

DDI Board of Directors Meeting

Tuesday, July 16, 2024
12 – 1:30 p.m. meeting
Virtual Meeting via Zoom

- I. **12:00 p.m.** - Call to Order
Katy Murray, Chair

- II. Action Items – Administration (A-C)
 - A. Minutes: May 14, 2024, Board of Directors
 - B. Financials: June 30, 2024
 - C. Approval of New Governors
 - a. Linda McMahon, Dallas Economic Development Corporation
 - b. Jed Morse, Nasher Sculpture Center
 - c. Cassandra Nack, Grant Thornton
 - d. Natalie Nieves-Guerrero, City of Dallas

- III. **12:10 p.m.** – June 2024 Monthly Reports
Jennifer Scripps, President & CEO

- IV. **12:15 p.m.** – Public Safety Issues & Interventions
Jennifer Scripps, President & CEO
Larry Gordon, Chief of Public Safety & Field Operations
 - A. ACTION: DDI Support for Housing Forward and Homeless Interventions

- V. **12:30 p.m.** – Klyde Warren Park / Dallas Arts District PID Early Renewal
Jennifer Scripps, President & CEO

- VI. **12:45 p.m.** – Update on Partnership with PKR & Conservancy
Jennifer Scripps, President & CEO

- VII. **12:45 p.m.** – Economic Development Items
Evan Sheets, VP of Planning & Policy
 - A. EDC Office Share
 - B. Conversion Study
 - C. Retail Study

- VIII. **1:00 p.m.** - President’s Report
 - A. State of the Market
 - B. City of Dallas Updates
 - C. Groundbreaker Award: Craig & Kathryn Hall
 - D. DDI Foundation Updates
 - E. 2024 Perception Survey
 - F. Upcoming Events

- IX. **1:30 p.m.** - Adjourn

Next Meeting: Board of Governors, Tuesday, August 13, 2024, 12:00 – 1:30p.m., Hilton Garden Inn, 1600 Pacific Ave, Dallas, TX



**DOWNTOWN
DALLAS INC**

CHAIR OF THE BOARD
Katy Murray
DallasNews Corporation

PRESIDENT & CEO
Jennifer Scripps
Downtown Dallas, Inc.

VICE CHAIR
Ted Hamilton
Hamilton Properties Corporation

SECRETARY
Larry Daniels
HRI Hospitality

TREASURER
Amy Lewis Hofland
Crow Museum of Asian Art

CHIEF OPERATING OFFICER
Amy Tharp
Downtown Dallas, Inc.

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Michael Tregoning
Headington Companies, LLC

Bradford Williams
Dallas College
El Centro Campus

**Downtown Dallas, Inc - DID and Non-DID
Statement of Net Results - Major Divisions by Class
For the YTD Period Ending June 30, 2024**

Modified Cash Basis

	DID General			Non-DID			TOTAL			Explanation: Target 50%
	YTD Actual	Annual Budget	Running Rate	YTD Actual	Annual Budget	Running Rate	YTD Actual	Annual Budget	Running Rate	
CASH RECEIPTS										
IMPROVEMENT DISTRICT	11,230,687	11,757,978	96%		\$0	N/A	\$11,230,687	\$11,757,978	96%	We have experienced worse than expected property tax clawbacks from Dallas County and anticipate we may be under budget on Assessment Revenue by approximately \$400k. We are closely monitoring this situation and will adjust our spending plan to compensate if needed.
ASSOCIATION			N/A	1,597,642	2,067,736	77%	1,597,642	2,067,736	77%	We anticipated our revenue will be short to budget by approximately \$100k. This shortfall will be offset by reduced membership expenses.
TOTAL CASH RECEIPTS	11,230,687	11,757,978	96%	1,597,642	2,067,736	77%	12,828,329	13,825,714	93%	
CASH DISBURSEMENTS										
CLEANING, SAFETY & IMPROVEMENTS	3,466,797	9,076,889	38%	0	0	N/A	3,466,797	9,076,889	38%	Timing: Projects weighted to Q3-Q4. On target for the year. Additionally, ERC credit received which offset expenses in May in the amount of \$240k. These funds will be utilized by yearend.
COMMUNICATIONS & COMMUNITY PARTNERSHIPS	416,259	1,178,902	35%	93,432	246,524	38%	509,690	1,425,426	36%	Timing: Projects weighted to Q3-Q4. On target for the year.
ECONOMIC DEVELOPMENT, PLANNING & MOBILITY	236,433	700,715	34%	51,639	120,653	43%	288,072	821,368	35%	Timing: Projects weighted to Q3-Q4. On target for the year.
ORGANIZATION & ADMINISTRATION	556,337	1,386,580	40%	371,008	1,019,062	36%	927,345	2,405,642	39%	Timing: Projects weighted to Q3-Q4. On target for the year.
PARKS OPERATIONS & PROGRAMMING	404,692	1,012,583	40%	0		N/A	404,692	1,012,583	40%	Timing: Projects weighted to Q3-Q4. On target for the year.
MEMBERSHIP		-	N/A	275,815	596,570	46%	275,815	596,570	46%	With anticipated shortfall in Association revenue mentioned above, Membership spending has been reduced.
TOTAL CASH DISBURSEMENTS	5,080,518	13,355,668	38%	791,893	1,982,809	40%	5,872,411	15,338,478	38%	
Net Result	\$6,150,169	<u>(\$1,597,691)</u>		\$805,749	<u>\$84,927</u>		\$6,955,918	<u>(\$1,512,764)</u>		
Beginning Fund Balances - General	2,314,206			1,410,197			3,724,404			
Ending Fund Balances - General	8,464,375			2,215,946			10,680,321			

Downtown Dallas, Inc.
Balance Sheet
As of June 30, 2024

Modified Cash Basis

	DID Balance Sheet			Non - DID Balance Sheet			Combined Balance Sheet		
	06/30/2024	12/31/2023	Change	06/30/2024	12/31/2023	Change	06/30/2024	12/31/2023	Change
ASSETS									
Total Cash\Cash Equivalents	\$ 7,646,715	\$ 1,440,281	\$ 6,206,434	\$ 5,798,356	\$ 5,587,115	\$ 211,241	\$ 13,445,071	\$ 7,027,396	\$ 6,417,675
Net Book Value Fixed Assets	1,268,547	1,268,547	-	68,761	68,761	-	1,337,309	1,337,309	-
Prepaid Expenses / Other Assets	-	-	-	54,502	110,897	(56,395)	54,502	110,897	(56,395)
TOTAL ASSETS	\$ 8,915,262	\$ 2,708,828	\$ 6,206,434	\$ 5,921,619	\$ 5,766,773	\$ 154,846	\$ 14,836,881	\$ 8,475,601	\$ 6,361,280
Liabilities:									
Payroll and Other Liabilities	\$ 254,724	\$ 204,102	\$ 50,622	\$ 56,186	\$ 56,999	\$ (813)	\$ 310,910	\$ 261,101	\$ 49,809
Intercompany Balances	196,163	42,318	153,845	(196,163)	(42,318)	(153,845)	-	-	-
Deferred Revenue	-	148,202	(148,202)	15,000	522,350	(507,350)	15,000	670,552	(655,552)
Total Liabilities	450,887	394,622	56,265	(124,977)	537,031	(662,007)	325,910	931,653	(605,743)
Fund Balances:									
General	8,464,375	2,314,206	6,150,169	2,215,946	1,410,197	805,749	10,680,321	3,724,404	6,955,918
Restricted - Parks	-	-	-	230,650	219,545	11,105	230,650	219,545	11,105
Restricted	-	-	-	3,600,000	3,600,000	-	3,600,000	3,600,000	-
Total Fund Balances	8,464,375	2,314,206	6,150,169	6,046,596	5,229,742	816,854	14,510,971	7,543,948	6,967,023
TOTAL LIABILITIES AND FUND BALANCES	\$ 8,915,262	\$ 2,708,828	\$ 6,206,434	\$ 5,921,619	\$ 5,766,773	\$ 154,846	\$ 14,836,881	\$ 8,475,601	\$ 6,361,280

Downtown Dallas, Inc.
Statement of Cash Flows
As of June 30, 2024

Modified Cash Basis

	DID	Non - DID	Total
Net Results	\$ 6,150,169	\$ 805,749	\$ 6,955,918
Net Results - Parks		\$11,105	11,105
Changes in Operating Assets and Liabilities:			
Prepaid Expenses / Other Assets	-	56,395	56,395
Other Liabilities	50,622	(813)	49,809
Intercompany Balances	153,845	(153,845)	-
Deferred Revenue	(148,202)	(507,350)	(655,552)
Net Change in Cash Balances	6,206,434	211,241	6,417,675
Cash Balances, Beginning of Period	1,440,281	5,587,115	7,027,396
Cash Balances, End of Period	\$ 7,646,715	\$ 5,798,356	\$ 13,445,071

**Downtown Dallas Inc - Parks
Fund Balance Activity
As of June 30, 2024**

Beginning Fund Balance	<u>\$219,545</u>
Parks Rental Income	37,900.00
Interest Income	\$11
Credit Card Fees	33
Park Expenses	<u>(26,839)</u>
Net Results - Parks	<u>\$11,105</u>
Ending Fund Balance	<u><u>\$230,650</u></u>



**Board of Directors Meeting
May 14, 2024, 12:00 p.m.
Downtown Dallas, Inc. – Field Street Conference Room**

In Attendance: Katy Murray, Ted Hamilton, Amy Lewis Hofland, Brian Bergersen, Mattia Flabiano III, Colin Fitzgibbons, Susan Harris, Steve Hulsey, Suzan Kedron, Michael Peterson, Billy Prewitt, Arthur Santa-Maria, Josh Shane, Michael Tregoning, Bradford Williams

Via Zoom: Larry Daniels

Absent: Jim Greer

Staff in Attendance: Jennifer Scripps, Amy Tharp, Shalissa Perry, Larry Gordan, Michael Graham, Gary Johnson, Chelsea Herd, and Evan Sheets

Guest in Attendance: Scott Goldstein

- Meeting was called to order at 11:58 a.m. by Katy Murray, Chair
- Action Items – Administration (A-B)

A. Minutes: March 19, 2024, Board of Directors

B. Financials: April 30, 2024

Katy Murray called for a motion to approve all action items noted (A-B).

A motion was made to approve all action items as presented. The Board unanimously approved as presented.

- April 2024 Monthly Reports - Jennifer Scripps, President & CEO

Ms. Scripps provided a brief recap:

- DDI's solar eclipse event
- Texas Tribune's "Who Are Downtowns For?" panel
- May 2024 bond election victory
- POP! Art installation



- Midyear Briefing – Amy Tharp, COO

Ms. Tharp detailed the current draft of the 2025 PID Service Plan, 2025 Downtown Tree Program, and Greening Initiatives.

Ms. Tharp then called for a motion to approve a one-cent increase in the assessment rate to provide funding for the Tree Program.

A motion was made by Susan Harris with a second by Amy Lewis Hofland to approve the increase as presented. The Board unanimously approved the increase.

- Economic Development Items – Evan Sheets, VP of Planning & Policy

Mr. Sheets briefly discussed the following Economic Development topics:

- a. Kay Bailey Hutchison Convention Center updates
 - b. DDI Mobility Committee's discussions on:
 - i. The Streetcar Operations and Maintenance Study
 - ii. Current high speed rail projects progress
 - iii. Status of the design process for I-345
 - c. Digital Kiosks
- Downtown Public Safety Updates – Jennifer Scripps, President & CEO and Larry Gordon, Chief of Public Safety & Field Operations

Ms. Scripps announced the return of the Downtown Security Directors Association (DSDA) after a lapse due to the COVID-19 pandemic. The DSDA has meetings set for the balance of the year.

Ms. Scripps and Mr. Gordon went on to discuss the DSDA's role in maximizing security in Downtown and their role in Safety Coordination, citing a specific instance that occurred in Thanksgiving Square that Rico Roberts, Intelligence Analyst & Law Enforcement Liaison, worked with the DSDA to help resolve.

Mr. Gordon detailed DDI's Summer Safety Plan, including the roles of the Park Marshals, Homeless Outreach, DDI Security, and upcoming activations in Pegasus Plaza.



Ms. Scripps then covered the State of Homelessness in Downtown, noting the reduction in unsheltered homelessness since launching REAL Time Rehousing in 2021.

- President's Report – Jennifer Scripps, President and CEO

Ms. Scripps discussed the following topics:

- a. State of the Market Update
 - i. 36 Deals
 - ii. 167,086 total square feet
 - iii. Smaller average deal size
 - iv. Average asking rent \$30.08 sq. foot
 - v. Largest lease to date – JP Morgan/Chase
- b. Significant Leases to date:
 - i. Bradley Arant Boult Cummings
 - ii. Russell Reynolds
 - iii. GSR Andrade Architects
- c. We are now six months into the implementation of the Strategic Plan, here is the current state of each objective:
 - i. Re-imagining Clean and Safe
 1. Green cubes in Main Street Garden completed in Q1, new furniture to be installed this summer
 2. Phase One of replacing trash cans is complete, will do next round in 2025 based on its success
 3. Summer activation in Pegasus Plaza has begun
 4. Design for new restaurant will begin in Q3 or Q4 with needed input from key stakeholders
 - ii. Vibrancy of Downtown Dallas
 1. Parks Department and Parks Conservancy coordination
 - a. ETM study is nearing completion, will provide recommendations at next meeting
 - b. Parks Department has agreed to create a Central Service division for Downtown and surrounding areas
 - c. Hiring a Chief of Parks and Public Space has not yet happened, but DDI is actively in first round interviews
 2. Programming at scale
 - a. Migration of programs to a third-party model is going well, with increased attendance seen at our fitness classes and movie nights



- b. Rentals business is also seeing an increase
 - iii. Economic Development
 - 1. Pending new website to market and share DDI data, State of the Market reports, and other regularly requested information
 - 2. Retail activation study RFP is in process
 - 3. A Dallas Economic Development Corporation CEP has been named and will start in July.
 - iv. DDI Organization
 - 1. Completed RFP process had selected NetSuite to replace QuickBooks. Will be implemented in Q3/Q4
 - 2. Began more closely monitoring employee turnover in 2024, using 2023 as the “base year”
 - 3. Utilizing the 2024 Great Place to Work accreditation for recruitment
 - 4. Office Administration team has been fully staffed
 - 5. Utilizing TTI-Insights screening as an additional layer in the hiring process
 - 6. Ongoing work with DISC profiles, team dynamics, and executive coaching with Meg Fitzpatrick
 - 7. Field Operations trainings have become more robust
 - 8. More frequent Membership events are being scheduled and are seeing an increase in attendance
 - 9. Individual and Small Business membership levels have been added
 - 10. Targeting lapsed members and new Downtown tenants for membership will take place in Q3/Q4
 - d. Employee retention midyear
 - i. Corporate turnover rate has decreased by 8%, growth rate increased by 5%
 - ii. Field Operations turnover rate has increased by 2%, growth rate increased by 2%
 - e. DDI’s target Membership list
 - f. Retail Vibrancy efforts
 - i. Seven firms responded to the Retail Consultant RFP, three potential consultants will be interviewed this week
 - ii. Planning to execute an agreement for a year-long project with the winning firm
 - g. Specific Use Permit: McDonald’s



- i. DDI has not taken an official stand and aims to remain neutral regarding the Specific Use Permit review of the Downtown McDonald's
- ii. McDonald's has not engaged us in any conversation regarding potential new operating models, nor the CPC Commissioner
- iii. DDI will continue working throughout the approvals process to balance Council and stakeholder considerations and the long-term vision for this section of Downtown
- h. Upcoming events
 - i. Let's Talk Trash – May 11, June 8, July 13 in various parks
 - ii. Discover Downtown Movie Series in Harwood Park
 - 1. May 18: Sweet Home Alabama
 - 2. May 25: Crazy Rich Asians
 - iii. Goat Yoga – First Saturdays in Harwood Park
 - iv. Yoga classes – Every Saturday in June, July, and August in Main Street Garden
 - v. DDI x Fitness Ambassador series
 - 1. HIIT classes in Harwood Park on Tuesdays in May
 - 2. Silent Disco Sound Bath in Harwood Park on May 15, 29
 - 3. Sweat Week in Main Street Garden on June 10-14
 - 4. Pickleball Social in Harwood Park on June 15
- i. State of Downtown will occur on Wednesday, October 20, 2024 from 8:15 – 10:00am at Moody Performance Hall

No executive session was called at this meeting.

Meeting was ajourned at 1:39pm.

Minutes submitted by Chelsea Herd, Executive Assistant.

DOWNTOWN
DALLAS INC



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April-June

MONTHLY REPORTS

EXECUTIVE SUMMARY

We are pleased to present to you our April-May 2024 DDI Monthly Reports.

Among the highlights:

- In June, the Security Team addressed 5,170 quality-of-life violations and made 3,848 business contacts.
- In June, the Clean Team documented a total of 8,318 reports, primarily addressing litter and debris, resulting in 1,943 bags of trash collected.
- The DDI Outreach Team was featured in a Dallas Morning News article recognizing DDI's Homeward Bound Reunification program as a diversion tool to avoid spending more time on the street or entering overcrowded shelters, instead placing folks back with their support systems and/or family.
- Fitness Ambassadors hosted 8 athletic classes at Harwood Park consisting with of yoga and pilates, along with our first ever Sweat Week series at Main Street Garden.
- DDI President & CEO Jennifer Scripps took part in the groundbreaking for the Kay Bailey Hutchison Convention Center redevelopment, with DDI staff also in attendance.
- Goat Yoga sold out June class with 125+ attendees.
- DDI kicked off Summer at Pegasus Plaza programming with markets, vendors and games to bring more vibrancy through the plaza.
- Membership has collected \$1,063,000 in renewals to date.

We invite you to read about these updates and much more in the following pages.

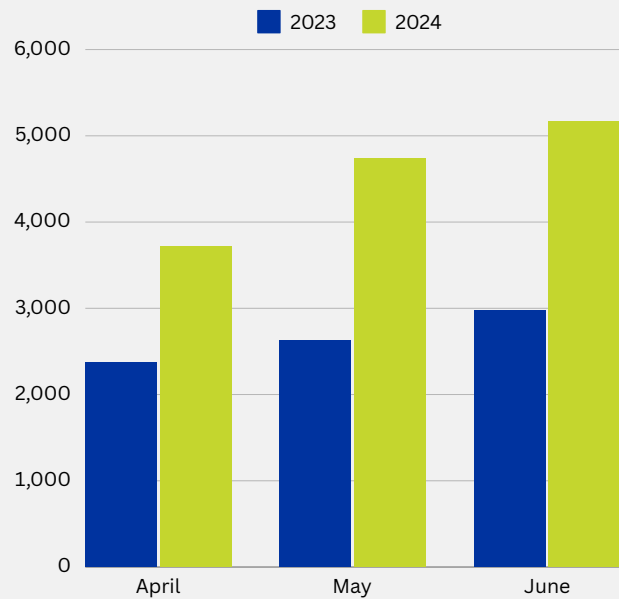
Security Team

Highlights:

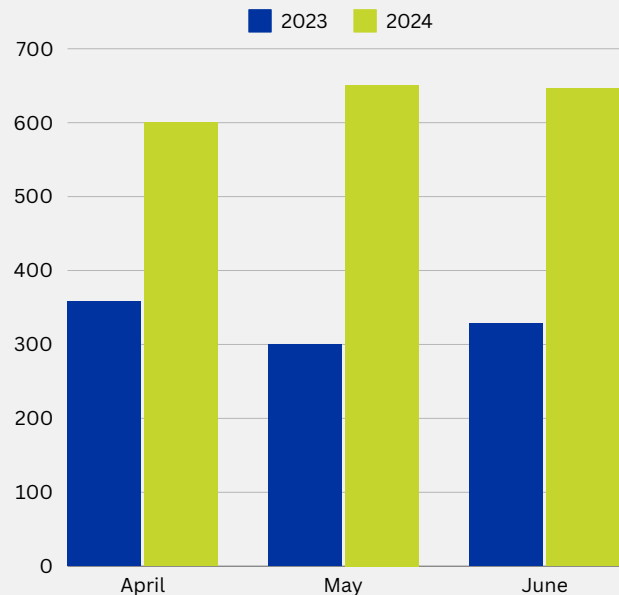
- The Security Team has encountered a total of 21,554 quality-of-life violations YTD.
 - The majority of the team engagements are self-initiated. A breakdown of each origin category is listed below, including 18,669 self-initiated engagements, comprising 87% of the overall volume of reports.
 - Self-Initiated: 18,669 (87%)
 - E-Lert: 2,065 (10%)
 - Calls for Service: 789 (4%)
- In June, the team addressed 5,170 quality-of-life violations and made 3,848 business contacts.
- Five categories comprise (92%) of the overall volume of reports for June 2024
 - Sleeping in Public: 3,724 (72.05%)
 - Solicitation/Panhandling: 532 (10.29%)
 - Trespassing: 168 (3.25%)
 - Smoking in Park: 197 (3.18%)
 - Disorderly Conduct: 161 (3.16%)
- On June 22, a resident was viciously attacked with a tree branch by an unidentified assailant at City Tavern. The assault was captured by the location’s video cameras and garnered national attention.
 - DDI’s Law Enforcement Liaison played a pivotal role in the investigation. Additional footage of the suspect was secured from a nearby building and promptly given to the DPD Crimes Against Persons Unit.
 - By June 30, three arrest warrants were issued for the suspect in the assault. He is currently in Dallas County Jail.
 - The collaborative efforts of DDI, law enforcement personnel, and surveillance technology culminated in the identification and apprehension of the suspect.



Incident Responses



Off-Duty Police Responses



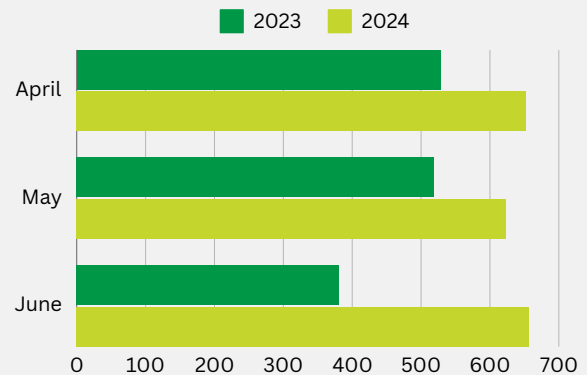
Clean Team



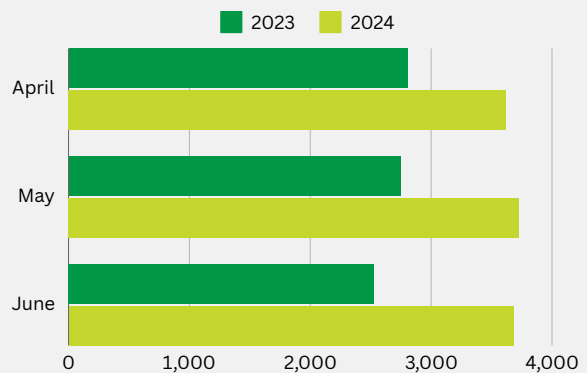
Highlights:

- In June, the Clean Team documented a total of 8,318 reports, primarily addressing litter and debris in Downtown areas, resulting in the collection of 1,943 bags of trash.
 - Self-initiated: 8,197
 - E-lets: 94
 - Call for service: 27
- Top three log types for June:
 - Litter and Debris: 35.64%
 - Poop removal: 24.80%
 - Park maintenance: 16.65%
- Total hours at parks for June: 571.18 hr.
- Top five parks by hour:
 - Pacific Park: 108.41 hr. (18.98%)
 - Civic Garden: 107.42 hr. (18.8%)
 - Harwood Park: 96.56 hr. (16.9%)
 - Carpenter Park: 87.67 hr. (15.34%)
 - Main Street Garden: 83.56 hr. (14.62%)
- YTD the top five log type for clean team:
 - Litter and Debris: 18,893 reports (37.52%)
 - Poop removal: 12,598 reports (25.02%)
 - Park maintenance: 5,264 reports (10.45%)
 - Trash can top off: 3,730 reports (7.41%)
 - Graffiti removal: 2,741 reports (5.44%)

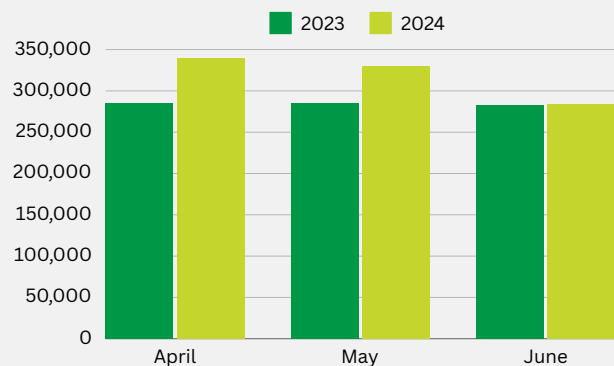
Stickers/Graffiti Removed



Poop Piles Disposed



Sidewalks Power Washed (Sq. Ft.)



Homeless Outreach



Highlights:

- In June, the team had 922 calls for service concerning homeless individuals in the Central Business District.
 - Homeless Engagements: 631 (68%)
 - Service Referrals: 291 (32%)
 - Total Homeless Reports: 922

- Off the Streets:
 - Homeward Bounds: 33
 - Street to Shelter: 3
 - Housed w/ Encampment Decommissioning: 6
 - Total Off the Streets: 43

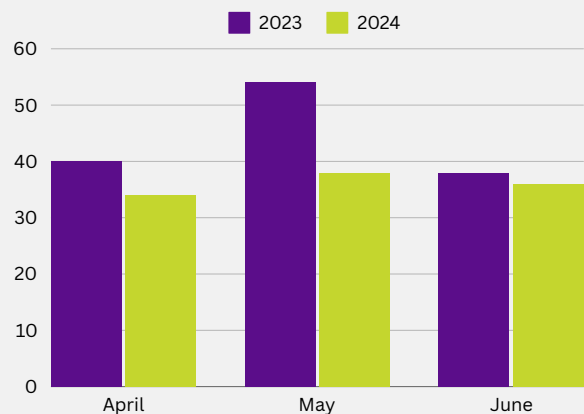
- Total Encampments Closed: 1
 - West End (4 Individuals Housed)
 - Outer Boundaries-Phase 1
 - Commerce/Main & I-45 (2 Individuals)
 - Total Housed in June: 6

- Additionally, the team continued to work with Phase 1 of the Street to Home Initiative through June. This phase consisted of three smaller sites:
 - Austin & Elm
 - Lamar & McKinney
 - Commerce/Main & I-45 (closed)
 - We identified 11 individuals for housing from three sites, gathered critical documents, and began the housing process with partner agencies across Dallas and Collin County.

- The team was featured in a Dallas Morning News article recognizing DDI's Homeward Bound Reunification program as a diversion tool to avoid spending more time on the street or entering overcrowded shelters, instead placing folks back with their support systems and/or family.

KPI	Apr.	May	June
Engagements	667	532	631
Service Referrals	396	295	291
Street Outreach Enrollments	67	58	56

DDI's Homeward Bound Initiative



*DDI provides bus tickets to unite qualified people with confirmed relatives or friends in another city or state.

Economic Development, Planning & Mobility

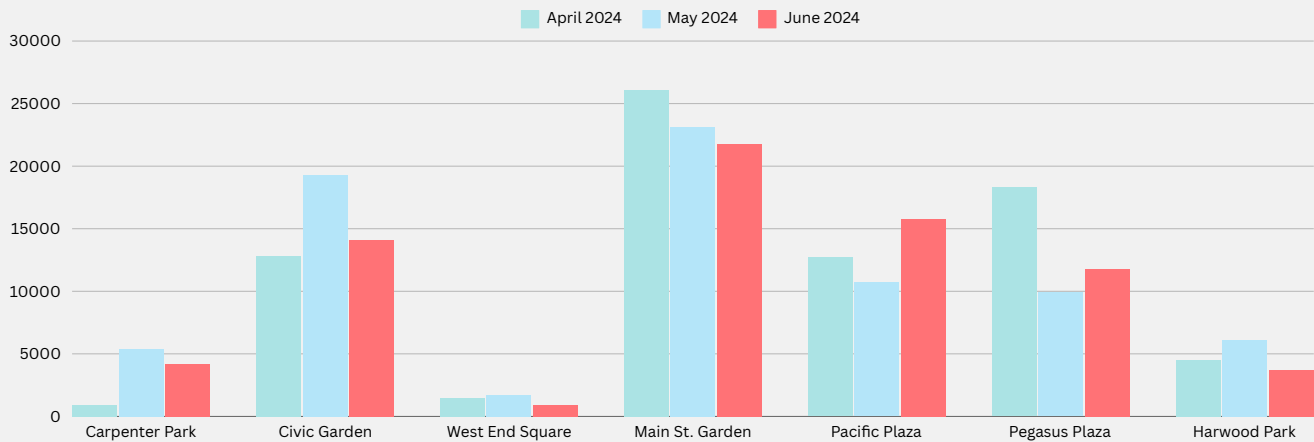
Downtown KPI	April 2024	May 2024	June 2024
Market Asking Rent Per SF Office	\$29.93	\$30.07	\$29.98
Market Asking Rent per SF Multi-Family	\$2.28	\$2.28	\$2,28
Leases Signed	2	7	13
Units Under Construction	1,040	1,040	1,040
Units in Planning	2,801	2,801	2,801
Hotel Occupancy (prior month)	70.90%	73.60%	69.50%

Highlights:

- Sent in data for the IDA’s Value of Downtown Study with a Fall 2024 target release
- Continued support of local retailers, touring 2 potential new ground level tenants at multiple locations.
- Attended Modera St. Paul top-out celebration.
- Attended Stakeholder Feedback Session regarding digital kiosks.
- Doug Prude spoke at the ULI What’s New What’s Next conference at the Omni Frisco.
- Continued to support DISD on construction of new Downtown campus.
- Attended groundbreaking for the KBHCCD.
- Hosted Public Policy Committee to discuss multiple projects, such as Digital Kiosks, High Speed Rail, 2024 Bond, and Dallas Charter Review.
- Reviewed 90% engineering plans for Pearl Street improvements between Woodall Rodgers Fwy. and Ross Ave.
- Continued discussions regarding non-vehicular connectivity between Downtown and adjacent neighborhoods
- Final selections were made for the retail consultant, office conversion consultant, and Historic Tax Credit consultant.
- Assisted businesses with the City’s permitting process.

Park Operations & Programming

Major Parks Attendance



June events: Pickleball Social, Let's Talk Trash, and Soul Flower Music Festival (from left to right)

Highlights:

- Hired two new Ambassador Coordinators:
 - Sarah Plaxco, Park Programming and Events Coordinator
 - Audra Draper, Park Rentals Coordinator
- Fitness Ambassadors hosted 8 athletic classes at Harwood Park consisting with of yoga and pilates, along with our first ever Sweat Week series at Main Street Garden.
- Goat Yoga Dallas sold out June class with over 125 attendees.
- NEW Programming:
 - Summertime Storytime, in collaboration with Dallas Public Library: We launched a 3-part series at Harwood Park in the Community Room.
 - Pickleball Social: We hosted three Pickleball courts at Harwood Park attracting over 200 attendees throughout the day.
 - Let's Talk Trash: This month we filled up an entire dumpster thanks to our local residents, collecting VHS, VCRs, Patio furniture, couches, TVs, and much more.

Marketing & Community Partnerships

KPI	April 2024	May 2024	June 2024
Media Mentions	7	16	6
Social Media Engagements	6,686	11,433	13,412
DowntownDallas.com Pageviews	55,007	39,215	38,903
Total Social Media Followers	281,888	282,825	282,184
Press Releases (total)	0	1	2
MailChimp Average Open Rate	56%	49%	48%

Highlights:

- Hosted Experience Committee Meeting for Downtown Holiday campaign planning.
- Wrapped up fitness series with Fitness Ambassadors - 24 events, 3000+ RSVPs, 900+ attendees, and 1,100 new emails collected.
- Hired The Retail Coach as retail consultant and held initial kickoff meeting.
- Onboarded new VP of Marketing and Communications Monica Gonzalez.
- Finalized feedback on the perception survey with FCR Research and LDWW.
- Secured presenting sponsor for Trick or Treat on Downtown Streets.
- 101Media social media team engaged 5 influencers in June to promote family-friendly Downtown content that reached more than 194,000 followers, engaged 1,400+ accounts, with an earned media value of \$3,600. [View report.](#)
- Met and toured with reps from Business Council for the Arts and FGIII Fine Arts Productions on priority window art installations (1505 Elm, 1300 Field Street, 500 N Akard)
- Finalized and uploaded sponsorship opportunity packet to the website.
- Marketing & Digital Coordinator Dylan Thomas completed supervisor training and onboarding for a Marketing and Communications intern through the Development School for Youth program.

Organization & Administration

KPI	April 2024	May 2024	June 2024
Job Postings	8	4	4
New Hires	3	9	5
Active Employees	82	88	91

Highlights:

- Human Resources:
 - Completed Benefit Enrollment for 2024-2025 Plan Year
 - Bi-annual DISC/Talent Insights Training with Meg Fitzpatrick
 - Building out employee engagement initiatives based on Great Place to Work results (below)
 - Quarterly Financial Literacy Training
 - Team Visit to the Perot Museum
 - Corporate team growth rate of 21.1%
 - Onboarded Executive Assistant - Chelsea Herd
 - Onboarded Salesforce Data Analyst - Jeremy Ryan
 - Onboarded Graphic Designer - Sara Lovas
 - Onboarded Sr. People Ops Coordinator Danquawn James
 - Onboarded two Field Operations assistant managers
 - Clean Team and Homeless Outreach teams are fully staffed
 - Onboarded VP of Marketing and Communications Monica Gonzales



External Affairs & Government Relations



DDI President & CEO Jennifer Scripps was among area leaders to participate in the ceremonial groundbreaking for the new Downtown convention center on June 26.

Highlights:

- DDI reps including President & CEO Jennifer Scripps on June 26 participated in the Downtown convention center groundbreaking alongside City of Dallas officials.
- DDI was key advocate for the May passage of all 10 Dallas bond propositions. President & CEO Jennifer Scripps served on numerous panel discussions to promote the bond program.
- “Digital kiosks would create obstacles for a walkable Dallas,” editorial from Jennifer Scripps and CEOs of Uptown Dallas Inc., TREC, and Dallas Arts District, published May 1 in The Dallas Morning News. DDI continued to work with partner organizations and City of Dallas leaders on how best to revise a proposal to allow digital advertising kiosks in the public right of way.
- Interim Dallas City Manager Kimberly Bizzor Tolbert addressed the DDI Board of Governors meeting on June 11. She address the upcoming budget process, her re-org, and her strong commitment to working with us on efforts to help our homeless neighbors.
- DDI joined the West End Association and our two Downtown council members in opposing the ban, asking instead to enhance measures to protect horses or consider allowing the lone permitted operator to continue offering rides.

Membership

Highlights:

- 2024 Membership renewals began Nov. 6, 2023. Collections to date: \$1,063,000
 - 153 Members Billed/124 Members Paid (83% Retention Rate to date)

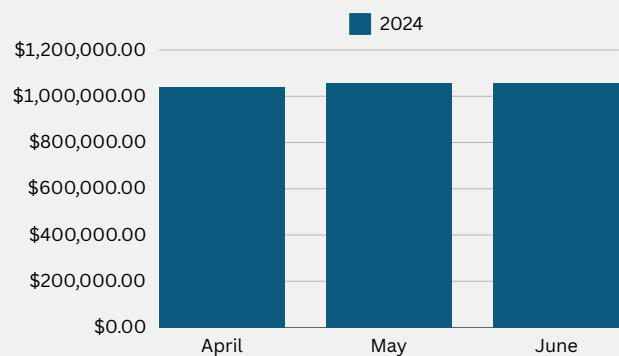
- New Members: Chilmalma Restaurant, St. Jude Chapel, Urban Darby Architecture, Wild Bill's Western Store, Karen Pierre, Krilogy, Kadampa Meditation Center, Streetman Industries, The Kati Roll Company, The Botanical Mix, Ashley Klein, MarketSpace

- 2024 State of Downtown:
 - October 30, 2024 – Moody Performance Hall
 - Sponsorship Sales to date: \$95,000

- Trick-or-Treat in Downtown Streets:
 - Sponsorship Sales to date: \$7.5K - H-E-B.

- Upcoming Board and Membership Events:
 - June 13 – Cheers & Chill – Cowboy Chow – 4:30 – 6:00 p.m.
 - September 16 – North Texas Giving Day
 - August 8 – Cheers & Chill – Botanical Mix
 - September (Date TBA) – Coffee & Conversation CECAP Panel
 - October 1 - Coffee & Conversation Real Estate Panel – 8:30-10:00 a.m.
 - October 2 – Federal Reserve Bank of Dallas - Cocktail Reception – 5:00-6:30 p.m.
 - October 10 – Cheers & Chill – Chilmalma – 4:30-6:00 p.m.
 - November 7 – Coffee & Conversation – Homelessness – 8:30-10:00 a.m.

2024 Membership Renewals



2024 State of Downtown Sponsorship Sales

