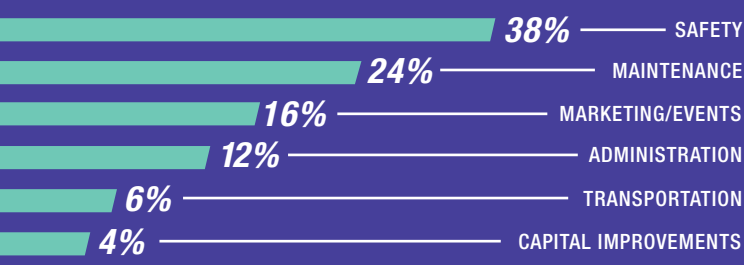


PRIORITIES

- Public Safety
- Maintenance and Beautification
- Great Placemaking
- Strategic Partnerships and Communications
- Economic Development and Planning
- Complete Neighborhoods
- Urban Mobility
- Membership Development

BUDGET



CLEAN

It is essential to create a vibrant, walkable Downtown by physically improving and programming our public spaces. The DDI-funded Clean Team is a group of 14 full-time employees, dedicated seven days a week to keeping the Downtown streets, parks, and sidewalks clean by picking up litter, removing graffiti, and assisting with many public improvement projects in Downtown Dallas.



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
- 50K+** contacts with visitors, residents, and employees
- 90+** security cameras, monitored **24/7**
- 300** homeless persons reunited with family in our Homeward Bound program
- 1,000+** property and facility managers rely on the DERT alert system

COMMUNITY

DDI continually engages with community groups and associations supporting the Downtown districts.



Photo Credit: Thomas Garza

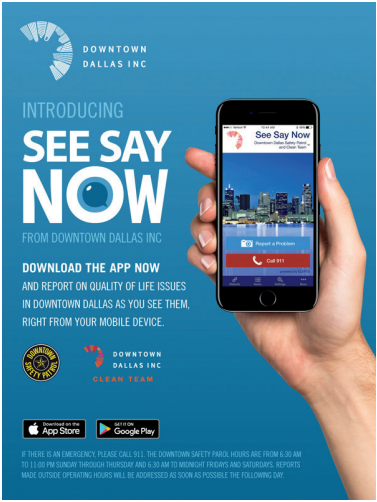


CLEAN

- Picked up **2,100** cubic yards of litter from Downtown streets—enough to fill **18** eighteen-wheelers  
Installed **23** new trash receptacles
- Pressure-washed over **2.6 million** square feet of sidewalks and park space
- Provided more than **92,000** dog waste bags at **13** dog waste stations
- Removed over **1,200** instances of graffiti
- Hand-watered trees, flower beds, and flower pots over **3,000** times
- Planted more than **40** 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, multiple law enforcement agencies, and public safety organizations to address public safety issues and coordinate efforts. DDI contributes more than \$2 million annually to public safety programs.



DDI SPONSORS THE FREE **SEE SAY NOW APP** THAT ENABLES USERS TO SAFELY AND SECURELY REPORT QUALITY OF LIFE ISSUES IN REAL TIME TO THE SAFETY PATROL AND CLEAN TEAM. THE APP IS AVAILABLE FOR DOWNLOAD FROM THE APPLE STORE AND GOOGLE PLAY.

COMMUNITY

- 1,790+** positive media stories featuring DDI or Downtown (valued at over **\$179,400**)
- 400+** hours of music through PULSE Dallas street performers
- 20+** community event/festival partners

LIKES AND FOLLOWS ARE UP!

- ↑ 22%** /DtownDallasInc
- ↑ 19%** Downtown Dallas, Inc.
- ↑ 4%** @DtownDallasInc
- ↑ 31%** #mydtd
- ↑ 20%** @downtown\_dallas
- ↑ 5%**



- IMPROVE INFRASTRUCTURE
- STIMULATE A VIBRANT AND SUSTAINABLE DOWNTOWN ENVIRONMENT
- 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

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

## DOWNTOWN DALLAS, INC.

### PARKS

- 52 acres of greenspace
- 4 new signature parks underway

### DEVELOPMENT

- 70+ new developments are underway



### RESTAURANTS & RETAIL

- 190+ places to shop\*
- 480+ restaurants and bars\*
- 30+ new restaurants/bars\*
- 15 new restaurants/bars opened in Downtown
- 30+ merchants at Unbranded, our holiday pop-up shop
- 100+ galleries, museums, and attractions\*

\*CITY CENTER, AS OUTLINED IN THE 360 PLAN



# EXPECTATIONS SHATTERED 2019

DALLAS INC  
DOWNTOWN



### COMMERCIAL OFFICE

- ALMOST 300 companies moved to or renewed their lease Downtown
  - 500K SQUARE FEET of coworking space
  - APPROX 650K positive net absorption\*
- \*SOURCE: CBRE

### RESIDENTS

- Almost 12,000 residents live Downtown
  - Over 70,000 live within the city center\*
  - Over 12,000 new units under construction in the city center\*
- \*AS OUTLINED IN THE 360 PLAN

### THE 360 PLAN

## THE 360 PLAN

- 3 TRANSFORMATIVE STRATEGIES
- 7 ACTION ITEMS
- 65 ACTION ITEMS
- 13 GOALS
- 1 UNIFYING VISION

THE 360 PLAN—DOWNTOWN DALLAS'S FIVE-YEAR STRATEGIC PLAN—WAS UNANIMOUSLY ADOPTED BY CITY COUNCIL ON DECEMBER 13, 2017. FOR MORE INFORMATION ON THE 360 PLAN, VISIT [WWW.DOWNTOWNDALLAS360.COM](http://WWW.DOWNTOWNDALLAS360.COM).

### RESOURCES

- CLEAN TEAM**  
214-741-1151  
[cleanteam@downtowndallas.com](mailto:cleanteam@downtowndallas.com)
- DOWNTOWN SAFETY PATROL**  
214-741-1151  
[safetypatrol@downtowndallas.com](mailto:safetypatrol@downtowndallas.com)
- DOWNTOWN DALLAS, INC.**  
214-744-1270  
[info@downtowndallas.com](mailto:info@downtowndallas.com)  
  
[downtowndallas.com](http://downtowndallas.com)  
[downtowndallas360.com](http://downtowndallas360.com)  
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Downtown Dallas, Inc. is a private, nonprofit organization funded by membership dues, sponsorships, and assessment revenue from the Downtown Improvement District and through contracts with the City of Dallas for specific projects and programs.

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