



DOWNTOWN
DALLAS INC

annual report

2024



letter

Dear Downtown Dallas Community,

As we reflect on 2024, Downtown Dallas, Inc. (DDI) remains committed to enhancing the quality of life in our dynamic and evolving urban core. Our mission to champion a clean, safe, and economically vibrant Downtown continues to drive the work we do every day, alongside our incredible partners and dedicated community members.

I'm so honored to lead a team that is dedicated to keeping our mission alive. In 2024, DDI produced a record 204 events, marking a 52% increase from the previous year, attracting over 136,000 attendees. Our programming, such as the Solar Eclipse Weekend and record-breaking attendance at our annual Trick or Treat, brought new energy and excitement to Downtown. Initiatives like Yappy Hours, Goat Yoga, and the "Let's Talk Trash" event fostered deeper engagement within our diverse community.

Downtown's transformation is also evident in its development. With over \$6 billion in active projects, including more than 30 hotels and 15,000+ new residents, Downtown continues to thrive as a hub of innovation and economic growth. DDI is proud to play an integral role in advancing catalytic projects such as office conversions and advocating for the continued revitalization of our public spaces and infrastructure.

Our commitment to a clean and safe Downtown is exemplified through DDI's Field Operations team, which manages critical services like security, street cleaning, and homelessness outreach. Additionally with the Street to Home Initiative in partnership with Housing Forward, we were able to house 130 individuals.

Also funding for transformative infrastructure projects through the Capital Bond Program, improving connectivity and enhancing pedestrian safety across Downtown. We are excited about the future and the ongoing evolution of this vibrant community.

I am deeply grateful to our Board of Directors, our team, and the entire Downtown Dallas community for your continued support and dedication. Together, we will ensure Downtown remains a place of opportunity, innovation, and inclusivity for all.

Sincerely,

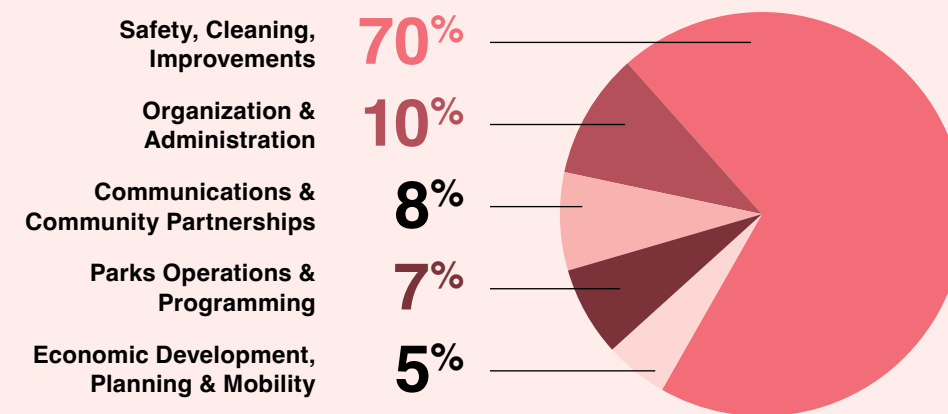
Jennifer Scripps
President & CEO
Downtown Dallas, Inc.

mission

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.



budget

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2024 Board Officers

BOARD CHAIR

Katy Murray
Dallas News Corporation

VICE CHAIR

Ted Hamilton
Hamilton Properties Corporation

PRESIDENT AND CEO

Jennifer Scripps
Downtown Dallas, Inc.

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Amy Tharp
Downtown Dallas, Inc.

SECRETARY

Larry Daniels
HRI Hospitality

TREASURER

Amy Lewis Hofland
Crow Museum of Asian Art

2024 Board of Directors

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Spectrum Properties LTD/
Dallas Farmers Market

Collin Fitzgibbons
Hunt Realty

Mattia Flabiano
Page

Jim Greer
Oncor

Ted Hamilton
Hamilton Properties Corporation

Susan Harris
Atmos Energy Corporation

Steve Hulsey
Corgan

Suzan Kedron
Jackson Walker, LLP

Arthur Santa-Maria
Hoque Global

Josh Shane
AECOM

Michael Peterson
AT&T

Billy Prewitt
Pacific Elm Properties

Michael Tregoning
Headington Companies, LLC

Bradford Williams
Dallas College,
El Centro Campus

2100 McKinney
2100 Ross, LP
2201 Main, LLC
42 Real Estate, LLC
5G Studio Collaborative
7-Eleven

ACORE Capital
The Adolphus
AECOM
All Saints Church Dallas
Allyn Media

Alpha Business Images
Amegy Bank of Texas
American Airlines Center
AMLi Fountain Place
ANDRES Construction
Services

Archer Western
Arcosa, Inc.
AT&T
AT&T Performing Arts Center
Atmos Energy Corporation
Audiosha

Balfour Beatty Construction
Bank of America Merrill
Lynch
Bank of America Plaza
The Beck Group
Bell Nunnally

Bennett Partners
Architecture Interiors
Planning
Billingsley Company
The Botanical Mix
Brad Oldham Sculpture
Braemar Hotels & Resorts
Carmen DiPenti Group
CBRE

Celebree School
Dallas Arts District
Charter Holdings
Chimalma Restaurant
City of Dallas
Clark Hill PLC

Clear Channel Outdoor
Comerica Bank
Comerica Bank Tower/
Stream Realty Partners
Corgan

The Crafty Irishman
Crow Museum of Asian Art
D Magazine
Dallas Area Rapid Transit
(DART)
Dallas Arts District
Dallas Black Dance Theatre
Dallas Citizens Council
Dallas College
Dallas Economic
Development Corporation
Dallas Holocaust and
Human Rights Museum
Dallas Marriott City Center
Dallas Museum of Art
DallasNews Corporation
Dallas Public Library
Dallas Regional Chamber
Dallas Symphony Orchestra
Dave & Buster's
Davidson Bogel Real Estate
Downtown Dallas Parks
Conservancy
Dikita Enterprises
East Quarter Dental
Expressions Chiropractic
The Fairmont Hotel Dallas
FCMO Grow
First Presbyterian Church of
Dallas
Fortis Property Group, LLC/
Chase Tower
Foundry Commercial
Gables Residential
Gensler
GFF
Glen Park Capital/
Plaza of the Americas
Goddard Investment Group/
Fountain Place

Clear Channel Outdoor
Comerica Bank
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Fountain Place

GOGO Charters Dallas
Goldman Sachs
Granite Properties
Grant Thornton LLP
Greyhound Lines, Inc.
Hall Arts Hotel
Hamilton Properties
Corporation
Harmony Bank

Harwood Center
Haynes and Boone, LLP
Headington Companies, LLC
Hello Studios
Hillwood/Victory Park
HKS, Inc.
HNTB
Hoque Global/
DRG Concepts
HR&A Advisors, Inc.
HRI Hospitality
Huitt Zollars, Inc.
Hunt Consolidated, Inc.
Hyatt Regency Dallas
Impact Advisory Group
Interior Resources Group
It's a Selfie Studio
Jackson Walker LLP
Jacobs
JBB Management
The Joule Dallas
J.P. Morgan Chase
The Junkluggers of
Greater Dallas
JW Marriott
Dallas Arts District

Kadama Meditation
Center Texas
Karen Pierre
KDC Real Estate
Development & Investments
KFK Group
Kimley-Horn
Kirksey Architecture
Klyde Warren Park

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OHT Partners
OJB Landscape Architecture
Omni Hotels & Resorts
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OUTFRONT Media
Pacific Elm Properties
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The Statler Hotel &
Residences
St. Jude Chapel
Tango Charities
Tangram Interiors
Tara Dannehl Fitness, Inc.
TASK Pressure Washing
Texas House of
Representatives

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board

2024 Board of Governors

Panjola Able
Nieman Marcus

Milton Anderson
Merriman Anderson Architects, Inc.
(MAA)

Darcy Barnes Merrill Lynch
Bank of America

Evan Beattie
GFF

Michael Blackwell
Mill Creek Residential Trust, LLC

Wendy Bridges
Comerica Bank

Bill Brokaw
Hillwood Urban

Kim Brooks
Transwestern

Dave Brown
American Airlines Center

Rep. John Bryant
Texas House of Representatives
District 114

Peer Chacko
Stantec

Kate Clapper
400 Record

Fletcher Cordell
CBRE

Matt Craft
Lincoln Property Company

Brandi Crawford
HNTB

Laura Crawford
Perkins&Will

Jim Cuddihee
Moss & Associates

Mike Culver
JW Marriott Dallas Arts District

Alan de Castro
Regent Properties

Nicholas “Nick” Diaz
Amegy Bank

Reverend Amos Disasa
First Presbyterian Church Dallas

members

park programming and events

Through the creation and cultivation of strategic partnerships, DDI designs and executes dynamic events and activations that not only foster positive perceptions but also create unforgettable experiences in Downtown's public spaces and parks.

204 events

52% increase from 2023

136,219 attendees

30% increase from 2023

Solar Eclipse Weekend and Solar Eclipse Watch Party

Sponsored by
The Dallas Morning News

A weekend of exciting events, including Video Art Night at Pegasus Plaza, the Solar Stroll at Main Street Garden, a movie under the stars, and the Solar Eclipse Watch Party.

6,100

Attendance



attendees

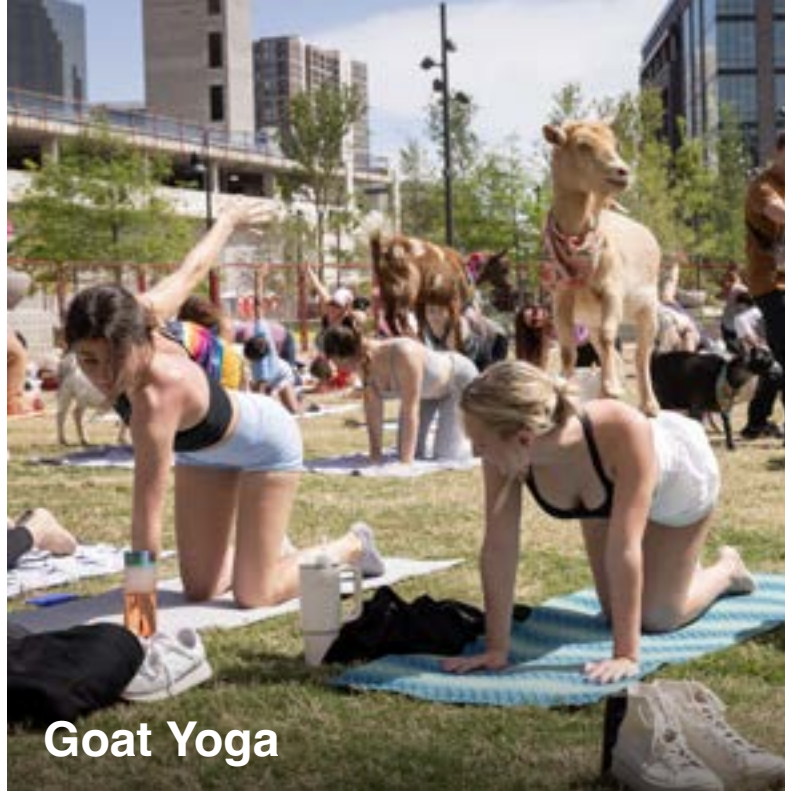
POP Installation

POP! by Gentilhomme, a production of Quartier des Spectacles Partnership in partnership with Jack World, distributed by QDSinternational.

64,000

Attendance





Goat Yoga

Fitness Ambassadors



Unbranded

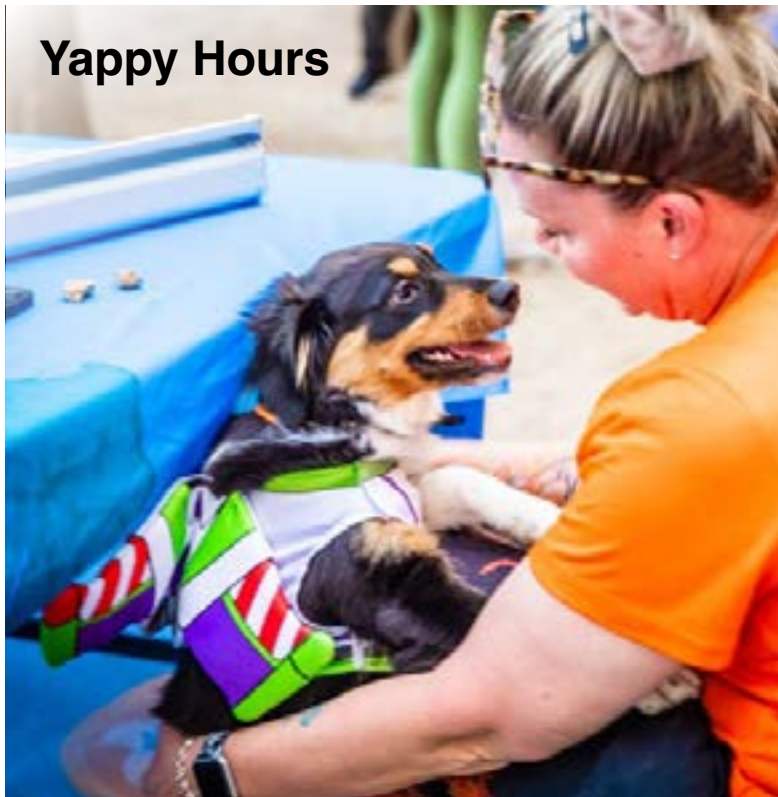


Pickleball Social



Photos with Santa

Yappy Hours



Bingo Nights



Let's Talk Trash

8,250 lbs of trash

3,700 lbs of recycling

1,500 lbs of donations



SPACE at Adolphus Tower

In collaboration with Dallas College, Hoque Global, and FGIII, the Space — formerly known as the Adolphus Tower Gallery — was reimagined as a dynamic venue in the heart of Downtown Dallas.

Positioned on a prime corner, it now hosts art exhibitions, cultural events, and community initiatives like Unbranded, a holiday pop-up market. This initiative provides valuable, no-cost space for small businesses and entrepreneurs to showcase their work and connect with the community.



Trick or Treat on Downtown Streets

Presented by



Supported by

REPUBLIC CENTER

Dressed in costumes, young visitors enjoyed treats from Downtown merchants, and had a Spooktacular time at Main Street Garden.

8,000 Attendees

1505 Elm Condo Association

In partnership with Business Council for the Arts installed art in the windows at a prominent corner of Downtown.



Stocking Stroll and Family Festival

Sponsored by

The Dallas Morning News

Supported by

REPUBLIC CENTER

Visitors indulged in holiday treats from local Downtown merchants, and ended the night at Main Street Garden that featured a giant Ferris wheel, train rides, face painting, and holiday shopping.

11,000 Attendees

economic development

DDI's Economic Development department promotes economic vibrancy and growth by ensuring major projects are thoughtfully planned, designed, and executed to meet the needs of Downtown and its stakeholders. Team of urban planners tracked and supported:

\$6 Billion
Active Projects

30+
Active Projects

1,026,987 sf
Office Space Leased

30
Hotels

200+
Restaurants & Bars

15,000+
Residents

September 16, 2024

DDI collaborated on a due diligence report to expand the Downtown National Register Historic District, unlocking new opportunities for historic tax credits. DDI is currently supporting a broader office conversion study to examine the potential of transforming office buildings into mixed-use spaces. These two conversions below were completed in 2024:

Peridot Apartments

Pacific Elm Properties converted existing office space into 291 apartment units at Santander Tower, becoming one of Downtown's first office to residential conversion projects.



The Sinclair

Todd Interests redeveloped the former Energy Plaza into 410 luxury apartments and 457k square feet of renovated class AA office space.



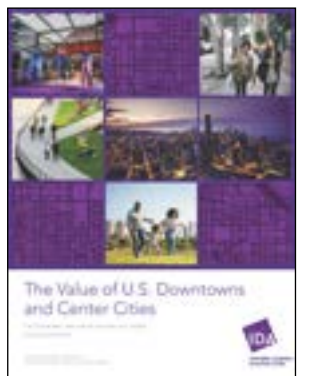
"The Value of Downtown" Report

Contributed to the 2024 International Downtown Association (IDA) report, highlighting the critical role of city centers. Highlights include:

73%
population increase
over the last decade

14% of the city's jobs
occupying only
.5% of it's land

Downtown's real estate values are
10X
higher per square mile compared
to other areas in Dallas.



Dallas Streetcar

Significant progress on the 2024 Central Link project, connecting key neighborhoods in Dallas. A contract was approved for an economic analysis and expansion planning.



High-Speed Rail

The Dallas-Houston high-speed rail project gained momentum with a key Amtrak grant. A study on a potential Dallas-Fort Worth rail route will assess the economic impact on Downtown.



1-30 Deck Funding

Funding for the I-30 Canyon reconstruction project will improve connectivity between Downtown and the Cedars, with critical infrastructure planned for early 2025.

Cesar Chavez Improvements

The City of Dallas secured funding to redesign Cesar Chavez, addressing concerns of speeding and safety

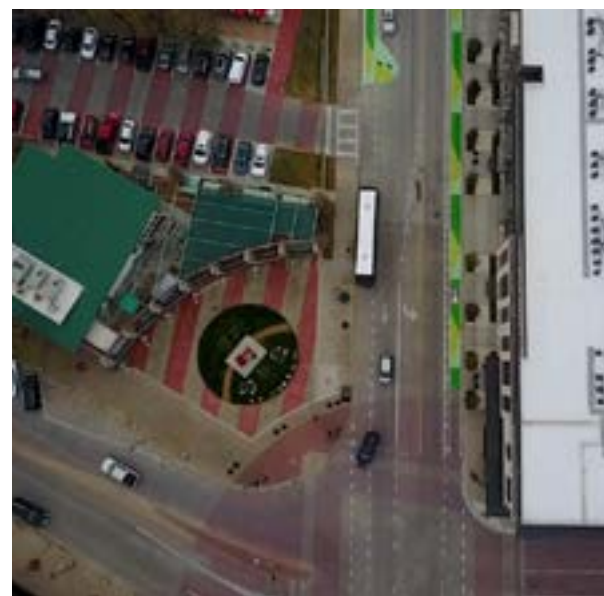
I-345 Reconstruction

Collaborated with TxDOT and the City of Dallas to support the "Refined Hybrid" alignment, emphasizing pedestrian bridges and decking to improve connectivity between Downtown and Deep Ellum.



Curb Lane Management

The City of Dallas introduced a new policy for curb lane management, addressing on-street parking, deliveries, ride shares, and more to improve business and transportation flow in Downtown.



Bond Funding

Secured significant funding in the 2024 Capital Bond Program to advance critical projects. Allocations include:

- Reconstruction of Harwood Street with protected micromobility infrastructure
- Creating a seamless north/south corridor linking Uptown, Downtown, and the Cedars.
- San Jacinto east/west connection, along with upgrades to signalization and targeted infrastructure improvements throughout the neighborhood.



field operations

Dedicated team of professionals who work across our Security, Clean Team, Homeless Outreach, and Ambassador services. Together, they play a vital role in maintaining a clean, and safe Downtown, ensuring it remains a welcoming space for everyone. Field Operations Initiatives are as follows:

Hotspot Identification and Mapping

Analyzed Downtown hotspots to create targeted maps for efficient interventions and resource allocation.

Response Time Monitoring

Implemented a tracking system to ensure accountability and improve response times for the Downtown community.

Incident Tracking and Reporting

Developed a customized tool to track incidents requiring Police or Fire responses, optimizing response strategies.

Enhanced Public Safety

Assigned off-duty Dallas Police and Marshal officers to Downtown parks, boosting safety and visibility.

clean team

Dedicated to maintaining the beauty and accessibility of streets, sidewalks and public spaces in Downtown.

993,150

Gallons of
Trash Removed

4,580

Truckloads of
Trash Removed

43,313

Waste
Pickup

4,179,603 sf

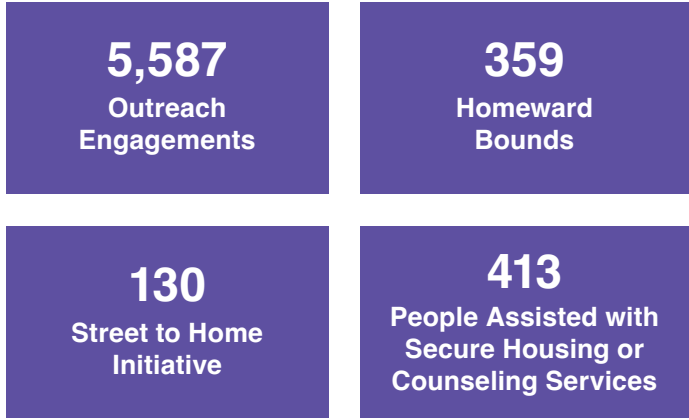
Streets
Power Washed

5,626

Instances of Graffiti &
Stickers Removed



homeless outreach



Devoted to supporting the lives of individuals experiencing homelessness. Through a “relate and refer” approach, Outreach team members engage individuals and connect them to resources that meet their specific needs and circumstances.



Street to Home

In partnership with Housing Forward, Street to Home was launched with an operation to rehouse over 100 individuals experiencing chronic homelessness in Downtown Dallas in less than 100 days. This milestone represents a significant step toward achieving the Coalition’s goal to cut street homelessness in half by 2026 as compared to 2021 levels.

The Street to Home initiative, a collaboration among public and private partners, focuses on rehousing those experiencing homelessness in highly visible public spaces. The first phase targeted three downtown zones, and was led by Housing Forward, the City of Dallas, and DDI.

In 2024, 130 individuals were successfully housed.



security

Committed to ensuring public safety throughout Downtown Dallas. Operating in a supplemental role to the Dallas Police Department responding to non-emergency tips and helping patrol the area seven days a week.





Dedicated to connecting residents, workers, and visitors with the best of the city — whether it's top restaurants, vibrant nightlife, unique retail, exciting Downtown events and entertainment.



see say now

DDI provides a free app enables users to safely and securely communicate with Downtown Security, Homeless Outreach, and Clean Team for non-emergency issues, providing real-time information on concerns or issues.

6,279
See Say App
Reports Filed



ambassadors



membership

Fosters relationships with businesses, organizations, and individuals invested in Downtown's growth, they keep members engaged through events, programs, and strategic partnerships that shape Downtown's future.



192 Corporate Members	93% Retention Rate	34 New Members	26 Member Events
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2024 Annual Meeting & Luncheon
March 1, 2024 at Omni Hotel Dallas

650 attendees



Inaugural North Texas Giving Day Downtown Dallas Day of Giving

September 16, 2024
AT&T Discovery District

\$52K+
Raised

30+
Non-Profits

membership events

2024 State of Downtown
 October 30, 2024 at Moody Performance Hall

537 attendees



Coffee & Conversation and Cheers & Chill

800 attendees
52% increase from 2023



public space management & beautification

Work to enhance parks, medians, sidewalks, and street quality through public-private partnerships. DDI identifies, funds, and secures grants for improvement projects and operational support.

17
 Trees Planted

40
 Acres of Grass Mowed

5
 Public Trash Cans Added

920
 Flats of Seasonal Color Planted

264,901 sf
 Sidewalks Pressure Washed Monthly



Chess Tables in Main Street Garden

Installed five stainless steel chess gaming tables with benches.



“JOY” Holiday Display

New! Lighted, 12’ tall holiday display was added to West End Square.



Focus on Electrical

Improvements and repairs to the electrical systems in Main Street Garden, West End Square, Pacific Plaza, and Pegasus Plaza. Funded a new double-fixture light pole for the interior of Pegasus Plaza.

Sound System at Harwood Park

A sound system was added to the Community Room at Harwood Park

Matching Grants Program

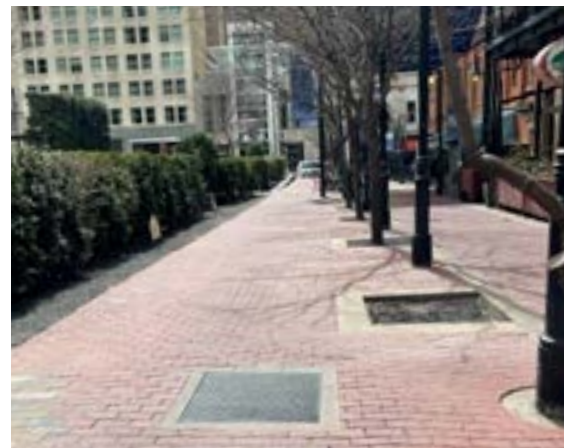
\$155,000+ awarded in the matching grant program, that supported \$634,000 in private investment in Downtown.

Tree Replacements

Replaced 17 damaged/dead trees

Crosswalk Re-stripping

Allotted \$50,000 to restrip 14 intersections and 30 crosswalks



Stone Street Plaza

\$10,000 for repairs on Stone Street Plaza



Elm Cask & Kitchen Hilton Garden Inn

Local hotel improves its restaurant patio space to attract pedestrians by installing new railing, addition of a drink rail, enhanced seating, and umbrellas to protect restaurant patrons from the elements.



Radiance Plaza HPI/GSA - 2b, LLC

Enhance connection between the AT&T Discovery District and other developments in Downtown to the Kay Bailey Hutchison Convention Center by renovating the exterior entry and surface parking, adding public seating, additional lighting, and landscaping.



Pearl Street Plaza Improvements

Improve the Pearl Expressway ROW (Pearl Plaza) to include: landscaping/furniture, lighting, Burial of overhead utilities, gateway entry, and raised the street to be level with the sidewalk.

ddi in the news

11 Stories That Will Shape Dallas in 2024

D Magazine



Curbing Homelessness

The Dallas Morning News



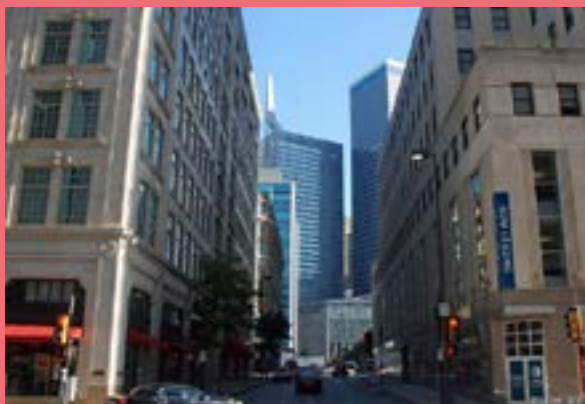
Downtown Packed for Solar Eclipse

The Dallas Morning News



Downtown Gets Overall Thumbs Up

Dallas Business Journal



Residents and Business Owners Satisfied with Safety in Downtown

WFAA-TV



Dallas Must Compete and Downtown Must Lead

The Dallas Morning News



8 Downtown Businesses Win Grants for Landscaping

Culture Map



As Downtown Goes, Our City Goes

Bisnow



Downtown Dallasites, Please Pick Up your Dog's Mess

The Dallas Morning News



Dallas City Council Approves Investment for 2026 World Cup Broadcast Hub

NBC-5



Office Conversion Projects Are Gaining Steam

D Magazine



A Violent Day Leads to Calls for More Officers. Are they needed?

The Dallas Morning News



ddi in the news

perception survey

Comprehensive biennial perception survey in collaboration with the third-party research firm, FRC. The survey revealed overwhelmingly positive feedback from both residents and business owners, reinforcing the message that Downtown is not only thriving but remains an appealing and prosperous place to live and do business. To ensure the accuracy of the results, a specific target focused on respondents who live or work in Downtown.

83%

of residents are moderately or extremely satisfied with living Downtown

94%

nearly ALL business owners somewhat to extremely satisfied with their company being Downtown

70%

are satisfied with the cleanliness and safety of Downtown

90%

believe homelessness is a significant issue

Entire survey here: downtowndallas.com/wp-content/uploads/2018/09/Perception-Survey-2024.pdf



the foundation

The Downtown Dallas, Inc. Foundation is the charitable arm of DDI. It is committed to promoting the development of diverse cultural, educational, and recreational resources and amenities.

2024 Officers

CHAIR

Randy Robason
Company Name

SECRETARY / TREASURER

Chris Jordan
Company Name

PRESIDENT AND CEO

Jennifer Scripps
Downtown Dallas, Inc.

CHIEF OPERATING OFFICER

Amy Tharp
Downtown Dallas, Inc.

2024 Directors

Jenny Bania

Headington Companies, LLC

Melanie Ferguson

Matthews Southwest

Charles Glover

The Meadows Foundation

Suzan Kedron

Jackson Walker, LLP

Amy Lewis Hofland

Crow Museum of Asian Art

Amy Meadows

Downtown Dallas Parks Conservancy

Kyla Porter

Pink Toes Nail Bar

Miguel Solis

Commit Partnership

Lily Weiss

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