the Main Street District to the Arts District, development is taking shape that is reconnecting the fabric of our urban core, making it more walkable, more vibrant, and more welcoming to all.



Our team, comprised of award-winning talent, is here to serve you. From keeping our streets clean and safe to navigating City Hall, advocating for important policy initiatives, managing our parks, and making Downtown a fun and vibrant place to live, work and visit, DDI is in the middle of it all. We thank you for another great year and we look forward to continuing to work for you in 2022 and beyond.

Amy Tharp, Interim President & CEO

Board of Directors & Governors



Chair Mattia Flabiano III Page

Treasurer Katy Murray DallasNews Corporation

Secretary Holly Reed Ryan

Interim President & CEO Amy Tharp Downtown Dallas, Inc.

Board of Governors

- Tim Adair, Neiman Marcus
- Brock Bailey, Bracewell LLP
- Evan Beattie, GFF
- Liz Beauchamp Atmos Energy Corporation
- Ted Benn Holland & Knight LLP
- Brian Bergersen Spectrum Properties, LTD

- Adam Bernhardt, Bank of America Plaza
- Courtney Blohm, Patrinely Group
- Jamie Brickler, TracyLocke
- Kimberley Brooks, *Transwestern*
- Todd Burns, *J.P. Morgan Chase*
- Sone Cavazos, 400 Record
- Matt Craft, Lincoln Property Company
- John Crawford, Crawford Consulting/Real Estate
- Brandi Crawford, HNTB Corporation
- Larry Daniels HRI Hospitality
- Nicholas Diaz, Amegy Bank of Texas
- Rachel Doucet, Goldman Sachs
- Zenetta Drew, Dallas Black Dance Theatre
- Kate Dubroc, *Trammell Crow Center - Stream Realty Partners, LP*

- Melissa Eastman, Stewart Title Commercial Services
- Colin Fitzgibbons, Hunt Realty Investments, Inc.
- Melissa Graham, Comerica Bank - Stream Realty Partners, LP
- Tara Green, OJB Landscape Architecture
- Jim Greer Oncor
- Ted Hamilton Hamilton Properties Corporation
- Jonathan Haywood, ANDRES Construction Services
- Jessica Heer, Dallas Regional Chamber
- Kevin Hickman, Mill Creek Residential
- David Homsher, ACORE Capital
- Mike Hoque Hoque Global / DRG Concepts
- Steve Hulsey Corgan
- Codi Knight, Headington Companies, LLC
- Keenan Kolendo, *Haynes* and Boone, LLP

















- Eric Krueger, Balfour Beatty Construction
- Patricia Kyle, RED Development, LLC
- Marijke Lantz Flowers, Billingsley Company
- Emily Ledet, Bank of America Marrill Lynch
- Nadine Lee, DART
- Hunter Lee, Ross Tower

Amy Lewis Hofland Dallas Arts District

- Tricia Linderman, *Klyde* Warren Park
- Tommy Mann, Winstead PC
- Richard Markham, Goddard Investment Group, LLC
- Ginger Martin, HALL Arts Hotel
- Linda McMahon, The Real Estate Council
- Amy Meadows, Parks for Downtown Dallas
- Justin Miller, *Transwestern*
- Ryan Miyamoto, *The Statler Hotel & Residences*
- Jesse Moreno, City of Dallas
- Dan Noble, HKS, Inc.
- Justin Parscale, Perkins&Will

Mehul Patel, NewcrestImage

Michael Peterson AT&T

- John Petteway, Wells Fargo Bank
- Vasavi Pilla, City of Dallas Office of Economic Development
- Geena Piwetz, *RP Texas Mgt, LLC*
- Billy Prewitt, Santander Tower
- Phil Puckett, CBRE
- Ken Reese, *Hillwood/ Victory Park*
- Paul Ridley, City of Dallas
- Lesa Roe, University of North Texas System
- Scott Rohrman, 42 Real Estate, LLC
- Jon Ruff Spire Realty Group
- Aimee Sanborn, Merriman Anderson Architects
- Josh Shane, AECOM
- Jeremy Strick, Nasher Sculpture Center
- Kristian Teleki, *Matthews* Southwest

- Sara Terry, Colliers International
- Shawn Todd, Todd Interests
- Michael Tregoning Headington Companies, LLC
- Jonathan Vinson, Jackson Walker LLP
- Heather Walker, Visit Dallas
- Ray Washburne, Charter Holdings
- Steve Whitcraft, Turner Construction Company
- Bradford Williams, PhD, Dallas College - El Centro Campus
- Craig Woodfield, Grant Thornton LLP
- George Youngblood, *PlainsCapital Bank*
- Allen Zreet Jacobs

KEY Board of Director

Member Organizations

- 2100 Ross, LP
- 2201 Main. LLC
- 400 Record
- 42 Real Estate
- 7-Fleven
- ACORE Capital
- AECOM
- All Saints Church Dallas
- Allied Universal
- Amegy Bank of Texas
- AMLI Fountain Place
- ANDRES Construction Services
- Archer Western
- ARCHITEXAS
- Arcosa, Inc.
- AT&T
- AT&T Performing Arts Center
- Athletico Phycial Therapy -Dallas Downtown
- Atmos Energy Corporation
- Balfour Beatty Construction
- Bank of America Merrill Lynch
- Bank of America Plaza JLL
- Bell Nunnally
- BERKLEY's Market
- Billingsley Company
- Bracewell LLP
- Brad Oldham Sculpture
- CBRE

- Charming Floral & Events
- Charter Holdings
- City of Dallas
- Colliers International
- Comerica Bank Tower
- Common Desk
- Corgan
- Crescent Real Estate Equities
- Crow Museum of Asian Art
- Crowe LLP
- D Magazine
- Dallas Arts District
- Dallas Black Dance Theatre
- Dallas Citizens Council
- Dallas College
- Dallas Holocaust and Human Rights Museum
- Dallas Marriott City Center
- Dallas Museum of Art
- Dallas Public Library
- Dallas Regional Chamber
- Dallas Symphony Orchestra
- DallasNews Corporation
- DART
- Davidson Bogel Real Estate
- Echelon Leadership LLC
- esrp
- First Presbyterian Church of Dallas

- Fortis Property Group, LLC / Chase Tower
- Gables Residential
- Gensler
- GFF
- Goddard Investment Group
- Goldman Sachs
- Granite Properties
- Grant Thornton LLP
- Graphite Logistics
- Greyhound Lines, Inc.
- Greysteel
- HALL Arts Hotel
- Hamilton Properties Corporation
- Haynes and Boone, LLP
- Headington Companies, LLC
- Hello Studios
- Hillwood/Victory Park
- HKS. Inc.
- **HNTB**
- Holland & Knight LLP
- Hoque Global / DRG Concepts
- HR&A Advisors. Inc.
- HRI Properties, LLC
- Huitt-Zollars, Inc.
- Hunt Consolidated. Inc.
- Interior Resources Group
- J.P. Morgan Chase
- Jackson Walker LLP



















Jacobs

JBJ Management

- KDC Real Estate Development & Investments
- KDFW FOX 4, KDFI 27

KERA

Kimley-Horn and Associates, Inc.

Klyde Warren Park

LDWW

Lincoln Property Company

Local Favorite

Locke Lord

Madison Partners, LLC

Magnolia Hotel - Dallas

Masterplan

- Matthews Southwest
- McCarthy Building Companies
- Merriman Anderson Architects, Inc.
- Mill Creek Residential
- Nasher Sculpture Center

Neiman Marcus

NewcrestImage

Newt Walker Company

- North Texas Commission
- OGLESBY I GREENE ARCHITECTURE
- OJB Landscape Architecture
- Omni Hotels & Resorts

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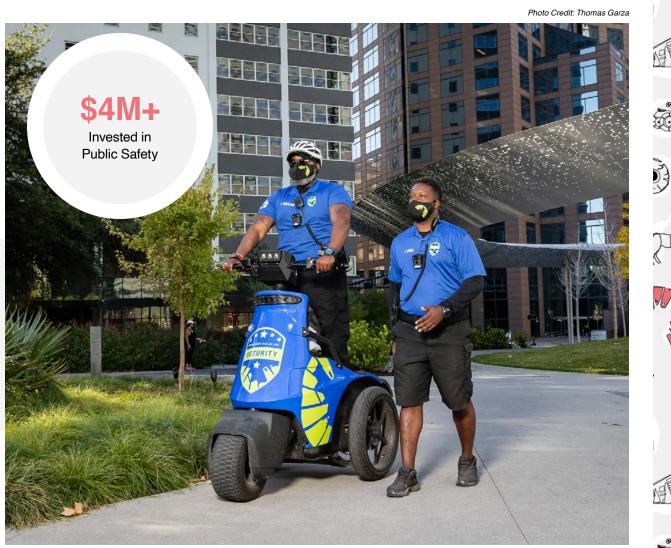
- One Main Place Office, KFK Group
- OUTFRONT Media

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- Parking Company of America
- Parks for Downtown Dallas
- Perkins&Will
- PlainsCapital Bank
- Platinum Parking
- Plaza of the Americas
- Prekindle
- RED Development, LLC
- Renaissance Tower
- Republic Center
- Republic Property Group
- Ross Tower
- RP Texas Mgt, LLC
- Ryan Companies US, Inc.
- Ryan Law Firm, PLLC
- Ryan, LLC
- Santander Tower
- Shanks Architects
- Sheraton Dallas Hotel
- Spectrum Enterprise
- Spectrum Properties, LTD / Dallas Farmers Market
- SPIN Ford Mobility
- Stewart Title Commercial Services
- TASK Pressure Washing
- Texas Brand Bank
- Thanks-Giving Foundation
- The Adolphus Hotel
- The Beck Group
- The Fairmont Dallas

- The Joule
- The Metropolitan at 1200 Main HOA
- The Real Estate Council
- The Sixth Floor Museum at Dealey Plaza
- The Statler Hotel & Residenicies
- The Westin Dallas Downtown
- Thompson Dallas Hotel
- Todd Interests
- Tomlinson-Leis Corporation
- Tower Club Dallas
- TracyLocke
- Trammell Crow Center / Stream Realty Partners
- Transwestern
- Turner Construction Company
- University of North Texas System
- Uptown Dallas, Inc.
- Visit Dallas
- Walter P Moore
- Wells Fargo
- Westdale Real Estate Investment and Management
- Westwood Holdings Group, Inc.
- Wheels Labs, Inc.
- White Rhino Coffee
- Wildcat Management
- Winstead PC
- Woodbine Development Corporation
- YMCA of Metropolitan Dallas
- ZOM Living





APP

20K+

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Quality of Life Violations Issued **39K+** Business & Citizen Contacts Made 3.7K+ SeeSayNow Responses Avg 7-min Response



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Public Safety



The perception and reality of a safe Downtown is a top priority for DDI. Though faced with many challenges from pandemic to natural disasters, DDI will continue to successfully advance and execute strategies that ensure the safety and vibrancy of Downtown. Key partnerships, professional staff development, and our ability to remain nimble will help us create a Downtown where all feel welcomed and inspired to dream big.





Successful execution of the DDI Public Safety Summer Operations Plan which resulted in significant increase of DPD patrols, DDI Security presence, and safety in parks

PAGE 13



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3.9K+ Engagements with Homeless Individuals 360+ Homeless Reunions Record-Breaking Year! \$500K+ Donated to Rapid Rehoming



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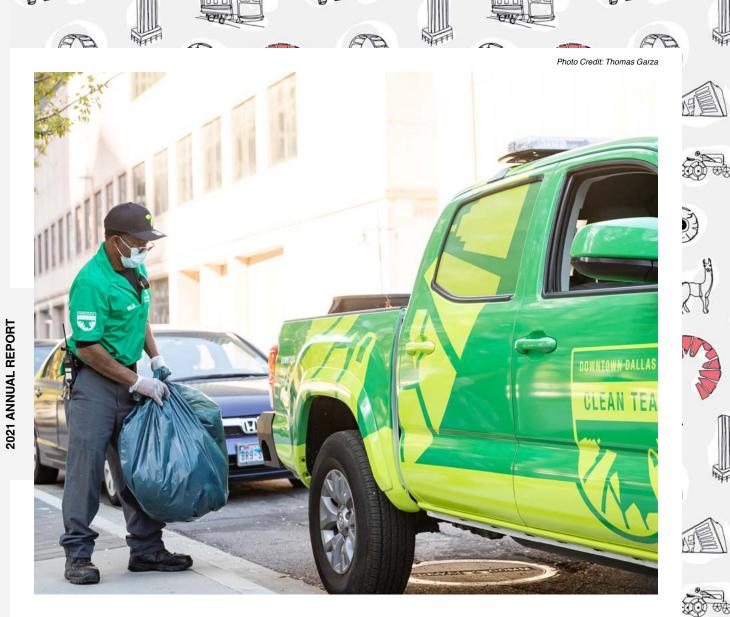
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Homeless Outreach



DDI's Homeless Outreach philosophy (relate and refer) and strategy have successfully impacted the lives of individuals experiencing homelessness through meaningful engagements and referrals. DDI remains committed to implementing strategic and innovative approaches to street outreach, in combination with supporting the homeless solutions community in their efforts to end homelessness.





3K+ Cubic Yards of Litter Removed **1.7+** Instances of Graffitti Removed **19K+** Instances of Waste Removed

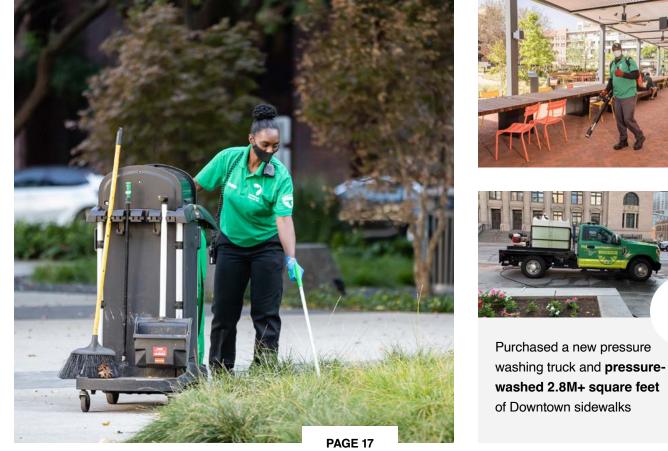
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Cleaning & Maintenance

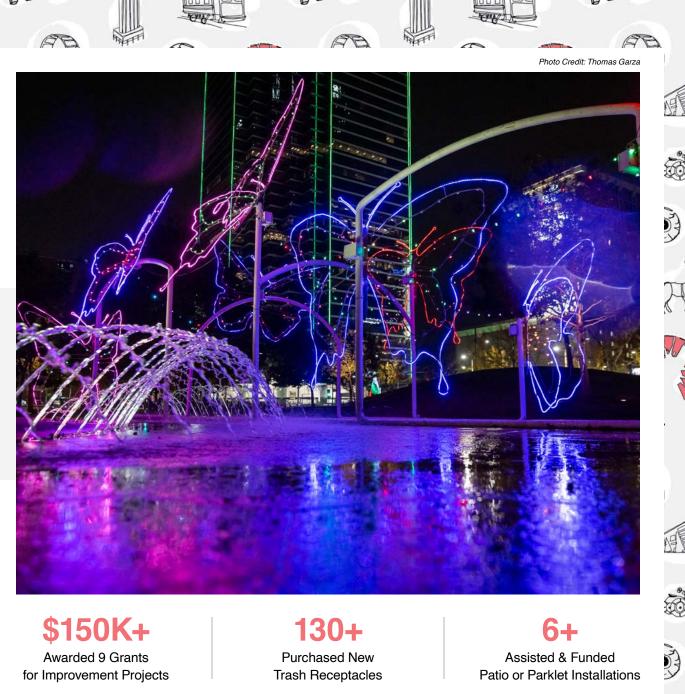
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A clean and well-maintained Downtown are top priorities for DDI. Through continuous refinement and use of technology to drive deployment strategies, DDI's Clean Team strives to proactively reduce the presence of litter and debris, while maintaining high levels of cleanliness through daily sanitization efforts. The pandemic required enhanced services that the Clean Team successfully delivered and will continue.



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2021 ANNUAL REPORT

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Public Space Improvements



The physical environment throughout Downtown Dallas is vital to the health and success of the area. Through daily cleaning performed by the Clean Team and service providers, litter removal, pressure washing services, and other maintenance tasks ensure Downtown is clean and welcoming. These important measures have been highlighted during DDI's response to COVID-19. Additionally, DDI works to make capital improvements through grants and projects.



Funded replacement hardware for pole banners in the West End

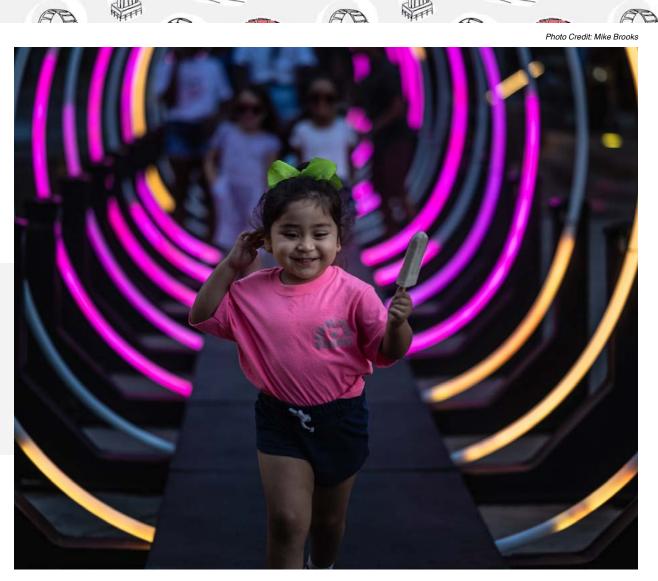




Funded bike and pedestrian improvements on Cesar Chavez and Jackson streets



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164K+ Visitors Attracted to Downtown Events 60+ DDI-Produced Events & Activations

9 Third-Party Rental Permits Issued by DDI

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88

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Park Operations & Programming



The abundance of well-maintained and active public parks are an asset to Downtown and the city at large. Through direct partnership with the City of Dallas and Parks for Downtown Dallas, **DDI stewards Downtown parks with daily management and capital reinvestment.** Downtown Security and Clean Team provide enhanced services, being the eyes and ears of theses spaces. Additionally, DDI provides daily activations and event permitting oversight to bring life and activity to the community.

Opened West End Square in partnership with the City of Dallas and Parks for Downtown Dallas



Enhanced all lighting at Main Street Garden





The unique Passage installation at Main Street Garden **attracted more than 140,000 visitors** over the course of 6 weeks





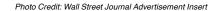


BETWEEN



DOWNTOWN DALLAS INC





RECTION

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what's coming next.

on, is setting the bar for evolution in and infrastructure. It is a place that

s innovation, and rewards hard work. In metro is breaking barriers in urban

























2021 ANNUAL REPORT

DOWNTOWNDALLASNOW.COM

Freestanding insert in *The Wall Street Journal* reached New Jersey, California, New York and Chicago 8.2M+ Campaign Impressions DowntownDallasNow 365K+ Advertising Reach









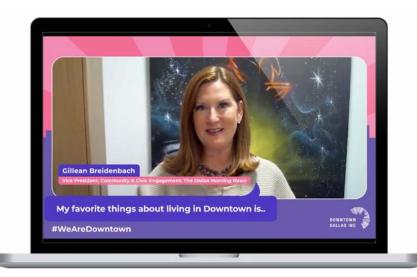




Marketing & Community Partnerships



DDI strives to keep Downtown stakeholders informed of Downtown development activity, DDI accomplishments, and special events through our vast communication channels. The marketing plan is forward-thinking, fresh, and targeted to best position Downtown Dallas as a premier destination and competitor in the business, consumer, and community markets. DDI also builds strategic partnerships with the community, neighbors, and business organizations to help further our mission.

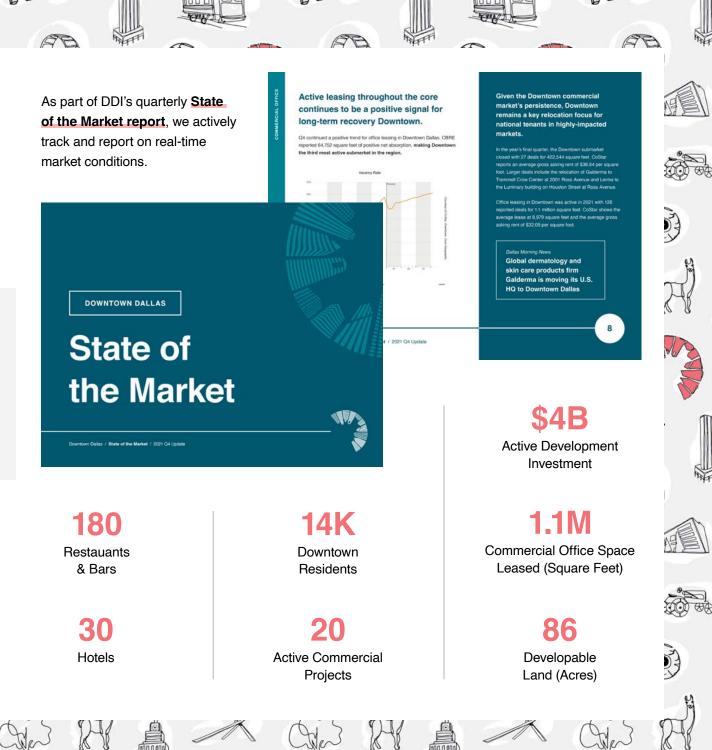


Produced comprehensive 90-minute show for the 2021 virtual annual meeting featuring four projects, three hard hat tours, four in-depth interviews, and 40 community video submissions youtube.com/downtowndallas 268K+ Social Media Followers Across All Channels





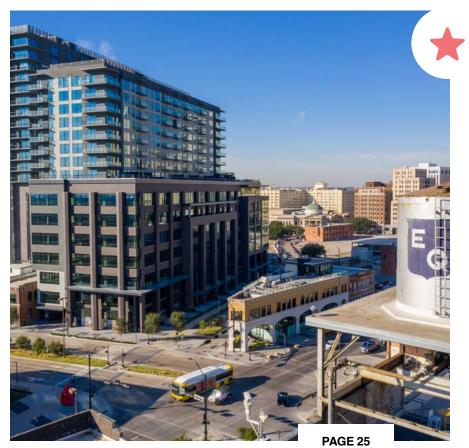




Economic Development, Planning & Mobility



DDI supports a regulatory and policy environment that promotes efficient development processes, encourages economic growth, and leverages stakeholder participation, **all in an effort to achieve the 360 Plan's vision for a successful, well-connected Downtown.** DDI continues to be the primary advocate and resource for all Downtown stakeholders by providing market sector support and expert data to ensure access to the information and tools needed to positively contribute to our thriving Downtown.



DDI participates in several transformative planning projects, including:

- Kay Bailey Hutchison Convention Center Dallas Master Plan
- I-30 & I-345
- Curb Lane Management Study and Parking Meter Changes
- Dart D2
- **Dallas Streetcar Operations**
- Micromobility Infrastructure Planning for Bicycles and Scooters
- Street Seats Parklet Program





Downtown Dallas is Hot, Baby! D Magazine

Getting the Homeless off Downtown Dallas Streets is Hardly a Simple Job, but This Might Work Dallas Morning News

Downtown Dallas, Inc. Stepping Up Security, Homeless Outreach For Summer

Dallas Morning News

Downtown Dallas is Ready to Welcome Workers Back to the Office

Dallas Morning News

Downtown Dallas Leaders Look Ahead to Post-COVID Growth

Dallas Morning News

The Downtown that Thrived During the Pandemic WEAA Downtown Dallas is Dazzling Again As A Holiday Destination CBS 11

Local Insurance Company makes 100K-SF HQ Move from Cypress Waters to Downtown Dallas

Federal Agency Signs One of Downtown's Largest Leases in a Decade Dallas Business Journal

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Los Angeles-Based Wellness Company Puts Second Headquarters in Downtown Dallas Dallas Business Journal

Investment Bank Grows Footprint with Downtown Dallas Headquarters Move Dallas Business Journal



















Corporate Communications & Policy



DDI works every day to be the voice of and lead advocate for the heart of one of the fastest growing and most innovative cities in America. We are immersed in local, state, and national policy related to Downtown Dallas and best practices in major cities across the country. And we ensure our voice is heard and our key stakeholders understand the work we do for them.



Rebranded and relaunched our exclusive Downtown emergency messaging service from DERT to **AlertDowntown**

AlertDowntown

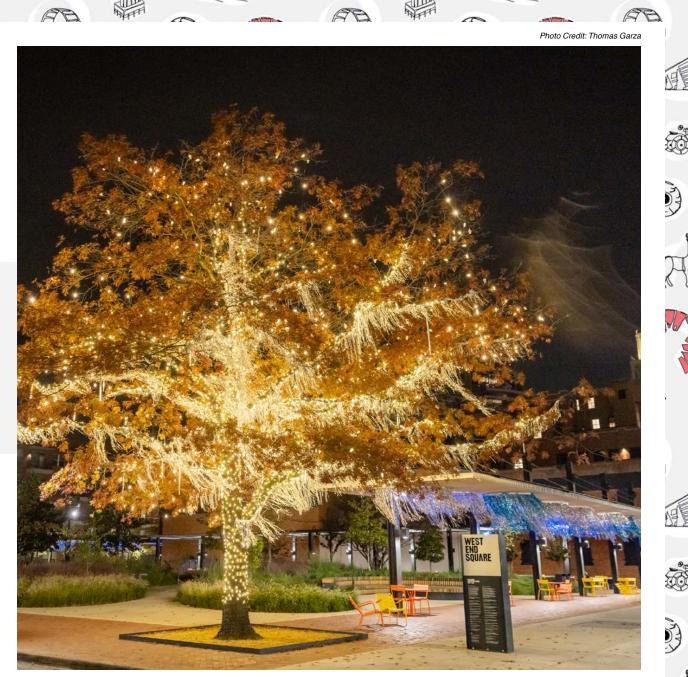
Unanimous approval of robust state legislative agenda;

DDI worked closely with local, regional, and statewide partners to advance economic development, public safety, housing, education, workforce, mobility, infrastructure, and quality of life



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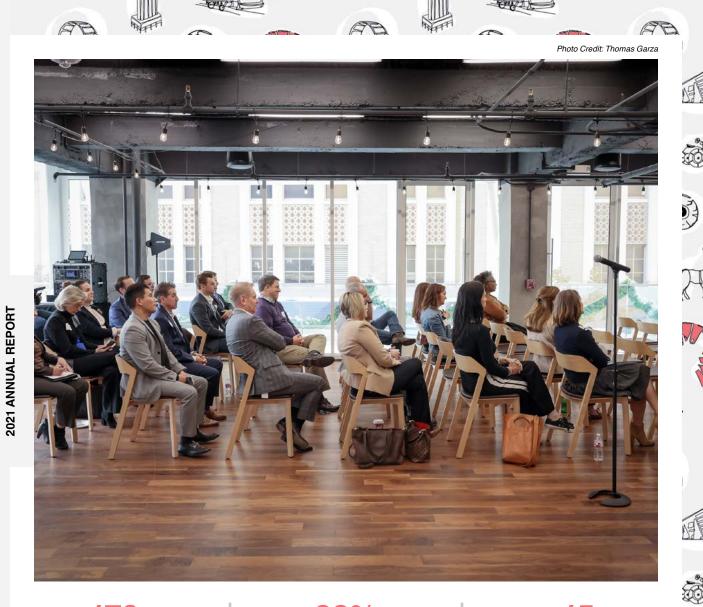
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Organization **& Administration**



DDI is focused on improving and streamlining operations to meet increasing demand and to take advantage of advancing technologies to support all initiatives in the Program of Work. The finance, operations administration, and people organization teams support the fiduciary responsibilities of the boards through compliance and transparency and are responsible for asset management, facilities management, employee relations, board, and corporate secretarial administration, and PID management and renewal.





170 Number of Corporate Members

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15 DDI-Produced Member Events



WB

Membership Engagement



DDI members have **exclusive access to programming benefits** that include opportunities to learn, connect with your peers, build meaningful business relationships, and make your mark on the Downtown landscape. Take advantage of our DDI professional staff with expertise in marketing, real estate development, public safety, Downtown operations management, public policy, advocacy, and city planning. Dues are invested in the continued growth and success of Downtown Dallas.

DDI offers several committee opportunities for members to get involved, listed below with their current member chairs.

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Public Safety & Homeless Outreach Committee

Larry Daniels, HRI & Ted Hamilton, Hamilton Properties



Parks & Public Space Committee Steve Hulsey, Corgan Capital Improvements Committee

Brian Bergersen, Spectrum Properties

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Mobility Committee Allan Zreet, Jacobs Membership Committee Ted Benn, Holland & Knight

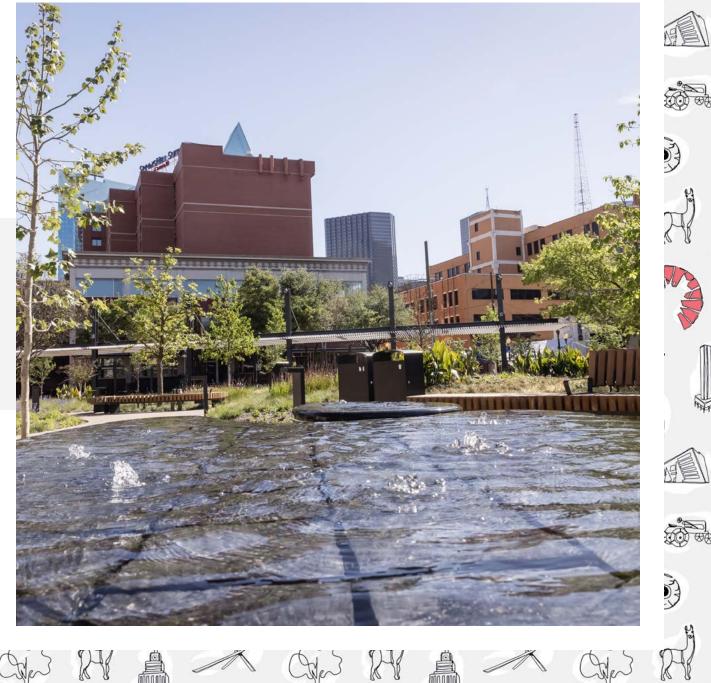
Diversity, Equity & Inclusion Committee Amy Lewis Hofland, Dallas Arts District

> Economic Development & CRE Task Force





Photo Credit: Thomas Garza



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The DDI Foundation



The Downtown Dallas, Inc. Foundation is committed to **promoting the development of diverse cultural, educational, and recreational resources and amenities** in the urban core.

Officers

Chairman Randy Robason Southern Wicked Beverages, LLC

Secretary/Treasurer Cris Jordan Cris Jordan Real Estate Consultant

Interim President & CEO Amy Tharp Downtown Dallas, Inc.

- Jeny Bania, *Headington Companies and The Joule Hotel*
- Lily Cabatu Weiss, Dallas Arts District
- Melanie Ferguson, *Matthews* Southwest
- Charles Glover, *The Meadows* Foundation
- Larry Good, GFF

- Suzan Kedron, Jackson Walker
- Amy Lewis Hofland, *Dallas* Arts District
- Kyla Porter, *Pink Toes Nail Bar*
- Angela Ross, AT&T
- Jon Ruff, Spire Realty Group
- Miguel Solis, *Coalition* for a New Dallas



