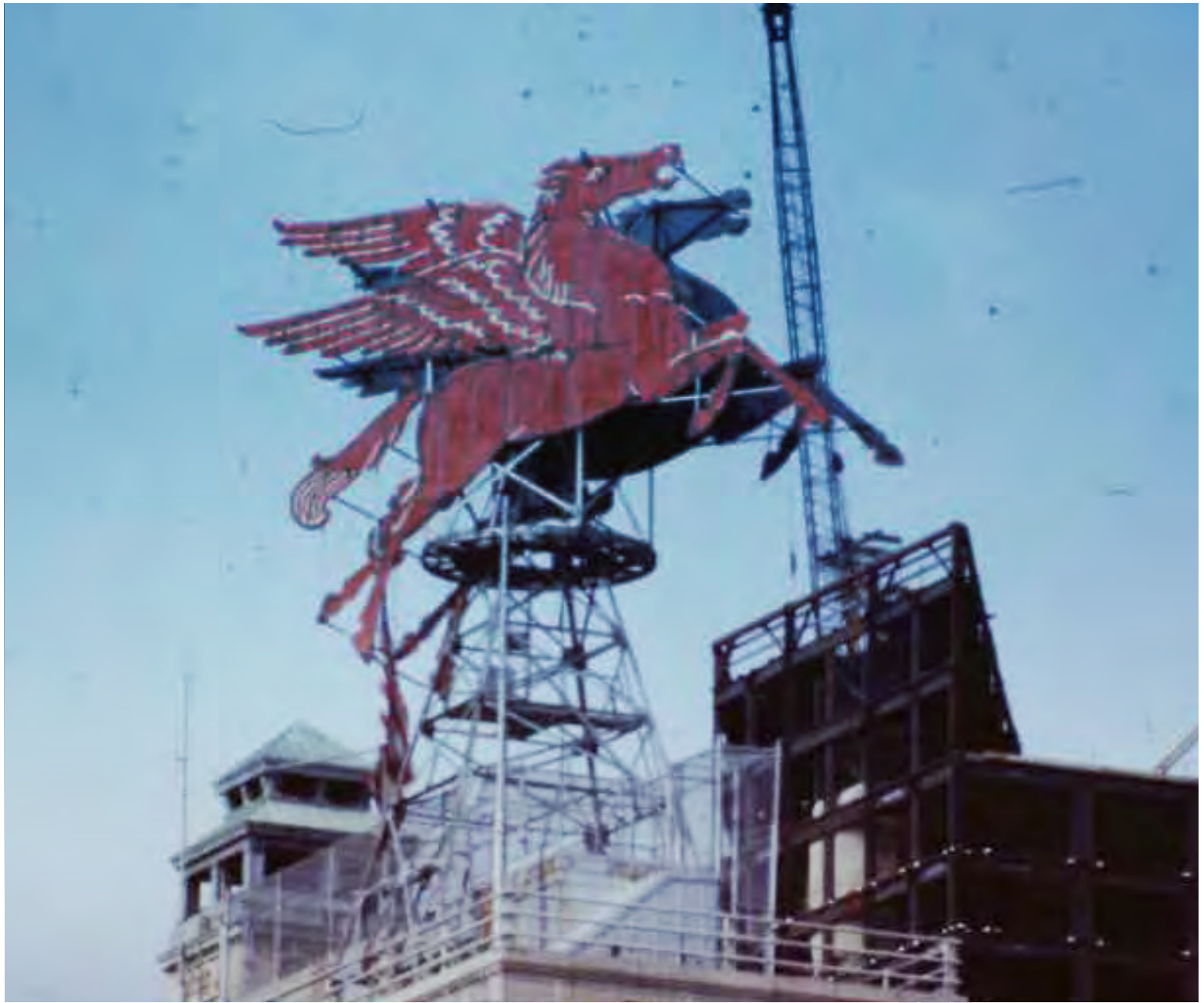


DOWNTOWN
DALLAS INC



2022 ANNUAL REPORT





MISSION

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

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



2022 AREAS OF FOCUS

Public safety partnerships

Kay Bailey Hutchison Convention Center expansion

Dallas R.E.A.L. Time Rapid Rehousing Initiative

Downtown parks management

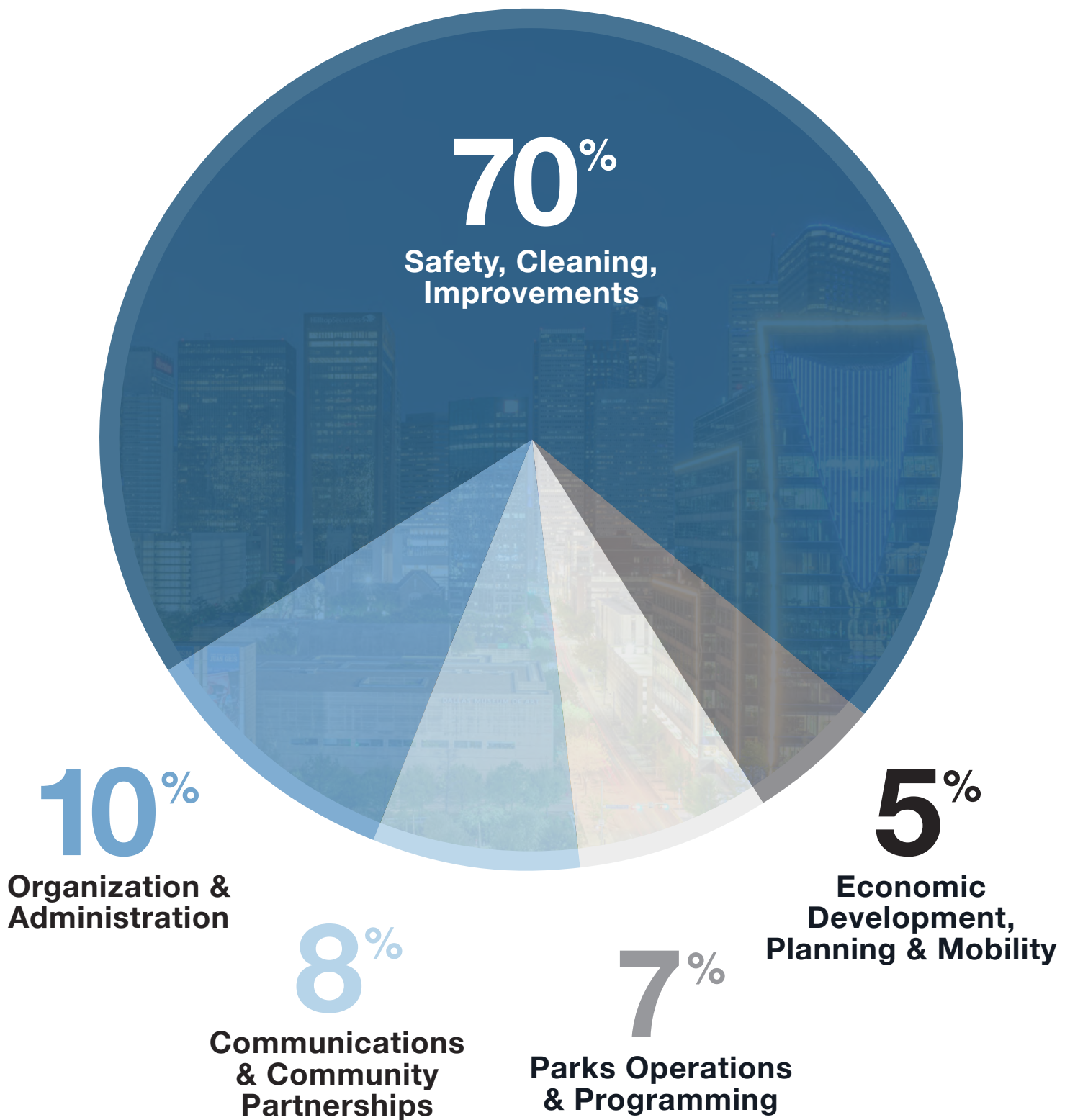
Support for Dallas Economic Development Corporation

DART second alignment (D2) and streetcar

Transportation projects, including redevelopments of Interstates 30 and 345

Increase alternative transportation infrastructure for pedestrians and cyclists

Dallas ISD and Dallas College expansions



LETTER FROM DDI PRESIDENT & CEO JENNIFER SCRIPPS



Jennifer Scripps
DDI President & CEO

Downtown Dallas is the envy of the nation. The year 2022 demonstrated why.

We opened our newest and biggest park, the redeveloped Carpenter Park, in May. It is the third of four major planned parks to come online as part of a public-private partnership between nonprofit Parks for Downtown Dallas and the City of Dallas, with DDI responsible for programming and managing each of these premier spaces. In less than 20 years, 23 acres of underutilized land, parking lots and streets have been transformed into new Downtown park land. No other downtown in America has enjoyed such a parks renaissance.

Investments in new greenspaces is part of what is fueling other projects and corporate relocations. Hoque Global's \$400 million mixed-use One Newpark development promises to reinvigorate the south side of Downtown. The world's leading dermatology company and maker of Cetaphil, Galderma, relocated its U.S. headquarters from Fort Worth to Downtown's Trammell Crow Center. Planning advanced on the \$1 billion Field Street District on the north side of Downtown and on a \$500 million, 980,000-square-foot campus for 5,000 Goldman Sachs employees just north of Woodall Rodgers Freeway.

DDI was also proud to help lead the community coalition that pushed for the passage of a November ballot initiative to fund a portion of the \$3 billion Kay Bailey Hutchison Convention Center Dallas redevelopment project. The vision, which DDI helped craft, is to transform the southwest portion of Downtown into a walkable, bike-friendly entertainment district that connects to the Cedars heading south and will turn this quadrant of Downtown into a place that locals will want to enjoy.

It is no wonder that thousands of new residents are moving to Downtown every year. In the late 1990s, just a few hundred people lived in one residential property. Today, our population is nearing 15,000 across 40 multifamily properties and a variety of townhomes and condominiums, with demand continuing to surge. We are positioning ourselves for more growth.

Matthews Southwest's The Galbraith, on the east side of Downtown, opened with 217 apartments, more than half of which are reserved for residents earning significantly below the average area median income. Spectrum Properties is moving forward with a \$33 million Farmers Market residential development that includes 30 percent affordable housing. Plans to convert nearly 2 million square feet of existing Downtown office space into luxury apartments "will remake Downtown for the better," The Dallas Morning News editorial board wrote.

Every major city faces challenges and Dallas is no exception. As part of the Dallas R.E.A.L. Time Rapid Rehousing initiative, DDI locked arms with our government and nonprofit partners to help rehouse people experiencing homelessness on the streets of Downtown, some for decades. For this and other work that you will read about in the forthcoming pages, we could not be prouder of our 75 dedicated Security, Clean Team, Homeless Outreach, and Ambassador team members. They are on the front lines daily keeping Downtown clean, safe, and welcoming for all.

This year marks DDI's 65th year in operation. The "Blue Sapphire" anniversary is said to symbolize loyalty and peace. I find that fitting, as it is your loyalty to our urban core that is helping fuel this historic success. It is your longstanding loyalty to this nonprofit organization that allows our team, our Downtown, and our city partnerships to flourish.

2022 BOARD OFFICERS

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PRESIDENT & CEO
JENNIFER SCRIPPS, Downtown
Dallas, Inc.
CHIEF OPERATING OFFICER
AMY THARP, Downtown Dallas,
Inc.



SECRETARY
HOLLY REED, Ryan
TREASURER
KATY MURRAY,
DallasNews Corporation

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BRIAN BERGERSEN Spectrum Properties	TED HAMILTON Hamilton Properties Corporation	STEVE HULSEY Corgan	MICHAEL PETERSON AT&T	BRADFORD WILLIAMS Dallas College, El Centro Campus
LARRY DANIELS HRI Hospitality	SUSAN HARRIS Atmos Energy Corporation	SUZAN KEDRON Jackson Walker, LLP	SARA TERRY Colliers International	ALLAN ZREET Jacobs

2022 BOARD OF GOVERNERS

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Fletcher Cordell CBRE	Adam Gollub Statler Hotel & Residences	Eric Krueger Balfour Beatty	Linda McMahon The Real Estate Council (TREC)	Ken Reese Hillwood Urban/Victory Park	Heather Walker Visit Dallas	

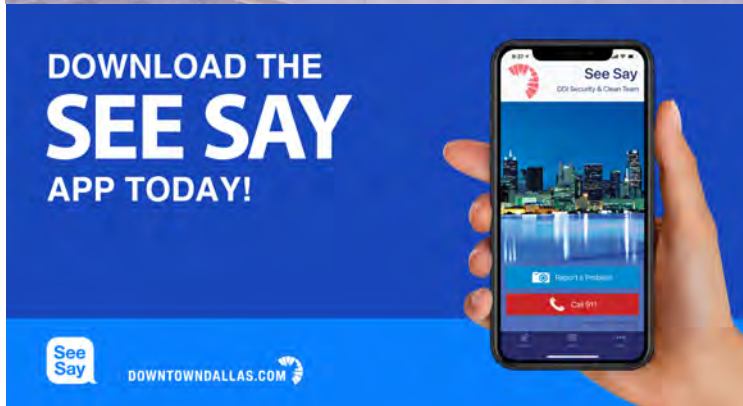


- 2100 McKinney
- 2100 Ross, LP
- 2201 Main, LLC
- 400 Record/City Electric Supply
- 42 Real Estate, LLC
- 5G Studio Collaborative
- 7-Eleven
- ACORE Capital
- AECOM
- All Saints Church Dallas
- Allied Universal
- Amegy Bank of Texas
- American Airlines Center
- AMLI Fountain Place
- ANDRES Construction Services
- Archer Western
- ARCHITEXAS
- Arcosa, Inc.
- AT&T
- AT&T Performing Arts Center
- Atmos Energy Corporation
- Balfour Beatty Construction
- Bank of America Merrill Lynch
- Bank of America Plaza - JLL
- BCBS C1 Innovation Lab
- Bell Nunnally
- BERKLEY's Market
- Billingsley Company
- Bracewell LLP
- Brad Oldham Sculpture
- Braemar Hotels and Resorts
- CBRE
- Charming Floral & Events
- Charter Holdings
- City of Dallas
- Colliers International
- Comerica Bank
- Comerica Bank Tower
- Common Desk
- Connected Coworking
- Corgan
- Crawford Consultation/Real Estate
- cresa
- Crescent Real Estate Equities
- Crow Museum of Asian Art of The University of Texas at Dallas
- 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
- DallasNews Corporation
- DART
- Davidson Bogel Real Estate
- Echelon Leadership LLC
- First Presbyterian Church of Dallas
- Fortis Property Group, LLC
- Foundry Commercial
- Frontline Source Group, Inc.
- Gables Residential
- Galderma
- Gensler
- GFF
- Goddard Investment Group
- Goldman Sachs
- Granite Properties
- Grant Thornton LLP
- Graphite Logistics
- Greyhound Lines, Inc.
- Greysteel
- HALL Arts Hotel
- Hamilton Properties Corporation
- Harwood Center
- Haynes and Boone, LLP
- Headington Companies, LLC
- Hello Studios
- Hillwood/Victory Park
- HKS, Inc.
- HNTB
- Holland & Knight LLP
- Hoque Global
- HR&A Advisors, Inc.
- HRI Hospitality
- Huitt-Zollars
- Hunt Consolidated, Inc.
- Interior Resources Group
- J.P. Morgan Chase
- Jackson Walker
- Jacobs
- JBJ Management
- JW Marriott Dallas Arts District
- KDC Real Estate Development & Investments
- KDFW FOX 4, KDFI 27

- KERA
- Kimley-Horn and Associates, Inc.
- Kirksey I th+a
- Klyde Warren Park
- Larkspur Capital LP
- LDWW
- Lincoln Property Company
- Local Favorite
- Locke Lord
- Madison Partners, LLC
- Magnolia Hotel - Dallas
- Masterplan
- Matthews Southwest
- McCarthy Building Companies, Inc.
- McKinsey & Company
- Merriman Anderson Architects, Inc.
- Mill Creek Residential Trust LLC
- Nasher Sculpture Center
- Neiman Marcus
- NewcrestImage
- Newt Walker Company
- North Texas Commission
- Oglesby I Greene Architecture
- OJB Landscape Architecture
- Omni Hotels & Resorts
- On Brand Hospitality
- Oncor
- One Main Place Office, KFK Group
- OUTFRONT Media
- Page
- Parking Company of America
- Parks for Downtown Dallas
- Perkins&Will
- PlainsCapital Bank
- Platinum Parking
- POTA JV, LLC
- Prekindle
- Premier
- RED Development, LLC
- Renaissance Saint Elm Dallas Downtown
- Renaissance Tower
- Republic Center
- Republic Property Group
- Rose City Partners, LLC
- Ross Tower
- RP Texas Mgt, LLC
- Ryan Companies US, Inc.
- Ryan Law Firm, PLLC
- Ryan, LLC
- Santander Tower
- Shanks Architects
- Sheraton Dallas Hotel
- SP + Corporation
- Spectrum Enterprise
- Spectrum Properties, LTD/Dallas Farmers Market
- Spire Realty Group
- Stantec
- Stewart Title Commercial Services
- Structure Tone Southwest, LLC
- Tangram Interiors
- TASK Pressure Washing
- TBG Partners
- Texas Brand Bank
- Thanks-Giving Foundation
- The Adolphus Hotel
- The Beck Group
- 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 & Residencies
- The Thompson Dallas
- The Westin Dallas Downtown
- Todd Interests
- Tomlinson-Leis Corporation
- Tower Club Dallas
- 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 Bank
- Westdale PropertiesAmerica I, Ltd.
- Westwood Holdings Group, Inc.
- White Rhino Coffee
- Wildcat Management
- Winstead PC
- Woodbine Development Corporation
- YMCA of Metropolitan Dallas
- ZOM Living

FIELD OPERATIONS OVERVIEW

DDI's Field Operations division is comprised of 75 dedicated people who work on our Security, Clean Team, Homeless Outreach, and Ambassadors teams.



SECURITY

Working with partners to keep Downtown safe is DDI's top priority. DDI's Security Team works to advance and execute strategies that ensure the safety and vibrancy of Downtown.

\$4M+
invested in public
safety annually

29K
incident
responses

5,130
See Say
app requests

22K+
business
check-ins



Successful execution of the DDI Public Safety Summer Operations Plan including an increase of police patrols, DDI Security presence, and safety focus in Downtown Parks.



112 individuals placed in recovery programs



HOMELESS OUTREACH

DDI's Homeless Outreach "relate and refer" philosophy means our team members work every day to build trusting relationships with our neighbors experiencing homelessness. We work with our partners to connect them with service providers throughout the Dallas area.

5,811
engagements

479
reunifications of homeless individuals with their support systems through
Homeward Bound
SETTING A NEW ANNUAL RECORD



Continued support of local partners addressing homelessness and involvement in the Dallas R.E.A.L. Time Rapid Rehousing initiative



3.5K cubic yards of
litter & debris
removed



The DDI CLEAN TEAM

DDI Clean Team strives to proactively reduce 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 shall continue.

5,390
stickers and
graffiti removed

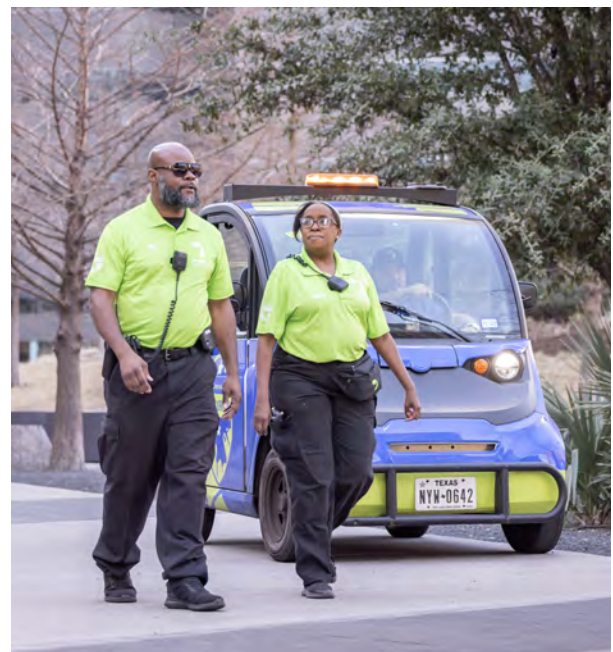
32K
instances of human
and dog waste disposed

3M+
square feet of sidewalks
power washed



AMBASSADORS

DDI's new and improved Downtown Ambassadors team is charged with engaging residents, workers, and visitors about the best restaurants, nightlife, retail, events, entertainment, parks, and more.

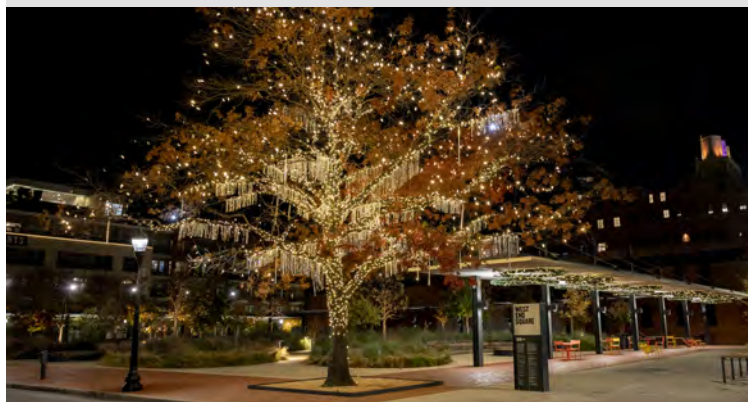


PUBLIC SPACE MANAGEMENT & BEAUTIFICATION

The physical environment is vital to the health and success of Downtown. DDI invests in capital improvements through grants and capital projects every year.



Completed street seats at Chimalma Taco Bar



DDI decorates Downtown parks and public spaces annually. In 2022, we added improved decor to Main Street Garden, West End Square, Pacific Plaza, and Civic Garden.

\$241K+

awarded through matching grants program supporting nearly

\$1.1M

in private investment

50+

receptacles installed in Downtown, including full replacement of all trash cans at Main Street Garden

2 Public Parklets

Supported installation of two public parklets at Chimalma Taco Bar and at Pegasus Plaza on Main Street

Improved

ANNUAL

holiday decorations

MARKETING, COMMUNICATIONS & EVENTS

- Supported the opening of Carpenter Park in partnership with City of Dallas and Parks for Downtown Dallas
- Facilitated Downtown Perception Survey to earn over 1,500 responses, gathering critical feedback to inform our future operations

100+ DDI-produced events

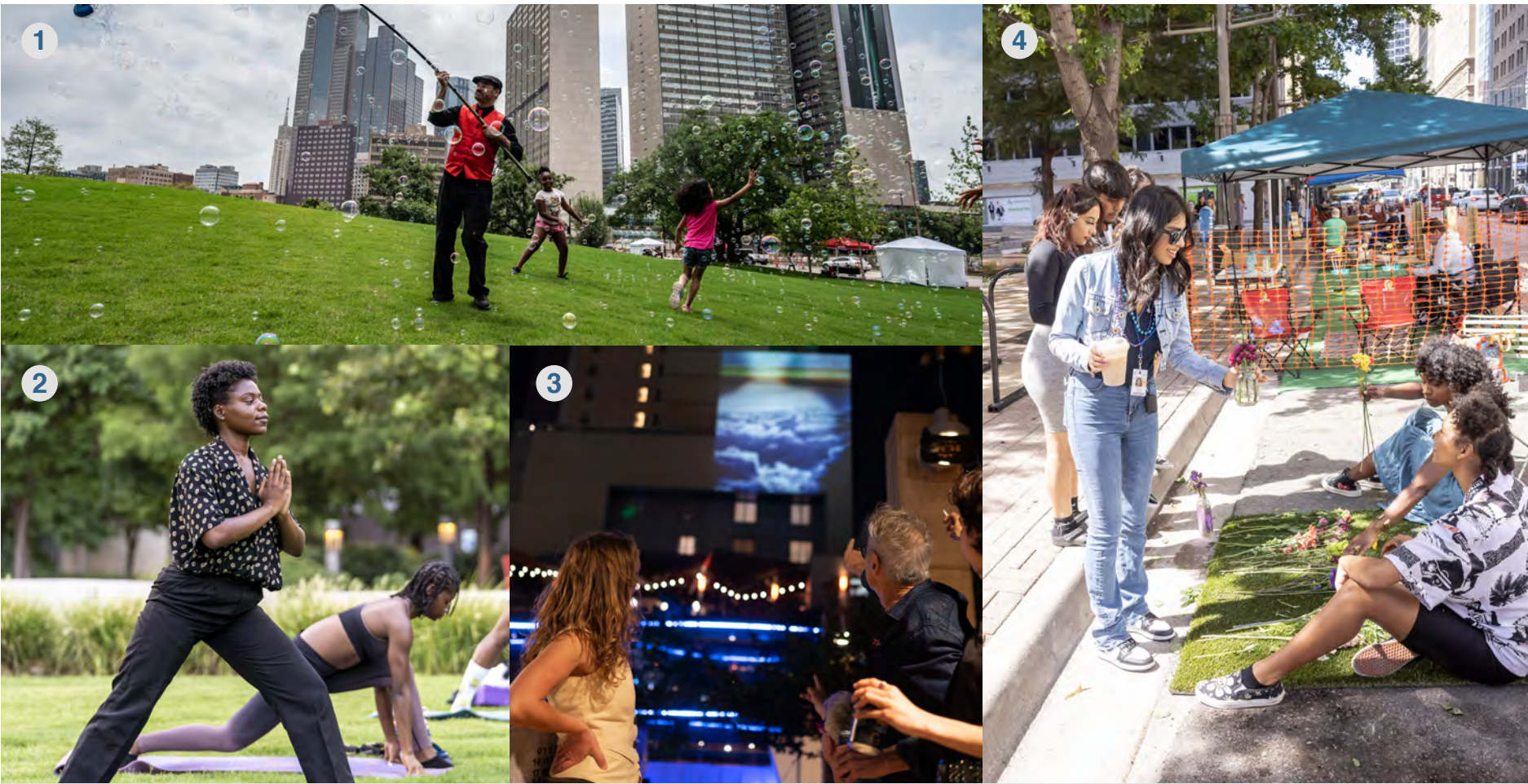
270K+ social media followers

52K+ visitors to events and activations - more than doubling 2021 attendance

1.5M+ social media impressions on content featuring DDI member companies and their executives



Operation of AlertDowntown, our subscription emergency communications system, to keep Downtown stakeholders informed of critical updates related to public safety, weather, traffic, and major events.



1: Carpenter Park Opening Festival 2: Downtown Yoga by DDI & Black Swan Yoga 3: Video Art Nights during Dallas Arts Month 4: PARK(ing) Day 2022



Distribution of Downtown Monthly, Around Downtown, and Executive Update (DDI-board exclusive) newsletters to remain the leading source of information about Downtown.

GOVERNMENT RELATIONS

DDI is the voice of and leading advocate for the urban heart of one of the fastest growing cities in the country. We are immersed in local, state, and national policymaking to ensure continued growth and prosperity for all people of Downtown Dallas.



- **DDI invested \$100,000 into the successful Proposition A ballot initiative.**
Dallas voters on Nov. 8 overwhelmingly approved the \$1.5 billion measure to revitalize the Kay Bailey Hutchison Convention Center and surrounding areas. It also will fund much-needed upgrades for six iconic venues at Fair Park.
- **DDI Board of Directors approved legislative priorities for the 88th Texas Legislative Session**, with a focus on Economic Development, Public Safety & Quality of Life, Mobility & Infrastructure, Housing & Development, and Education & Workforce Development.
- **Successfully advocated for the formation of nonprofit City Economic Development Corporation** to support major projects and lead marketing, branding and business retention and expansion in Dallas.
- **Support for \$33 million Farmers Market plan** that includes 100 apartments, a new North Texas Food Bank corporate office, and pedestrian plaza improvements. It is the last planned redevelopment of a parcel in that district and includes a mix of affordable and market rate units.

DDI IN THE NEWS

DDI was mentioned by local media over 100 times in 2022



Downtown Dallas Tower Redos Will Replace Acres Of Empty Offices With Apartments -- *Dallas News*



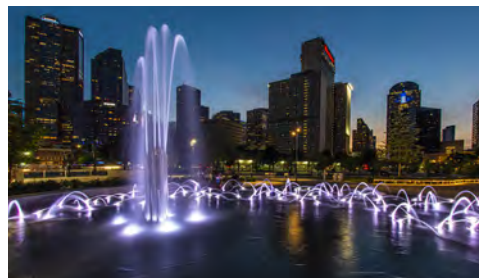
Galderma Celebrates Grand Opening of U.S. Headquarters in Dallas -- *D Magazine*



Dallas arts chief Jennifer Scripps leaving City Hall to join Downtown Dallas Inc. as CEO -- *Dallas News*



Dallas And Kansas City Enhanced Via Revitalized Industrial Architecture -- *Forbes*



Dallas Has Opened Its Newest—and Largest—Downtown Park -- *Dallas Innovates*



DART officers join homelessness outreach in downtown Dallas -- *Dallas News*



How Downtown Dallas has made its journey upward -- *Axios Dallas*



Dallas isn't accepting homeless encampments -- *Dallas News*



Your Ultimate Guide On How to Make the Most of the Holidays in Downtown Dallas -- *Paper City*



Why Empty Offices Are Becoming Apartments in Texas's Big Cities -- *Texas Monthly*



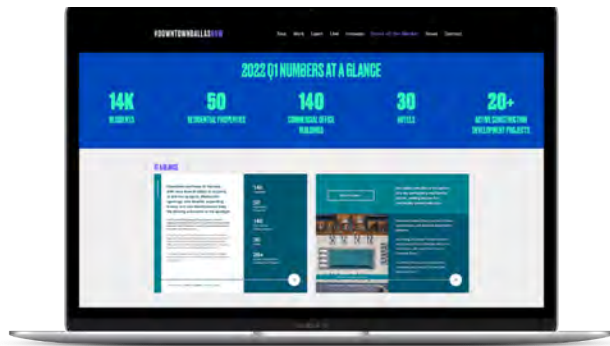
Proposition A passes: Voters say yes to upgrades in Downtown Dallas, Fair Park -- *CBS News*



Unbranded Returns -- *CultureMap Dallas*

ECONOMIC DEVELOPMENT, PLANNING & MOBILITY

DDI supports a regulatory and policy environment that promotes efficient development processes, encourages economic growth, and leverages stakeholder participation, all to achieve the 360 Plan's vision for a successful, well-connected Downtown.



Visit DowntownDallasNow.com for up-to-date market information, economic development opportunities, and more.



Santander Tower is being repositioned by DDI member Woods Capital to include luxury residential units. This is one of several adaptive reuse projects under construction Downtown.

ECONOMIC DEVELOPMENT

Our team of urban planners and analysts tracked and supported:

\$6B

in development

14K+

residents

20

active projects

200+

restaurants and bars

30

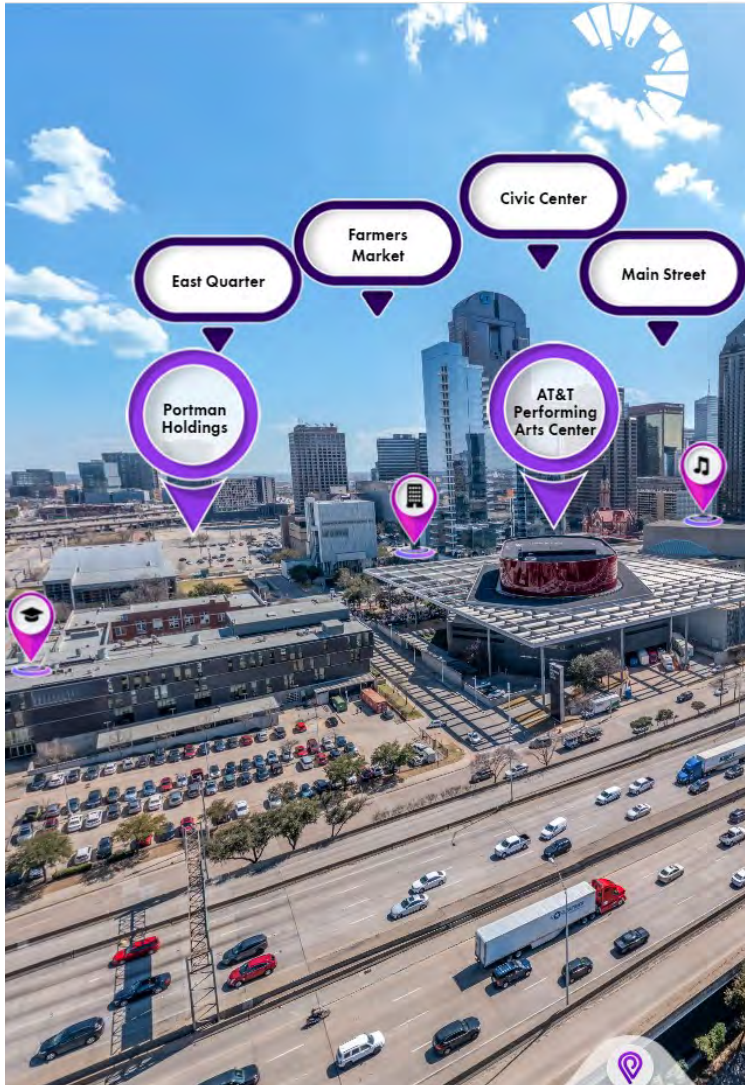
hotels

1M+

square feet in gross leasing activity

The DDI team also engages in advocacy and builds support for impactful development and assists new and existing ground-floor retailers with regulatory approvals, permitting, and market information.

- Downtown Connection TIF extension
- Advanced City Council approval of a DDI-endorsed mixed-income Dallas Farmers Market housing project
- Advanced City Council approval for proposed Newpark District
- Advocated for incentive package to keep Neiman Marcus' flagship store in Downtown through 2031



VIRTUAL DOWNTOWN TOURS

DDI launched an interactive virtual tour platform as part of our national Downtown Dallas Now economic development campaign. These visually impactful virtual tours were created with 360° panoramic images to serve as a tool for commercial real estate professionals.

[CLICK HERE FOR MORE INFO >](#)

PLANNING & MOBILITY

DDI participates in several transformative planning projects, including:

- Kay Bailey Hutchison Convention Center Master Plan
- Relaunch of shared, dockless vehicle program
- Continued advancement of streetcar central link
- Continued to assist TxDOT in design and development of the I-30 Canyon corridor reconstruction on the south side of Downtown
- Provided feedback on potential redesigns of I-345 on the east side of Downtown
- Utilized DDI Mobility Committee to advance positions on major infrastructure projects
- Participated in draft Curb Lane Management policy being developed by the City of Dallas



Sweet Tooth Hotel the immersive art gallery opened its flagship location Dreamland in Downtown Dallas in 2022

MEMBERSHIP ENGAGEMENT

DDI members have exclusive access to benefits that include opportunities to learn, connect with your peers, build meaningful business relationships, and make a mark on the Downtown landscape. Members can 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 Members take a hard hat tour of the forthcoming JW Marriott Dallas Arts District hotel



DDI members build new relationships at a happy hour event at the newly opened Rodeo Bar

- **Reassessed membership value proposition** and rolled out new dues structure and pricing
- **Increased sponsorship and promotion opportunity** by creating a yearlong investment and involvement guide
- **Increased member engagement and outreach** through Membership Committee, led by Ted Benn with Holland & Knight

93%
retention rate

180
corporate members

30
new memberships
equivalent to
\$93K

20
member
engagement
events

8 committees available to
engage with other members
on Downtown issues



DDI COMMITTEE LEADERSHIP

PARKS & PUBLIC SPACE

Chair: Steve Hulsey, Corgan

MOBILITY

Chair: Allan Zreet, Jacobs

MEMBERSHIP

Chair: Ted Benn, Holland & Knight LLP

PUBLIC SAFETY & HOMELESS OUTREACH

Chair: Larry Daniels, HRI Hospitality

Chair: Ted Hamilton, Hamilton Properties Corporation

CAPITAL IMPROVEMENTS

Chair: Brian Bergersen, Spectrum Properties

DIVERSITY, EQUITY & INCLUSION

Chair: Amy Lewis Hofland, Crow Museum of Asian Art





THE DOWNTOWN DALLAS, INC., FOUNDATION

The Downtown Dallas, Inc., Foundation is the charitable arm of DDI. It is committed to promoting the development of diverse cultural, educational, and recreational resources and amenities.

OFFICERS

CHAIR

RANDY ROBASON,

SECRETARY/TREASURER

CRIS JORDAN



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Jennifer Scripps,
President & CEO

Jeny Bania,
Headington Companies, LLC

Melanie Ferguson,
Matthews Southwest

Charles Glover,
The Meadows Foundation

Suzan Kedron,
Jackson Walker, LLP

Amy Lewis Hofland,
Crow Museum of Asian Art

Amy Meadows,
Parks for Downtown Dallas

Kyla Porter,
Pink Toes Nail Bar

Angela Ross,
AT&T

Miguel Solis,
Commit Partnership

Amy Tharp,
COO

Lily Weiss,
Dallas Arts District