



DOWNTOWN
DALLAS INC




STATE OF DOWNTOWN

PRESENTED BY



MATTHEWS SOUTHWEST



Downtown Dallas, Inc. (DDI), is the champion of a clean and safe Downtown and of the economic development and vibrancy of this community of diverse, unique neighborhoods. DDI:

- Mobilizes and amplifies the services of public agencies.
- Advocates for catalytic developments that strengthen Downtown.
- Provides care for the communities and public spaces it stewards.

DDI elevates the quality of life for residents, workers, visitors, and other stakeholders.

DOWNTOWN MOMENTUM



Over **15,000**
Residents



Over
\$6 Billion
In Active
Development



Over
\$8 Billion
Invested Since 2000



Over
4,000
Employers



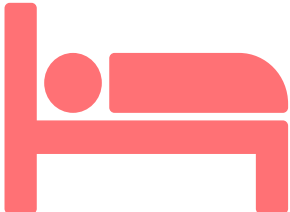
20
Active Construction
and Development
Projects

DOWNTOWN AMENITIES



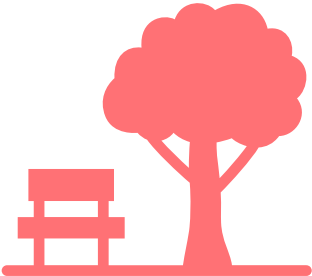
50

Residential
Properties



30

Hotels



4

New Signature
Parks

20

New Acres of
Green Space



200

Restaurants
and Bars



70+

Places To Shop



DOWNTOWN
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2024

STATE OF DOWNTOWN

AND THE SURVEY SAYS.....





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LIVING DOWNTOWN





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LIVING

83% of Downtown Dallas Residents are very satisfied with living in Downtown Dallas.

14% increase from 2022

The most favorable aspects of Downtown Dallas include the **entertainment** options, quality of **restaurants, culture** and **walkability**.



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WORKING DOWNTOWN





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WORKING

72%

Downtown Dallas Workers commute to work most (or all) days of the work week.

22% increase from 2022

Downtown Dallas employees enjoy spending time outside of their office with colleagues.



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WORKING + MOBILITY

Many

75%

drive themselves to work, though nearly 1-in-4 use public transportation at least occasionally.

Key motivators for visiting their office / place of employments are:

- Change of scenery
- The ability to interact with colleagues / customers / clients in person and the workplace culture.



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OWNING A BUSINESS DOWNTOWN

New Group
Surveyed





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BUSINESS OWNERS

New Group
Surveyed

94%

of Downtown Dallas Business Owners said that they are extremely/somewhat satisfied with their company being in Downtown Dallas.

81%

believe recruiting employees for their business is extremely/somewhat easy.



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VISITING DOWNTOWN





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VISITING DOWNTOWN



On average, Non-Downtown Dallas Residents indicate that they visit Downtown about twice a month.

Top reasons for visiting include



Restaurants / bars



Meeting up with
friends / family



Entertainment /
shopping areas



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DOWNTOWN RETAIL + SERVICES





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RETAIL & SERVICES DOWNTOWN

The **TOP 5** desired retail & services in Downtown Dallas include:

1. Full-service & small format grocery
2. General merchandise
3. Healthcare & medical services
4. Fine dining
5. Fast casual restaurants

Walmart 



 macy's

 Kroger



TRADER JOE'S





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RETAIL & SERVICES DOWNTOWN

Nearly 9-in-10

- Believe that having more healthcare and medical services Downtown is extremely or very important
- Primary care doctors, minor med and urgent care services and dentists deemed the most important.

Over 75%

- Would consider switching from their current healthcare provider to one located Downtown.



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EVENTS & COMMUNICATIONS





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EVENTS & COMMUNICATIONS



Respondents attended

4-5

events/festivals in
the Downtown area
in the last year.



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EVENTS & COMMUNICATIONS

Roughly 1-in-3 Dallas area residents surveyed

Rely on Downtown Dallas, Inc.
communications for
Downtown events and news.





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A CLEAN & SAFE DOWNTOWN

Hilltop Securities



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A CLEAN & SAFE DOWNTOWN

**Dallas Arts District
and Farmers Market**
are largely considered
the safest and cleanest
neighborhoods in the area.

Most Residents & Business Owners are satisfied with DDI's efforts to keep public spaces clean and enjoyable, particularly efforts focused on cleanliness of **parks** and **landscaping**.

70%
satisfied with cleanliness of Downtown

70%
very satisfied with safety of Downtown

41%
very satisfied with landscaping



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Homelessness in
Downtown Dallas
is considered to
be a significant /
moderate issue by

9-in-10

Dallas area
residents

And many

48%

believe the situation
has gotten worse
over the past year.



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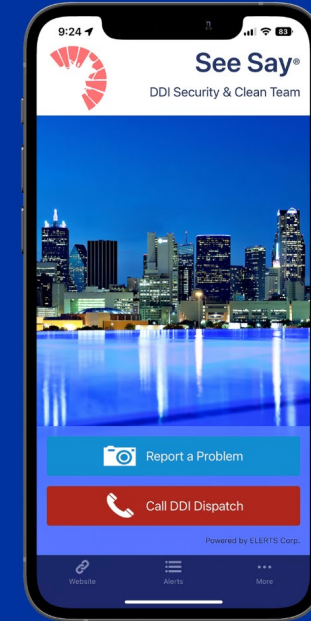
STATE OF DOWNTOWN

Roughly

72%

of Downtown Dallas
Residents & Business
Owners are familiar with
DDI's Homeless
Outreach Team and/or
Clean Team.

Notably, only about
1-in-10 are aware of
the See Say App.





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KEY TAKEAWAYS

1. The majority of residents (83%) are moderately or extremely satisfied with living Downtown
2. Nearly ALL business owners (94%) indicate they are somewhat to extremely satisfied with their company being Downtown.
3. Key motivators for Downtown employees to come into the office are change of scenery and the ability to interact with colleagues and clients.
4. Most (70%) of respondents are satisfied with the cleanliness and safety of Downtown, but 90% believe homelessness is a significant issue.
5. Parks can be further enhanced with more access to food/drinks and improved beautification and landscaping.



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TESTIMONIALS

“I love the vibrant atmosphere and the convenience of having so many great restaurants and attractions nearby.”

- Downtown Dallas Employee

“I love the convenience and pace of life in the city center. Supermarkets, restaurants and cafes can be reached on foot or by bike, making daily life extremely convenient. There are also a variety of cultural activities and community events.”

- Downtown Dallas Resident

“The downtown location means more pedestrian and car traffic, increasing brand exposure and the number of potential customers.”

- Downtown Dallas Business Owner

“The area where our company is located has undergone urban renewal and development, which has made our office environment more modern and pleasant.”

- Downtown Dallas Business Owner