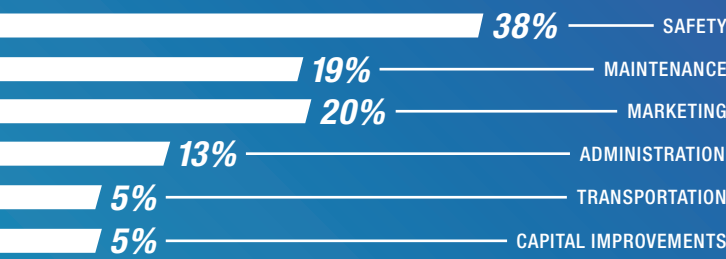


PRIORITIES

- Public Safety
- Create and Foster Vibrant Streets and Public Spaces
- Ensure Great Urban Design
- Promote Positive Downtown Perceptions and Experiences
- Support a 21st-Century Economy
- Build Complete Neighborhoods
- Advance Balanced Mobility Principles for the Greater Downtown Area

BUDGET



CLEAN

In addition to building new spaces, it is essential to create a vibrant, walkable Downtown by physically improving and programming our public spaces. From street furnishings, landscaping, and street vending to roving entertainers and special events, Downtown Dallas, Inc. (DDI) places programs that create a “sense of place” as a top priority.



Photo Credit: Marty Sohl

SAFE

- 45** Downtown Safety Patrol officers providing **100,000** patrol hours
- 45 PERCENT** drop in crime in the past five years
- 180K+** contacts with visitors, residents, and employees
- 90+** security cameras, monitored **24/7**
- 150+** homeless persons reunited with family in our Homeward Bound program
- 1,000+** property & facility managers rely on the DERT alert system

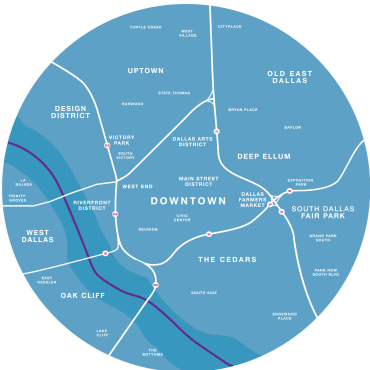
COMMUNITY

DDI continues to engage with community groups and associations supporting the Downtown districts.



Photo Credit: Thomas Garza

CITY CENTER



*AS DEFINED BY THE 360 PLAN



Photo Credit: Justin Terveen

CLEAN

- Picked up **3,719** cubic yards of litter from Downtown streets—enough to fill **25** eighteen-wheelers
Repaired **35** trash receptacles and installed **40** new trash receptacles
- Pressure-washed **2.5 million** square feet of sidewalks and park space
- Provided more than **160,000** dog-waste bags at **13** dog-waste stations
- Removed **1,765** instances of grafitti
- Hand-watered trees, flower beds, and flower pots over **3,000** times
- Mowed over **60** acres of grass
- Planted **30** trees

SAFE

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, DISD Police, Dallas County Community College Police, District Attorney, City of Dallas Homeless Solutions, Downtown Security Directors Association, and other public safety organizations to address public safety issues and coordinate efforts. DDI contributes more than \$2 million annually to public safety programs.



Photo Credit: Thomas Garza

COMMUNITY

- 1,849+** positive media stories featuring DDI or Downtown (valued at over **\$184,900**)
- 400+** hours of music through PULSE Dallas street performers
- 20+** community event/festival partners

LIKES AND FOLLOWS ARE UP!

- 30K** | **↑52%** /DtownDallasInc
- 82K** | **↑27%** @DtownDallasInc
- 65K** | **↑39%** @downtown_dallas
- 1,200** | **↑16%** Downtown Dallas, Inc.
- 96K** | **↑74%** #mydtd
- 21K** | **↑36%**



DOWNTOWN DALLAS, INC.

Photo Credit: Thomas Garza

*CITY CENTER AS DEFINED BY *THE 360 PLAN*

*CITY CENTER AS DEFINED BY *THE 360 PLAN*

UNIFYING VISION

