



DOWNTOWN  
DALLAS INC

# ECONOMIC DEVELOPMENT SURVEY

January 2019

 SENDERO

LDWW



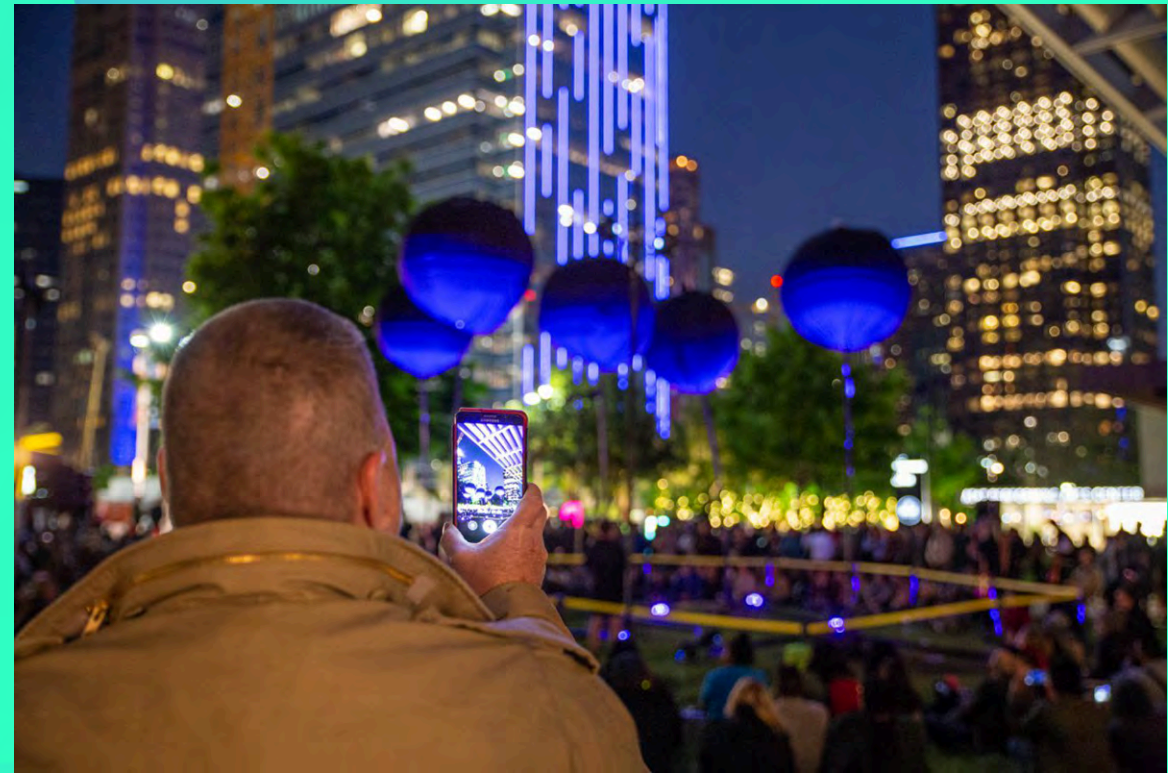


# PURPOSE

**Identify and interview** stakeholders involved with corporate relocation

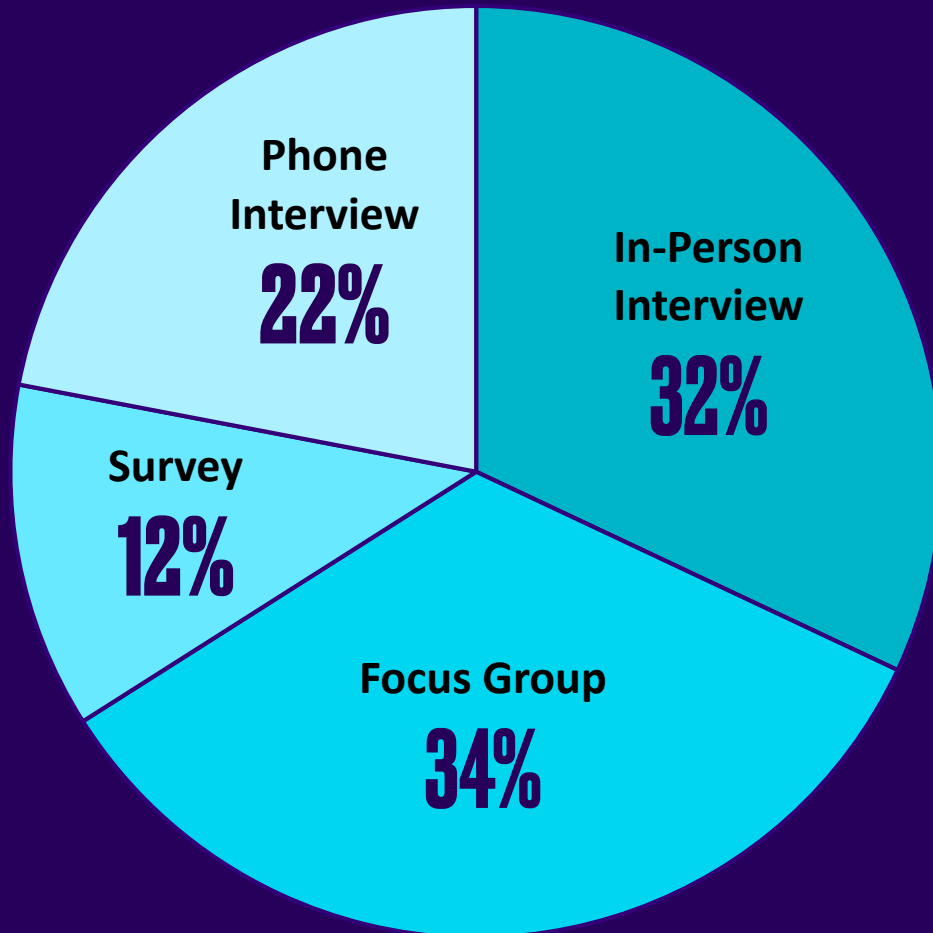
**Uncover** decision-making criteria, perceptions, competitors, and differentiators

**Synthesize** findings into executive summary including points to sell “Downtown’s personality”

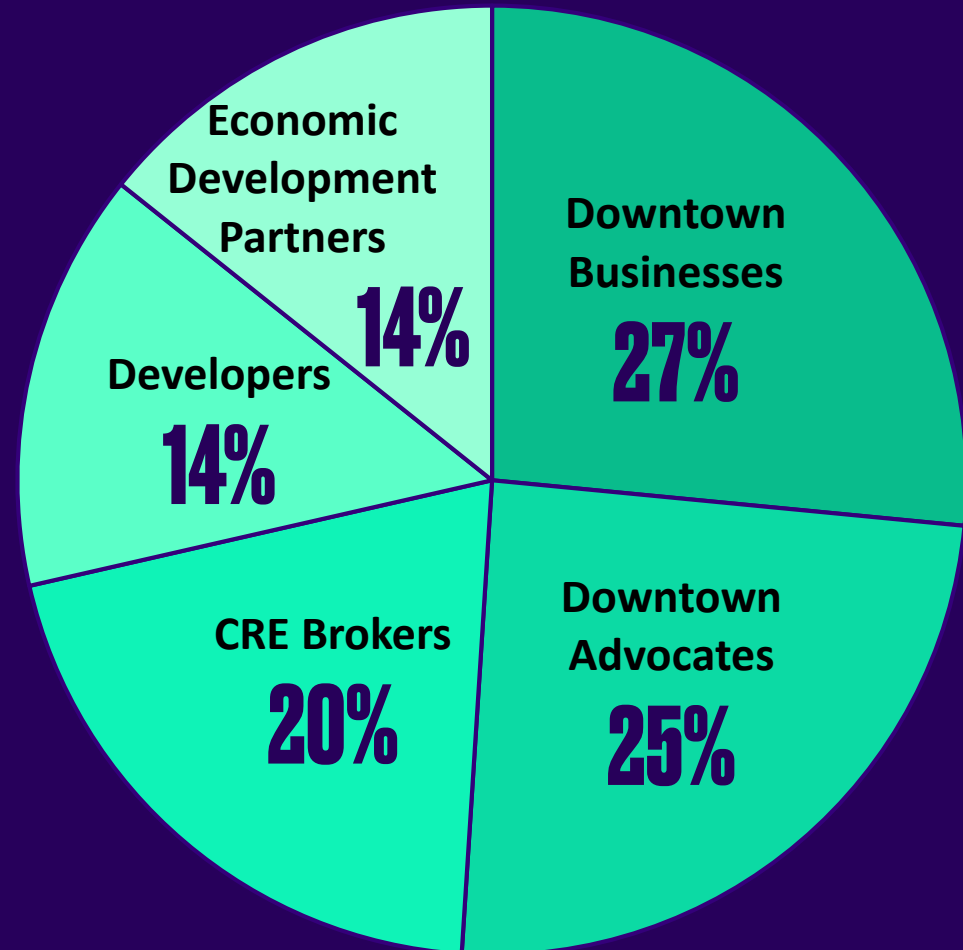


# STAKEHOLDERS

Data Collection Method



Stakeholder Type





# QUESTION

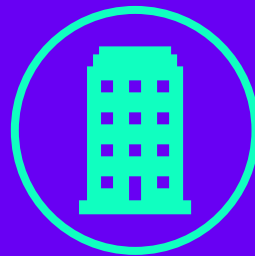
How have you been involved in your client's/organization's relocation analysis and/or decision?



Tenant  
Representative



Build-to-Suit



Office  
Leasing  
Manager



Recruitment



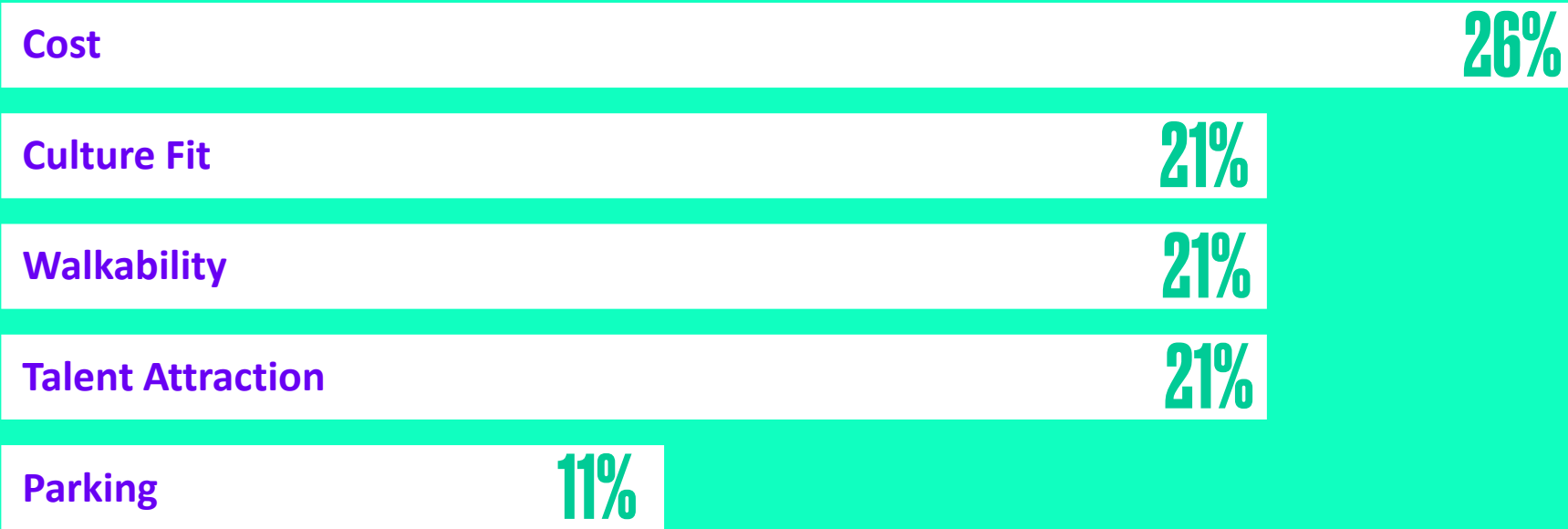
Decision  
Maker





# QUESTION

What factors do you consider when selecting an office location?





QUESTION

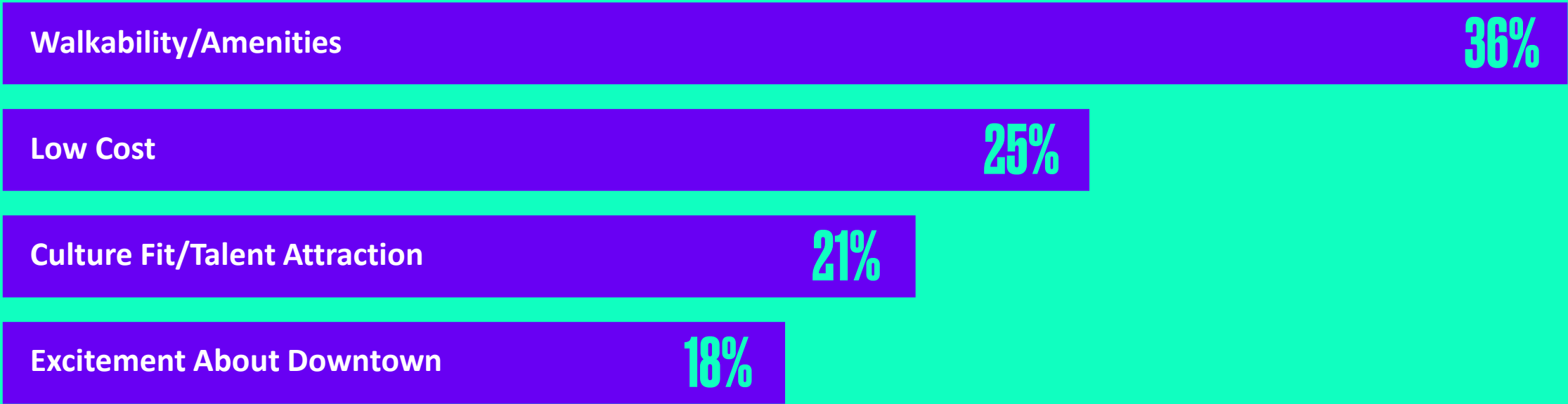
When you think of Downtown Dallas, what comes to mind?





# QUESTION

## Why was Downtown Dallas selected?







# QUESTION

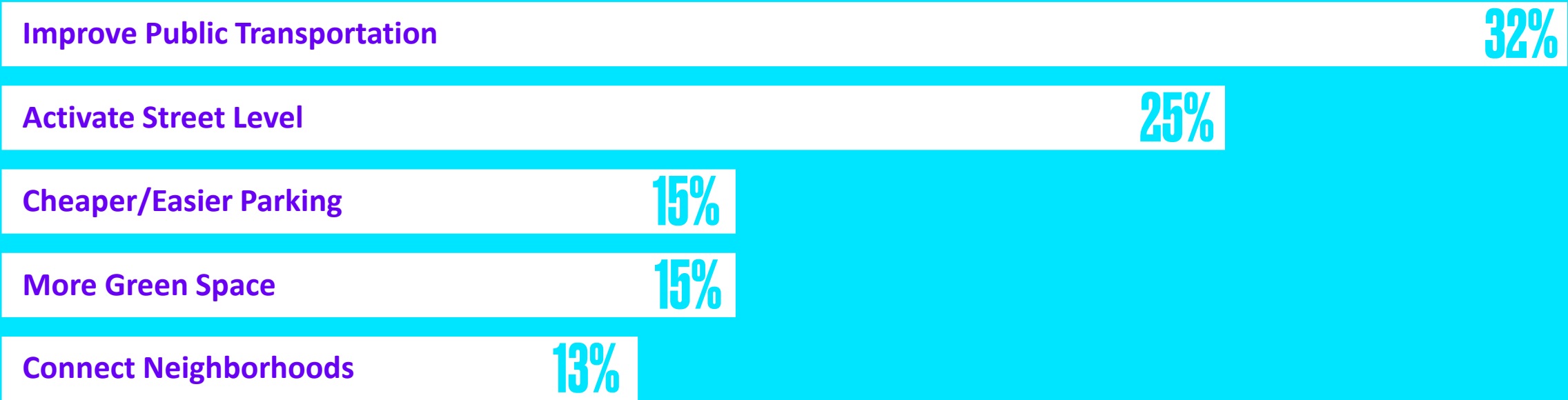
## Why was Downtown not selected?





# QUESTION

## What changes would you make to Downtown?





# PERCEPTION VS REALITY

**“There are  
not enough  
parking spaces  
in Downtown.”**



**Total spaces  
70,000**

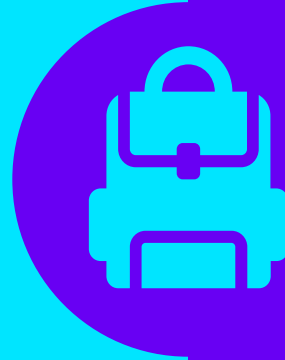
**Limited parking signage for lots and garages**

**Available parking is a factor of an individual's  
willingness to walk and desired price point**

**Mobility trends are moving away from single  
occupancy vehicle use, particularly in urban areas**



# PERCEPTION VS REALITY



**“Dallas ISD is not  
a good option  
for my children.”**

**One of the nation’s “Fastest Improving School Districts”**  
(Great City Schools)

**Choice School Program**

**9 of the top 25 magnet schools in Texas**  
(niche.com)

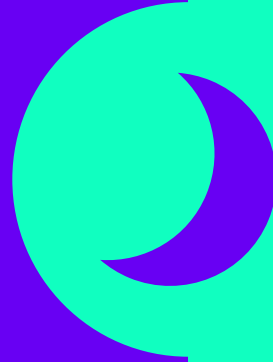
**6 DISD campuses achieved a near-perfect grade of 99**

**24 DISD campuses scored 94 or higher**  
(Texas Education Agency)

**Downtown is identified as an Innovation District by  
DISD**

# PERCEPTION VS REALITY

**“Downtown  
is dead  
after 5pm.”**



**175 bars/restaurants**

**50 shops/stores**

**12,000 residents**

**23 hotels**

**Nighttime activity differs by district**

# PERCEPTION VS REALITY



**“Downtown  
is not  
walkable.”**

**Walk Score: 90+**

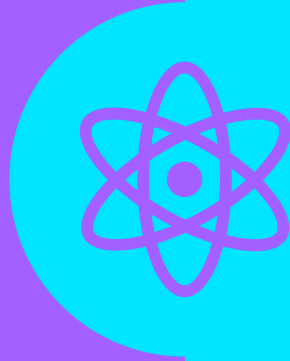
**Klyde Warren Park to Main Street:** 0.7 mi, 15 mins

**Main Street to Farmers Market:** 0.6 mi, 13 mins

**Farmers Market to Deep Ellum:** 0.6 mi, 12 mins



# PERCEPTION VS REALITY



**"Downtown Dallas  
is only for business  
services, law firms,  
and finance  
companies."**

**11 coworking spaces in Downtown**

**7 accelerators and incubators in Downtown**

**3 code academies**

**Dallas Innovation District**

**3 of the top 10 fastest growing tech companies are in  
Downtown**

**9 of the 13 largest architecture firms  
are in Downtown**

# PERCEPTION VS REALITY



**Downtown Dallas is the safest major Downtown in Texas**

**Downtown Safety Patrol**

**Dallas Emergency Response Team**

**Downtown Camera System**

**“Downtown Dallas is unsafe.”**



# WHAT YOU NEED TO KNOW



The background image is a nighttime cityscape. In the foreground, a large, dense crowd of people is gathered, many holding up their phones to take pictures. In the background, several tall buildings are visible, including one with a prominent clock tower. A purple semi-transparent box is overlaid in the center of the image, containing white text.

# 300 LEASES SIGNED 650K SF POSITIVE NET ABSORPTION

COSTAR ~ CBRE





# #1 IN DFW NET OFFICE LEASING 2018

*THE DALLAS MORNING NEWS*



A large crowd of people, including children and adults, are sitting on the ground in a park-like setting. They are surrounded by trees and buildings in the background. The scene is outdoors and appears to be a public event or festival.

# 500 S.F. COWORKING SPACE

CITY CENTER





# \$6 BILLION IN INVESTMENT

CITY CENTER, FARMERS MARKET, & DOWNTOWN CONNECTION TIF





**12K DOWNTOWN RESIDENTS**  
**70K CITY CENTER RESIDENTS**  
**12K\* UNITS UNDER CONSTRUCTION**

\*CITY CENTER





# 23 PROJECTS DOWNTOWN 50 PROJECTS CITY CENTER

ANNOUNCED/UNDER CONSTRUCTION





**37 HOTELS**

**6 HOTELS UNDER CONSTRUCTION**

**10K HOTEL ROOMS**

CITY CENTER




# 16K COLLEGE STUDENTS

TEXAS HIGHER EDUCATION DATA







# **7<sup>TH</sup> LARGEST HIGH-TECH JOB CONCENTRATION (DFW) ALMOST 2X NUMBER OF HIGH-TECH JOBS AS AUSTIN**

DALLAS REGIONAL CHAMBER



# #1 METRO FOR ATTRACTING SKILLED TALENT (DFW)

EMSI (2017)



# NEW + NOTEWORTHY





# EAST QUARTER







HIGH-SPEED RAIL





AT&T DISCOVERY DISTRICT





UNT DALLAS COLLEGE OF LAW



# THE DRAKESTONE





THE DREVER





PACIFIC PLAZA





WEST END SQUARE





DALLAS INNOVATION DISTRICT





THE LUMINARY

THE LUMINARY





DALLAS HOLOCAUST AND  
HUMAN RIGHTS MUSEUM  
ANN AND NATE LEVINE FAMILY  
CENTER FOR EDUCATION

DALLAS HOLOCAUST AND  
HUMAN RIGHTS MUSEUM





2000 ROSS  
TRAMMELL CROW CENTER





AMLI RESIDENTIAL





HALL ARTS HOTEL & RESIDENTIAL





ATELIER/FLORA LOFTS





TAYLOR STREET LOFTS





THE UNION





THE EPIC





URBAN MOBILITY





ARTS + CULTURE



A photograph of a park scene with children playing in a shallow stream. In the foreground, a man's back is visible as he looks towards the water. A young boy stands near the stream, and a child is sitting in the water. In the background, other children are playing on a grassy bank near a wooden play structure. The entire image is overlaid with a large, semi-transparent blue rectangle that contains the text "SO WHAT'S NEXT?".

# SO WHAT'S NEXT?





DOWNTOWN  
DALLAS INC

# EXPECTATIONS SHATTERED 2019

ANNUAL MEETING & LUNCHEON