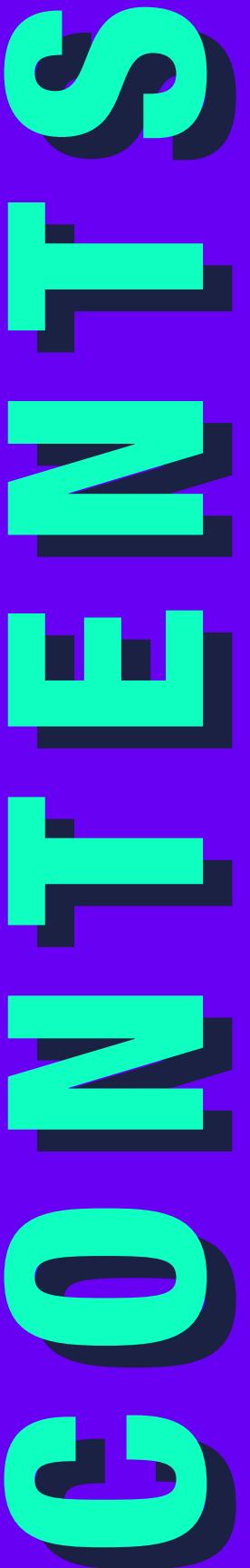




DOWNTOWN
DALLAS INC

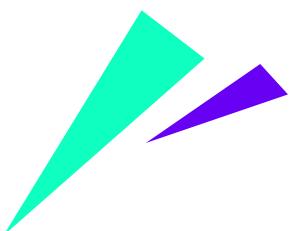
EXPECTATIONS SHATTERED 2018

ANNUAL REPORT



2018 ANNUAL REPORT

2 WHO WE ARE. WHAT WE DO.
4 A MESSAGE FROM THE PRESIDENT & CEO
6 2018 BOARD OF DIRECTORS & BOARD OF GOVERNORS
8 2018 DDI MEMBERS
10 2018 DDI FOUNDATION
12 PUBLIC SAFETY
18 MAINTENANCE AND BEAUTIFICATION
24 GREAT PLACEMAKING
28 STRATEGIC PARTNERSHIPS AND COMMUNICATIONS
32 ECONOMIC DEVELOPMENT AND PLANNING
36 COMPLETE NEIGHBORHOODS
38 URBAN MOBILITY
42 MEMBERSHIP DEVELOPMENT
44 THE 360 PLAN



WHO WE ARE. WHAT WE DO.

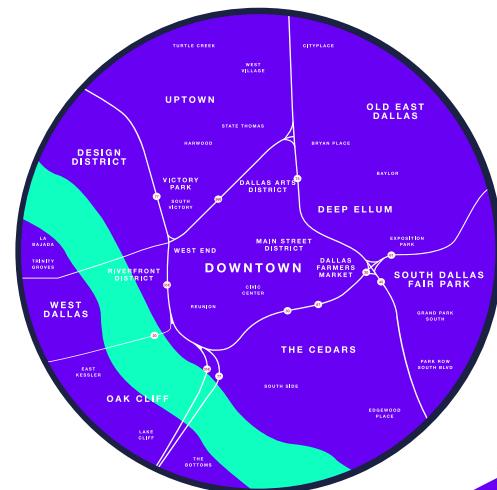
Downtown Dallas, Inc. (DDI) is a private, nonprofit organization funded by voluntary membership dues, assessment revenue from the Downtown Improvement District (DID) established in 1992, and through contracts with the City of Dallas for specific projects and programs.

THE DALLAS DOWNTOWN IMPROVEMENT DISTRICT

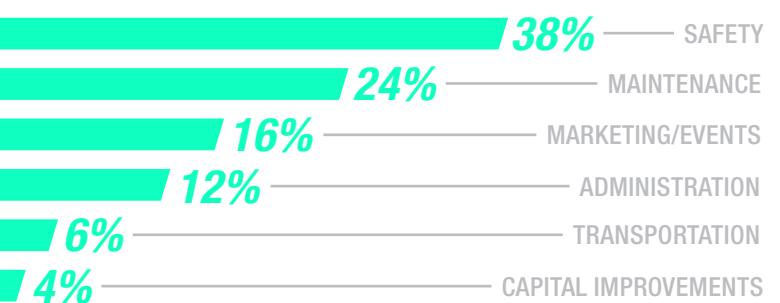
The DID was created by DDI in June of 1992 to fund important supplemental services and visible improvements to our city center. In 2001, 2005, and 2013, the DID was voted by property owners to be renewed and has since embarked upon additional initiatives to make Downtown Dallas clean, safe, and fun for the entire community. The DID has been renewed through 2020.

2018 PRIORITIES

- Public Safety
- Maintenance and Beautification
- Great Placemaking
- Strategic Partnerships and Communications
- Economic Development and Planning
- Complete Neighborhoods
- Urban Mobility
- Membership Development
- The 360 Plan



2018 DOWNTOWN IMPROVEMENT DISTRICT EXPENDITURES



A MESSAGE FROM THE PRESIDENT & CEO

KOURNTY GARRETT
PRESIDENT & CEO



What another terrific year of evolution, growth, and success 2018 was for Downtown Dallas. We celebrated our 60th anniversary as an organization with sold-out crowds at our luncheons, and we also provided more member and public programming than ever before. In addition, our program areas continue to become more robust, maintaining focus on our core initiatives, while adding new efforts related to public safety, maintenance and beautification, economic development, public policy, complete neighborhoods (housing, parks, retail, and services), urban mobility, and strategic partnerships and communications. In 2018, we kicked off the implementation of The 360 Plan,* mobilizing seven work groups to implement the 60 action items identified to continue propelling Downtown forward, including several specialized work groups to ensure it's not just a plan that sits on a shelf.

The Downtown market remains strong. Our population is almost 12,000 Downtown and over 70,000 in the City Center. And growth is certainly not slowing down. An additional 12,000 residential units are either under construction or announced in the City Center, rental rates continue to increase, and occupancy averages remain well above 90 percent. There are over 50 projects under construction or announced. 300 leases were signed in Downtown in 2018, including renewals and new tenants, resulting in positive direct net absorption of approximately 650,000 s.f.—making Downtown Dallas the region's leader in office leasing in 2018:** Four new parks are on their way, which will add 16 acres of greenspace, and we welcomed our first Royal Blue Grocery location to Downtown, with more to come. The demand is obviously there for day-to-day services, and in an effort to add to our private, charter, and choice schools, DDI was thrilled to have our application for a Montessori Elementary School Downtown approved by Dallas ISD.

Ahead of our Mayor's State of Downtown speech last fall, we put out a survey to gauge perceptions of Downtown. The responses—that included focus groups—show a strong satisfaction and desire among residents to live Downtown. In addition, workers are getting out and taking advantage of amenities, and events and nightlife are keeping Downtown busy at all hours. Cleanliness and public safety were important to people in the survey, and both continue to be our top priority as the primary champion and steward for Downtown. A game-changer in our reporting process has been the launch of our See Say Now app that allows you to snap a photo of nonemergency issues (sleeping in public, excessive litter, etc.) and send it directly to our dispatch center. In less than a year, we're closing in on one thousand downloads, and the app now accounts for hundreds of incident reports per week. It arms residents and workers in the largest employment center in the region with an additional safety and security tool.

DDI implemented a number of new initiatives and innovations, thanks to strategic staffing additions in 2018. We put on events to activate public spaces like our Discover Downtown Movie Series and most-recent Stocking Stroll, and we are out ahead of maintaining the streets and greenspace with a new beautification coordinator and a fully staffed Clean Team. We're also striving to lead the way to effectively and compassionately address the issue of homelessness. Our organization finds it so important that we launched an Early Morning Outreach Initiative as a pilot program that consists of two teams made up of Downtown Safety Patrol officers, Dallas Police Department, case workers from The Bridge, and members of our Clean Team. Through direct contact, the teams have been successful in connecting individuals with critical services and shelter options over a short three-month period. As result of the initiative, DDI recently added a homeless outreach coordinator to the team and will build on and expand the program into 2019.

2018 was a real turning point in our marketing and communications strategy to raise awareness of Downtown and provide information on what we do as an organization. From in-person presentations for hundreds of Downtown employees and organizations to our successful social media engagement, DDI continues to work to be the authority on all things Downtown. We've also been busy distributing informative marketing materials to thousands, and there are exciting new strategies we're eager to roll out next year, including a completely revamped website. Our popular newsletters are now supplemented with a podcast called Around Downtown. It is a new way for us to connect with and inform anyone interested in Downtown happenings. We also saw continued success in sponsorships of events like the Dallas Bike Ride and Aurora.

While the organization has been diligently working to improve Downtown for more than 60 years, it is not what it was decades ago—and nor is this organization. From the health of the real estate market to critical mobility, economic, and livability initiatives, at Downtown Dallas, Inc., we continue with resolute focus on building a vibrant, inclusive, and connected heart of Dallas that is, as we say, a place for everyone—and we're thrilled to see how we'll play a role in what 2019 brings.

Sincerely,

A handwritten signature in black ink that reads "Kourtny Garrett". The signature is fluid and cursive, with a distinct "K" at the beginning.

Kourtny Garrett
President & CEO
Downtown Dallas, Inc.

*The 360 Plan defines a greater Downtown area including many interconnected districts that comprise an approximate 2.5-mile radius from the core.
**Source: CBRE and The Dallas Morning News.

2018 BOARD OF DIRECTORS & BOARD OF GOVERNORS

2018 BOARD OF DIRECTORS

José Adames, El Centro College
Liz Beauchamp, Atmos Energy Corporation
Ted M. Benn, Thompson & Knight LLP
Brian Bergersen, Spectrum Properties, Ltd.
John F. Crawford, Downtown Dallas, Inc.
Mattia Flabiano, III, Page
Kourtny Garrett, Downtown Dallas, Inc.
Jim Greer, Oncor
Ted Hamilton, Hamilton Properties Corporation

2018 BOARD OF GOVERNORS

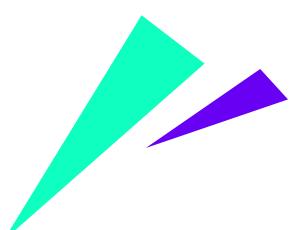
Vince Ackerson, Texas Capital Bank
Tim Adair, Neiman Marcus
Jonathan Aldis, Stantec
Michael H. Anderson, Chavez Properties/Star Parking
Wade Andres, Andres Construction Services
Brock Bailey, Bracewell & Giuliani, LLP
Joyce Battaglia, JTB Advisors
Evan Beattie, GFF
Adam Bernhardt, Bank of America Plaza
Greg Biggs, JLL
Hugh Boyle, TracyLocke
Dave Brown, American Airlines Center
Julie Butticarlo, World Class Capital Group LLC
Wes Caywood, J.P. Morgan
Matt Craft, Lincoln Property Company
Larry Daniels, HRI Properties
Nicholas "Nick" Diaz, Amegy Bank of Texas
Rachel Doucet, Goldman, Sachs & Co.
Zenetta Drew, Dallas Black Dance Theatre

Amy Lewis Hofland, Crow Museum of Asian Art
David Lind, Corgan
Katy Murray, A. H. Belo Corporation
Holly Reed, Texas Central Partners
Jon Ruff, Spire Realty Group LP
Amy Tharp, Downtown Dallas, Inc.
Michael Tregoning, Headington Companies
Jim Truitt, Forest City Residential, Inc.

2018 BOARD OF DIRECTORS

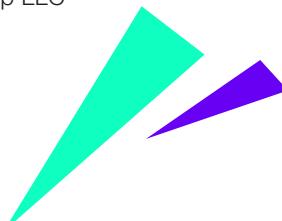
Hunter Lee, HPI Commercial Real Estate
Tommy Mann, Winstead PC
Ramsey March, Stream Realty Partners
Linda McMahon, The Real Estate Council
Amy Meadows, Parks for Downtown Dallas
Adam Medrano, City of Dallas
Les Melcher, Woodbine Development Corporation
Jerry Merriman, Merriman Anderson Architects
Noah Nelson, Texas A&M University—Commerce
Dan Noble, HKS, Inc.
Michael Peterson, AT&T
Dale Petroskey, Dallas Regional Chamber
John C. Petteway, III, Wells Fargo Bank
Geena Piwetz, RP Texas Management, LLC
Billy Prewitt, Woods Capital Management, LLC
Phil Puckett, CBRE
Joel Pustmueller, Peloton Commercial Real Estate
Ken Reese, Hillwood Development/Victory Park
Cheryl Richards, VisitDallas
Lesa Roe, University of North Texas Systems
Scott Rohrman, 42 Real Estate, LLC
Deborah C. Ryan, Squire Patton Boggs LLP
Kit Sawers, Klyde Warren Park
Lori Scott McWilliams, Deloitte
Lisa Sherrod, Tenet Healthcare
Mike Silliman, M-M Properties
Jerry Smiley, AECOM
Jeremy Strick, Nasher Sculpture Center
Kristian Teleki, Matthews Southwest
Gary Thomas, Dallas Area Rapid Transit (DART)

Rob Thomas, RED Development
Shawn Todd, Postal Partners,
LP—Todd Interests
Michael VanHuss, Statler Hotel & Residences
Jonathan Vinson, Jackson Walker L.L.P.
Steven T. Whitcraft, Turner
Construction Company
James Wilson, Goddard Investment Group
Craig Woodfield, Grant Thornton
Allan Zreet, Jacobs



2018 DDI MEMBERS

2100 Ross, LP	Dallas Symphony Orchestra	J.P. Morgan	Stantec
42 Real Estate, LLC	DART	Jackson Walker L.L.P.	Statler Hotel & Residences
A. H. Belo Corporation	Davidson Bogel Real Estate	Jacobs	Stewart Title
AECOM	Deloitte	JLL	Stream Realty Partners
Allied Universal Security Services	Drever Capital Management	JTB Advisors	Structure Tone Southwest, LLC
Allstar Drayage	Echelon Leadership LLC	KDC Real Estate Development & Investments	Suffolk
Amegy Bank of Texas	Eight-O Management Inc.	KDFW FOX 4, KDFI 27	Supreme Bright Dallas, LLC
American Airlines Center	El Centro College/Dallas County Community	KERA	TASK Pressure Washing
Andres Construction Services	College District	KFK Group	TBG Partners
ARCHITEXAS	EMJ Construction	Kimley-Horn and Associates, Inc.	Tenet Healthcare Corporation
Arts District Properties, Inc.	Encore Park Dallas	Kirtland Realty Group	Texas A&M University—Commerce
AT&T	Fairfield Residential	Klyde Warren Park	Texas Brand Bank
AT&T Performing Arts Center	Firebird Restaurant Group	KPMG LLP	Texas Capital Bank
Atmos Energy Corporation	Fluellen Cupcakes	Lark on the Park—Meddlesome Moth—Mudhen	Texas Central
Avison Young	Foley Gardere	Meat & Greens	Thanks-Giving Foundation
Balfour Beatty Construction	Forest City Residential, Inc.	LAZ Parking	Thanksgiving Tower
Bank of America Merrill Lynch	Fortis Property Group, LLC/Chase Tower	LDWW Group Marketing & Communications LP	The Adolphus
Bank of America Plaza	Fortis Property Group, LLC/Harwood Center	Lincoln Property Company	The Beck Group
Ben E. Keith Company	Gables Residential	Locke Lord	The City Club
Billingsley Company	Gensler	Madison Partners, LLC	The Fairmont Hotel Dallas
Bracewell & Giuliani	GFF	Magnolia Hotel—Dallas	The Joule Hotel
Bradley & Bradley Realtors, Inc.	Goddard Investment Group	Matthews Southwest	The Metropolitan at 1200 Main HOA
CallisonRTKL	Goldman Sachs	Merriman Anderson Architects	The Real Estate Council
Capital One Bank	Good Signature Management, L.L.C.	Metropolis Investment Holdings, Inc.	The Sixth Floor Museum at Dealey Plaza
CBRE	Granite Properties	Munsch Hardt Kopf & Harr, P.C.	Thompson & Knight LLP
Charming	Grant Thornton LLP	Nasher Sculpture Center	Todd Interests
Chavez Properties/Star Parking	Greyhound Lines, Inc.	Neiman Marcus	Tomlinson-Leis Corporation
City Electric Supply	Hall Group	Newt Walker Company	Tower Club Dallas
City of Dallas	Hamilton Properties Corporation	North Texas Food Bank	TracyLocke
Clark Hill Strasburger	Haynes and Boone, LLP	Old Red Museum	Trammell Crow Center/Crescent Ross
Colliers International North Texas	Headington Companies, LLC	Omni Hotels & Resorts	Investors LLC
Corgan	Hill+Knowlton Strategies, Inc.	Oncor	Trammell Crow Company
Comerica Bank Tower I M-M Properties	Hillwood/Victory Park	OUTFRONT Media	Turner Construction Company
Crescent Real Estate Equities/Goff Capital Partners	HKS, Inc.	Page	Universities Center at Dallas
Crescent Real Estate Equities, Ltd./The Crescent	HNTB	Parks for Downtown Dallas	University of North Texas System
Crow Collection of Asian Art	Homewood Suites	Pegasus School of Liberal Arts and Sciences	Uptown Dallas, Inc.
D Magazine	Hoque Global/DRG Concepts	Peloton Commercial Real Estate	Verizon Wireless
Dallas Arts District	HPI Real Estate	Perkins+Will	Vinson & Elkins LLP
Dallas Black Dance Theatre	HRI Properties, LLC	PlainsCapital Bank	VisitDallas
Dallas Citizens Council	Huitt Zollars, Inc.	Platinum Parking	Walter P Moore
Dallas Marriott City Center	Hunt Consolidated, Inc.	Plaza of the Americas	Wells Fargo
Dallas Museum of Art	Hunton & Williams, LLP	Prekindle	Westdale Commercial Real Estate
Dallas Public Library	Hyatt Regency Dallas	RED Development, LLC	Investment & Management
Dallas Regional Chamber	Interstable, Inc.	Renaissance Tower—CBRE	WeWork
		Republic Center	Winstead PC
		RP Texas Mgt, LLC	Woodbine Development Corporation
		Serendipity Labs	World Class Capital Group LLC
		SERVPRO First Responder Bowl	YMCA of Metropolitan
		Sheraton Dallas Hotel	
		Spectrum Properties, LTD/Dallas Farmers Market	
		Spire Realty Group	
		Squire Patton Boggs	
		Staffelbach	





DOWNTOWN DALLAS INC. FOUNDATION

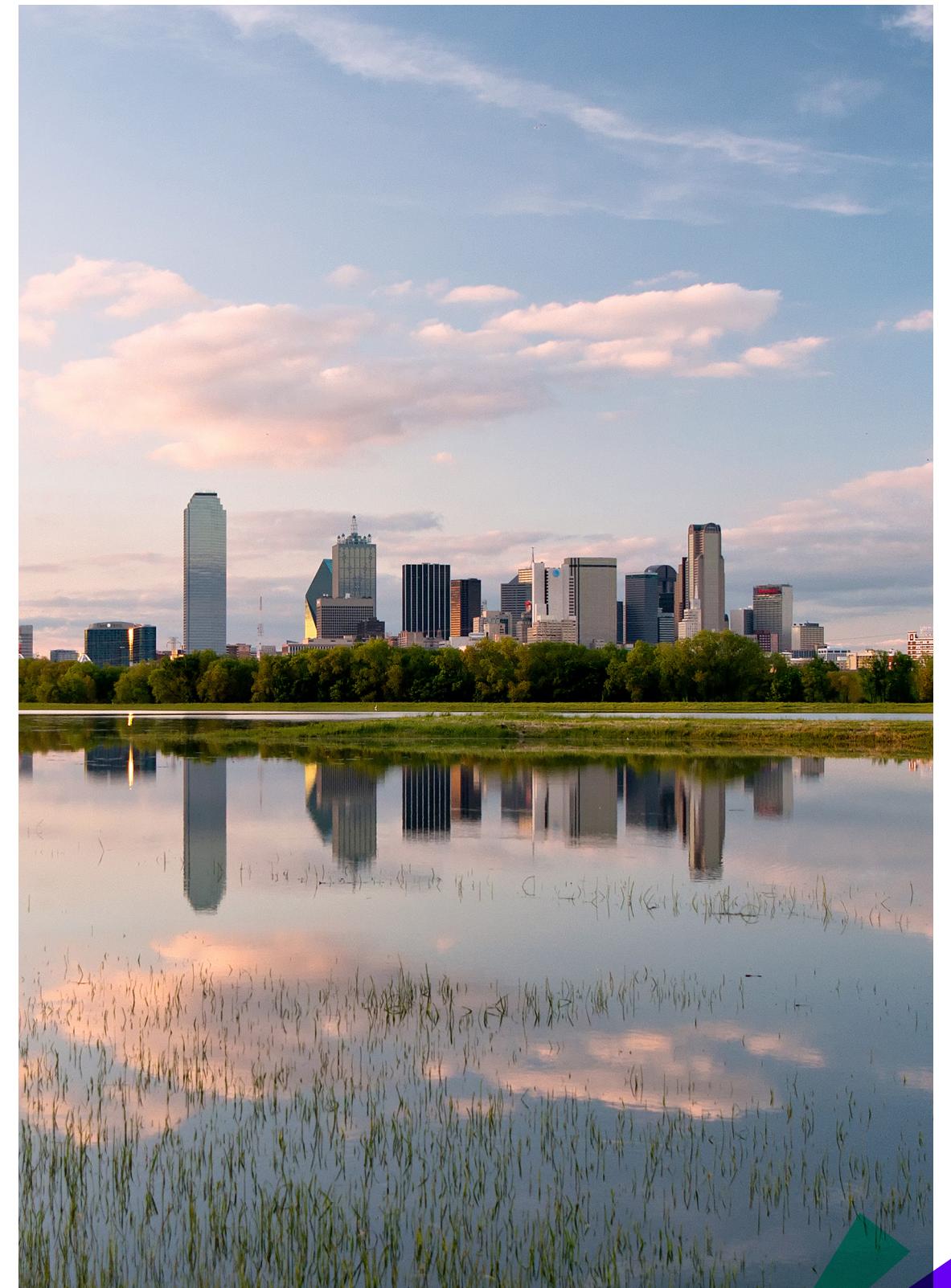
A NONPROFIT 501(C)3 CORPORATION

The Downtown Dallas, Inc. Foundation (DDIF) was created in 2018 to support the Downtown Dallas, Inc. mission through specific and finite charitable projects, contributions, fundraising activities, and public-private partnerships that promote sound and effective civic and community development and redevelopment in and around Downtown Dallas. The DDIF engages in projects and initiatives that help make Downtown and surrounding neighborhoods a more vibrant and livable place for workers, residents, and visitors by promoting the development of parks and open spaces, diverse cultural and recreational resources and amenities, and a comprehensive commercial and service core.

The DDIF's first initiative is a pledge of \$300,000 to the future West End Square, one of the four new signature parks under development, for a water feature.

DDI FOUNDATION 2018 BOARD OF DIRECTORS

Jeny Bania, Headington Companies
Melanie Ferguson, Mathews Southwest
Kourthy Garrett, Downtown Dallas, Inc.
Charles Glover, The Meadows Foundation
Larry Good, GFF
Cris Jordan, Real Estate Consultant
Suzan Kedron, Jackson Walker
Kyla Porter, Pink Toes Nail Bar
Randy Robason, Southern Wicked Beverages, LLC
Angela Ross, AT&T
Jon Ruff, Spire Realty Group
Miguel Solis, Dallas Independent School District
Jim Truitt, Forest City Residential, Inc.



PUBLIC SAFETY

DOWNTOWN SAFETY PATROL

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, Downtown Security Directors Association, and other public safety organizations to address public safety issues and coordinate efforts. DDI contributes more than \$2 million annually to public safety programs. The Downtown Safety Patrol includes 45 officers patrolling the streets, providing extra eyes and ears for the DPD.

2018 DOWNTOWN SAFETY PATROL PRIORITIES & RESPONSIBILITIES

- Provide friendly and helpful assistance to Downtown employees, residents, and visitors.
- Act as additional eyes and ears for the DPD to maintain a safe and welcoming environment.
- Identify and address public safety needs.
- Approach and request compliance from individuals posing a negative impact on quality of life.
- Maintain an authoritative presence to deter crime.
- Engage persons needing assistance; connect with shelters and programs.

DOWNTOWN SAFETY PATROL



2018 ACCOMPLISHMENTS AND PRIORITIES

- Downtown crime has dropped more than 45 percent in the past five years. Dallas Police officers aggressively enforce Quality of Life (QOL) ordinances. Parks and public areas are checked by DPD officers on foot patrols overnight to ensure Downtown is safe for residents and visitors.
- DDI sponsors the new (and free) See Say Now app that enables users to safely and securely communicate with Safety Patrol and Clean Team for nonemergency issues, providing real-time information on concerns or issues, and is an extension of efforts of Safety Patrol and Clean Team. With the See Say Now app, Downtown has a simple way to anonymously report safety or cleanliness concerns instantaneously through a smart phone. The See Say Now app empowers people to take an active role in keeping their community clean and safe by reporting what they see.
- Downtown Safety Patrol officers completed 2,000 hours of training in 2018. Training topics included First Aid, CPR, AED Certification, Active Shooter Awareness, DPD Crisis Mental Health, and de-escalation techniques.
- DDI helped fund the 90+ Downtown cameras. The DPD monitors the Downtown cameras 24/7, and investigators review digital videos for incident follow-up investigation and prosecution.

- In September, DDI launched a pilot program to address early-morning quality of life issues in public space. Through the 90 days of the pilot program, 4,641 individuals have been engaged, of which 402 underwent in-depth assessments. Of those, 182 were transported immediately to shelters/services and 11 have been identified as diversion candidates.

- Downtown Stakeholders attended the 3rd Annual Emergency Response Planning, and Recovery Symposium sponsored by DDI and the Office of Emergency Management. The Dallas Police Department, Dallas Fire and Rescue, and Dallas Office of Emergency Management staff presented an overview of emergency planning and disaster recovery from critical incidents from the private-sector perspective.

- DDI has agreements with Downtown convenience and liquor stores to remove cheap high-alcohol-content beer and wine from stores, making a significant impact on QOL offenses. Alcohol-related offenses are down 60 percent in areas where high-alcohol-content beer and wine have been removed from liquor and convenience stores.

- Through a partnership with DDI, the City of Dallas, and Oncor, 1,500 lights throughout Downtown are checked on a biweekly basis, resulting in a 90 percent uptime.

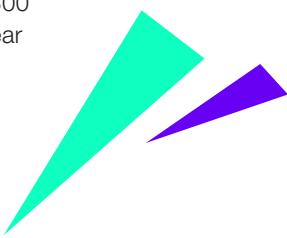


- DDI advocates at the local, state, and national levels for public policy changes that positively affect public safety, including initiatives such as elevating the punishment for Burglary of a Motor Vehicle (BMV) from a misdemeanor to a felony.

- DDI funds equipment for DPD such as bicycles, T3 mobility vehicles, and bait car equipment to catch BMV offenders.

- DPD and the Safety Patrol aggressively enforced QOL ordinances; violators are not just issued a citation, but are arrested and transported to jail. DPD covert teams are deployed in hot spots to mitigate panhandling offenses.

- DDI funds the Homeward Bound program to reunite over 300 homeless people each year with their families.



PARTNER ORGANIZATIONS

Downtown Emergency Response Team (DERT)

The DPD Fusion Center sends Downtown stakeholders DERT email alerts regarding critical incidents such as power outages, high-rise fires, gas leaks, hazmat spills, and road closures affecting Downtown Dallas.

Downtown Security Directors Association (DSDA)

The DSDA was created to foster an atmosphere of mutual understanding, cooperation, and coordination among security management personnel in Downtown Dallas in the areas of security, crime prevention, and emergency preparedness. Downtown security directors meet on a monthly basis with DPD and DART Police to review security issues, crime trends, and analysis.

CBD Crime Task Force

DDI established a task force to address crime and drug activity Downtown. DPD, DISD, El Centro Police, County Jail, District Attorney, Safety Patrol, and criminal courts work together to identify career criminals committing violent offenses Downtown. Criminals are held on high bond, prosecuted, and issued maximum sentences. The impact offender initiative ensures career criminals are prosecuted (no plea bargains).

PUBLIC SAFETY COMMITTEE MEMBERS

Dr. Jose Adames, President El Centro Community College (Chair)
Adam Bernhardt, Peloton Commercial Real Estate
Assistant Chief Lonzo Anderson, Dallas Police Department
Martin Cramer, Downtown Dallas, Inc.
Lieutenant Don Hyder, DART Police
Ted Hamilton, Hamilton Properties
Richard Shing, Hunt Consolidated
Jim Stockton, Oncor
Assistant Chief Joseph Hannigan, Dallas County Community College

PUBLIC SAFETY STAKEHOLDERS AND PARTNERS

Building Owners and Managers Association
Downtown Emergency Response Team
Downtown Residents Council
Downtown Security Directors Association
Farmers Market Stakeholders Association
West End Association
Law Enforcement and Private Security
North Texas Crime Commission
North Texas InfraGard Chapter
Safer Dallas Better Dallas
VisitDallas

MAINTENANCE AND BEAUTIFICATION

A clean, well-maintained, and attractive urban environment is vital to the success of a vibrant, enjoyable Downtown Dallas. The maintenance and beautification of Downtown's public realm—a core tenet of DDI's mission—encourages active usage of public spaces and creates a sense of ownership and pride among Downtown residents, employees, and visitors.

Physical improvements to public spaces throughout Downtown are also critical in creating a walkable, active neighborhood. Street furnishings, landscaping, and trees are essential elements that support a "sense of place," sustaining an urban environment that is enjoyed by everyone.

2018 MAINTENANCE AND CLEAN TEAM ACCOMPLISHMENTS AND HIGHLIGHTS

The DDI Clean Team performs litter and graffiti removal and a host of other maintenance-related tasks throughout Downtown, seven days a week. 2018 Clean Team accomplishments include:

- Clean Team removed, on average, 183 cubic yards of litter per month, accumulating over 2,000 cubic yards of litter for the year
- Clean Team removed, on average, 111 graffiti and/or stickers per month, giving a grand total of over 1,000 graffiti/stickers removed for the year
- Organized and completed move of Clean Team shop from 1200 Wood Street to 314 S. Harwood Street
- Purchased new uniform and equipment for Clean Team members, including new extreme weather gear and new push carts for street cleaning operations

- All Clean Team iPhones were updated to new hardware and software and included a training session at DDI headquarters
- Evaluated and ordered new vehicles, including two Toyota Tacoma trucks, two GEMs, and sweepers; delivery expected early 2019
- Training and implementation of See Say Now app and dispatch system, which includes Clean and Safe reporting options
- Early Morning Initiative kickoff and continuance, with Clean Team and Safety Patrol support
- Hired five new employees



2018 MAINTENANCE COMMITTEE MEMBERS

Adam Arehart, Callison RTLK
 Abraham Carrillo, Crow Collection of Asian Art
 Laurie Garcia, One Arts Plaza
 Brady Lindem, Star Parking
 Tommy Medlin, CoD—DPARD
 Paula Nourse, Dallas Holocaust Museum Center
 Rob Parks, DART
 Kristoffer Rasmussen, CoD Urban Forestry

Jon Ruff, Spire Realty
 Mark Ruibal, Ruibal's Plants
 Ricardo Sinyard, CoD—Code Compliance
 Brian Watkins, CoD Urban Forestry
 Steve Whitcraft, Turner Construction (Chair)
 Gina Whitlock, Downtown Residents Council
 Karen Woodard, CoD—Forestry—Trinity
 Watershed Management

2018 BEAUTIFICATION ACCOMPLISHMENTS AND HIGHLIGHTS

DDI works with contractors and members of the Clean Team to provide weekly sidewalk pressure washings, landscape maintenance, and other project-based capital improvements. 2018 beautification accomplishments include:

DOWNTOWN CLEAN TEAM



CLEAN AND SAFE REVIEW

- DDI partnered with New City America to evaluate the organization's Clean and Safe operations.

GRACKLE ABATEMENT

- Grackle abatement program contract initiated with Texas Bird Services with service through the end of 2018. Texas Bird Services continues to patrol Downtown in the evening hours with six technicians dispersing grackles nightly. This program was placed on pause for two months during the summer, while grackles were sparse, and reactivated in the fall.

LANDSCAPE

- Completed Dallas Fire and Rescue Station #18's landscape renovation and hosted a celebratory cookout with Ellen's, Frankie's, and Photowagon.
- Finalized proposal and presented landscape renovation plans with St. Paul United Methodist Church in conjunction with their 145th anniversary.
- Custom-ordered and received new planters for installation at bulb-outs along Main Street.
- Renovated medians and tree wells in the West End (five Crepe Myrtles, 20 Red Yuccas, 64 Liriope).
- Renovated Reunion sign bed as requested by the Dallas Park and Recreation Department.
- Planted and maintained over 5,000 4" seasonal color plants at Dealey Plaza, The Morton H. Meyerson Symphony Center, and Downtown medians and planters.
- Continued manually watering trees, seasonal color, and nonirrigated or stressed plant material two to three times weekly depending on the forecast.

TREE MANAGEMENT

- Approved contract for tree management program at Main Street Garden with Bartlett Tree Services.
- Planted over 40 new trees; removed 12 dead.
- Contracted tree fertilization and trimming services in Dallas Farmers Market in partnership with Spectrum Properties.
- Installed 36 custom-fabricated tree grates on Field St. between Patterson and Ross.

PARKS AND PLAZAS

- Groundbreaking held for the Main Street Garden Playground and Dog Run renovation construction on November 27. Renovations should be complete by March 2019.
- Initiated recycling pilot program in partnership with City of Dallas to audit recycling and litter at Main Street Garden and Belo Garden.
- Bronze statue at Cancer Survivors Plaza repaired and reinstalled.

PRESSURE WASHING

- DDI's pressure wash contractor washed over 2.6 million square feet of sidewalks in 2018. Additional locations were added to our services this year, including 1400 Main St., Akard St. from Ross to Main, and DalPark.

SIDEWALK ENHANCEMENTS

- Contracted and finalized installation of the terrazzo mosaic panel at Main and Ervy in front of Royal Blue Grocery.
- Installed 23 new trash receptacles and repaired five existing receptacles.
- Repaired sidewalk trip hazard on Market St. in the West End.

VOLUNTEER OPPORTUNITIES

- DDI partnered with volunteers from TracyLocke to clean up litter and debris at Main Street Garden and Pegasus Plaza.

2018 MATCHING GRANT PROGRAM

Each year, Downtown Dallas, Inc. (DDI) awards matching grant funds to projects that enhance the public realm throughout Downtown. Downtown property owners, building managers, and stakeholders are encouraged to apply for grants—in an amount up to \$25,000—that support public safety, pedestrian enhancement, and appearance projects. Applications are accepted through the month of March each year.

The 2018 application cycle yielded 28 applications, for a total request of over \$561,000 in grant funds; DDI allocated \$200,000 to the matching grant program in 2018. The DDI Capital Improvement Committee met on April 11, 2018, to review the applications and select award recipients. Fifteen projects were selected to receive a share of the total \$200,000 allocation.

THE 2018 CAPITAL IMPROVEMENT COMMITTEE MEMBERS INCLUDE:

Dr. Jose Adames, El Centro College
Zaida Basora, Huitt-Zollars
Brian Bergersen, Spectrum Properties (Chair)
Doug Curtis, AT&T Performing Arts Center
James Davis, Walter P. Moore
Jeannine Jiral, Downtown Residents Council
Stephen Luik, Crescent Real Estate
and West End Association
Tanya Ragan, Farmers Market
Neighborhood Association

DOWNTOWN CLEAN TEAM



ACTIVATIONS

GREAT PLACEMAKING

Creating high-quality urban experiences is a critical element of The 360 Plan, in which Downtown Dallas is host to an active and vibrant public realm, including parks, sidewalks, on-street parking spaces, streets, and other portions of the right-of-way. Activations repurpose underutilized public spaces for specific uses, including sidewalk cafes, pop-retail spaces, and parklets, to create a “sense of place” or identity for a particular area. Parks, parking lots, and streets can also be leveraged for large events, bringing life and a variety of activity to Downtown’s open spaces. This active public realm then creates a sense of urbanity that produces places in which people enjoy walking, shopping, and playing throughout Downtown.

Activation and programming are critical to the experience and economic value of Downtown’s public realm. Activities that range in magnitude from street vending and busking to major festivals and events all deliver the feeling of serendipity and vibrancy to an urban center. Downtown Dallas, Inc. (DDI) is committed to the overall vibrancy and activation of public spaces throughout Downtown by supporting and hosting:

MOVIE NIGHTS

MAIN STREET GARDEN MOVIE NIGHT



Popular movies are presented on a large, outdoor screen at various parks and public spaces throughout Downtown. The “Discover Downtown Dallas” movie series brought special-themed movies to various spaces throughout Downtown, including Belo Garden, Main Street Garden, the Dallas Arts District, Dallas Farmers Market, and the Omni Dallas Hotel. In 2018, DDI hosted over 3,200 attendees at 16 movie nights.

PARK(ING) DAY



ARTSEE CLASSES



Pop-up activities, including arts and craft classes and street fairs, are presented on a short-term basis in a variety of Downtown spaces, including parks, shops/restaurants, and streets. In 2018, DDI produced PARK(ing) Day, in which on-street parking spaces along Main Street were transformed into small parks and other activated spaces, and sponsored 400+ hours of performances through PULSE Dallas, a program created to bring street musicians to various street corners throughout Downtown. Several Artsee classes were also hosted throughout the year in which patrons created a variety of arts and crafts. In November, DDI and the City of Dallas presented the #MarillaMakeover grand opening event to showcase temporary traffic and pedestrian improvements made to Marilla Street; participants included several local vendors and food trucks with space and street activations from CityLab High School, Better Block, and [bc]Workshop. Over 50 pop-up activities occurred in Downtown throughout 2018.

MERCHANT ACTIVATION PROGRAM

STOCKING STROLL



TRICK-OR-TREAT



In 2018, DDI initiated a merchant-based program to encourage interaction with Downtown patrons. On Halloween, over 500 families participated in the Trick-or-Treat on Downtown Streets event, in which children and pets received treats from over 30 businesses. This activity was replicated in December, featuring holiday-related activities and photos with Santa Claus.

PUBLIC ART

COLOR CONDITION



PEGASUS ART WALL



Public, accessible art enlivens specific, often underutilized, spaces throughout Downtown and encourages passersby to engage with and within these spaces. In 2018, DDI hired the Color Condition to produce a public art piece in Pegasus Plaza. DDI also commissioned an interactive art wall that will display local artists' work on a rotating basis and spearheaded a project with the Office of Cultural Affairs to bring artwork to parking meter poles throughout Downtown; the procurement and artist selection process was completed in 2018, with the artwork set to be installed in the spring of 2019.

LARGE-SCALE EVENTS

HOME GROWN



SMOKED



DDI permits third-party events hosted in Downtown Dallas in which visitors can enjoy a variety of concerts and large-scale festivals throughout the year. DDI has also provided sponsorship support for several third-party events. In 2018, approximately 67,000 people attended over 20 large-scale events or festivals in Downtown Dallas.

HOLIDAY

BELO GARDEN



MAIN STREET GARDEN



PEGASUS PLAZA



DDI continues to provide a joyful atmosphere in Downtown Dallas throughout the holiday season. Additionally, the trees along Main Street, Main Street Garden, Pegasus Plaza, and parts of Belo Garden are adorned with holiday lighting, extending from the base of the trunk into their branches.

STRATEGIC PARTNERSHIPS AND COMMUNICATIONS

DDI strives to keep Downtown friends and stakeholders informed of breaking news, development plans, and special events through various communication channels, including social media, newsletters, blogs, websites, media relations, special publications, and printed collateral.

2018 MARKETING AND COMMUNICATION PRIORITIES AND ACCOMPLISHMENTS

- DDI's online user-friendly and comprehensive events calendar, events.downtondallas.com, powered by Do214, continues to be successful. Traffic for the site has increased to 17,220 visitors and a total of 20,943 sessions.
- Kourtny Garrett continues to be a featured contributor to D CEO.



LIKES AND FOLLOWS ARE UP!

f **39K** **↑22%**
[/DtownDallasInc](https://www.facebook.com/DtownDallasInc)

twitter **85K** **↑4%**
[@DtownDallasInc](https://twitter.com/DtownDallasInc)

Instagram **82K** **↑20%**
[@downtown_dallas](https://www.instagram.com/downtown_dallas)

in **1,500** **↑19%**
Downtown Dallas, Inc.

**142K** **↑31%**
[#mydtd](https://www.linkedin.com/company/downtown-dallas-inc)

envelope **23K** **↑5%**

ONGOING EFFORTS AND COMMUNICATIONS

DOWNTOWN MONTHLY



A monthly newsletter that keeps subscribers up to date on news and announcements about topics like economic development, key policy changes, member news, and upcoming events.

AROUND DOWNTOWN

A bimonthly newsletter highlighting upcoming events and the hottest new openings in the greater Downtown area, as defined by The 360 Plan.



AROUND DOWNTOWN PODCAST

2018 was a big year for podcasts, and we jumped in with both feet by launching *Around Downtown* to supplement our biweekly newsletter. The podcast covered a lot of ground, everything from a dog adoption event to a final sit-down with Dallas Mayor Mike Rawlings, to an on-site *Around Downtown* during the International Downtown Association conference in San Antonio.

LISTEN TO OUR NEW
WEEKLY PODCAST
ON iTUNES AND
GOOGLE PLAY



AROUND DOWNTOWN

**SPECIAL PUBLICATIONS,
ADVERTISING, AND
COLLATERAL**

In 2018, we furthered our partnership with CultureMap Dallas to bring a series of promoted articles, email alerts, and videos. We did a series of six promoted articles, and our *Girls Day Out* article was their highest trafficked of all their promoted articles in 2018. *Pet-friendly Downtown* and *Downtown Vegan Restaurants* were in the top 10 of their most-read promoted articles for 2018. In total, our five promoted articles received a total of almost 18,000 views.

In addition to our continued advertising partnerships with many local outlets, this year we added elevator and lobby ads to 11 Downtown buildings through Captivate. We also kept our Downtown Dallas, Inc. specialty wrapped eFrogs vehicles running.

MEDIA RELATIONS

DDI and many of its members and stakeholders received significant positive coverage in 2018 from our friends at *The Dallas Morning News*, *Dallas Observer*, *D Magazine*, *Dallas Business Journal*, KRLD, WBAP, KERA, NPR, *Bisnow*, *CultureMap Dallas*, and almost every local TV affiliate in the market. In 2018, there were over 1,790+ positive media stories featuring Downtown Dallas or DDI totaling \$179,400 in value. This year, we made it a priority to grow existing relationships and cultivate new ones with the many media outlets covering Downtown.

“Top 10 Most Read”

CULTUREMAP DALLAS

**18,000
views**

1,790
POSITIVE MEDIA
STORIES

**\$179,400
in Media Value**

“New Renovations, Expansions to Downtown Dallas Main Street Garden Park” —WBAP

“Downtown Dallas Law Firm Growing Its Ross Avenue Office in Big Lease” —*The Dallas Morning News*

“AT&T Restaurant and Retail Discovery District Coming to Dallas Headquarters”
—NBCDFW

“An Old Downtown Dallas District Getting a Redo Has a New Name”
—*The Dallas Morning News*

“Downtown Office Building Along Pacific Plaza Park Signs Slew of Leases”
—*Bisnow*

“Dallas may have lost Amazon, but downtown was still a big winner”
—*The Dallas Morning News*

“Downtown Dallas finally scores the grocery store it has long craved”
—*CultureMap Dallas*

“The Historic Adolphus Gets a Major Overhaul”
—*Texas Monthly*

“Apartment tower in the works next to historic Dallas High School downtown”
—*The Dallas Morning News*

“\$76 Million Expansion for Dallas’ Klyde Warren Park”
—*CBSDFW*

“Goldman Sachs inks big deal in one of downtown Dallas’ tallest towers”
—*Dallas Business Journal*



ECONOMIC DEVELOPMENT AND PLANNING



IT HAS BEEN A YEAR OF RESURGENCE OF COMPANIES RELOCATING OR RENEWING LEASES DOWNTOWN.

APPROX.
300 commercial real estate deals

#1 in DFW in net office leasing

APPROX.
650K SQUARE FEET positive net absorption (CBRE)



TALENT ATTRACTION HAS PLAYED A KEY ROLE IN THE SUCCESS WE'VE ENJOYED. THE VIBRANCY AND QUALITY OF LIFE OF URBAN LIVING DRAWS THE YOUNG PROFESSIONALS TO THE HEART OF THE CITY.

ALMOST
300 companies moved to or renewed their lease Downtown



DOWNTOWN IS A WELCOMING ENVIRONMENT FOR STARTUP VENTURES, INNOVATION LABS, AND COWORKING SPACES

500K SQUARE FEET of coworking, accelerators, and incubators in the City Center and 337,585 square feet of that is in Downtown.

5 of the top 12 largest patent law firms

6 of the 14 largest North Texas accounting firms

17 of the 28 largest law firms

9 of the top 13 largest architectural firms



NEW + NOTEWORTHY DEVELOPMENTS

50+ new developments are underway

\$6 BILLION in investment since 2000

9.4% increase in taxable property value between 2017 and 2018



ROYAL BLUE GROCERY



FACTORY SIX03



WEWORK



With over 50 developments currently underway in the City Center, it's hard to list them all. Below is a partial list of significant projects. For a complete list, visit www.downtowndallas.com/business.

TOP LEASES AND RENEWALS*

Arcosa Inc
ARUP
Beck
Bell Nunnally & Martin
BlueLofts
Brandsmith Co
Builders First Source Inc
CaCo Architecture
Chewy Inc
Common Desk
Delphi Legal Technologies
DLA Piper
D Magazine
Echelon Analytics
Enforce LLC
ePay Resources
FDA
FTI Consulting
Harper Bates & Champion
Healthmark Group
Husch Blackwell LLP
Ipc System Inc
Jacobs
J. Cleo Thompson Co.
Johnson & Sekin
Joseph J Blake & Associates
Kastl Law
Kids Therapy by Design
Kirkland Ellis
Knoll
Lincon Property Company
LPA Design Studios
Maverick Capital, Ltd
Newman Student Housing
Orrick Harrington Sutcliffe LLC
Payless Shoe Source
Phlox Capital Management
Posada's USA
RPG Holdings
Sam's Club
Simon Greenstone Panatier

Social Security Administration
Standish Management
Steward Health Care
Studio Bella's
The CMI Group
The Levenson Group
Themis Capital Corp
Thomas Price PLLC
Thompson & Knight
Tillotson Law
Touchstone Bernays
Veteran Oil Partners
WDG Architecture
Wellington Realty
West Monroe Partners
WeWork
Whitebox Real Estate
WillisTowers Watson

DOWNTOWN

2000 Ross
Amelia at Farmers Market
Amlı Fountain Place
AT&T Discovery District
Atelier Flora Lofts
East Quarter
Hall Arts Hotel
Purse Building
Taylor Lofts
The Drever
The Luminary

1900 Pacific
1900 Pearl
Cambria Hotel
Courtyard by Marriott
Mid Elm Lofts

Bryan Tower
Chase Tower
Fountain Place
Sheraton Dallas
The Davis Building
Trammell Crow Center

UNDER CONSTRUCTION

Alta Trinity Green
Cypress at Trinity Groves (Phase II)
Harwood Hotel
Harwood No. 10
Lamar Lofts
Magnolia off Sylvan
Modera Howell
Novel Deep Ellum
The Ambassador
The Christopher (Union Residential)
The Crosby
The Epic/The Hamilton/
The Pitmann
Tru by Hilton
Virgin Hotel

RECENTLY COMPLETED

Bleu Ciel
Deep Ellum Hostel
Element by Westin
Good Work
Modera Hall Street
Park District
The 23
The Rolex Building
The Union

CITY CENTER

THE LUMINARY



*Based on total square footage of reported lease.

COMPLETE NEIGHBORHOODS

As a transformative strategy in The 360 Plan, Downtown Dallas is envisioned to become a complete neighborhood, one in which residents' economic, social, and personal needs are met via convenient access to employment, affordable housing, recreation, goods and services, and education. A complete neighborhood also preserves the area's history and culture while simultaneously creating a "sense of place" or identity relatable to and valued by all Downtown residents, workers, and visitors.

As a complete neighborhood, Downtown Dallas will be a community for all: an equitable, affordable, and sustainable community that supports the continued growth and diversification of its population. In 2018, DDI continued its efforts to build complete neighborhoods through its work on:

DOWNTOWN PARKS

Work began in April on Pacific Plaza, one of four new signature parks that will provide 3.4 acres of new recreational space in Downtown Dallas, with features including a large pavilion, mature trees, and a 670-foot stone seat wall. DDI has agreed to add Pacific Plaza to its portfolio of parks to maintain and program throughout the year. Pacific Plaza is expected to open in late 2019. DDI also participated in design charettes for the new West End Square, the second of four new Downtown parks, that will become an innovation laboratory and one of the "smartest" parks in the U.S. Construction for West End Square is set to begin in 2019. Funded jointly by Parks for Downtown Dallas and the City of Dallas, the four new signature parks (Pacific Plaza, West End Square, Harwood Park, and Carpenter Park) will open by the end of 2024.

HOUSING

DDI supported the adoption of a citywide, comprehensive housing policy in which various financial and/or incentive programs will encourage the development of affordable housing and the preservation of the existing housing stock in an effort to lessen the city's housing shortage. A 360 Plan work group also focused on housing issues convened in July to discuss Downtown-specific housing needs. The work group will work through 2019 and will help lead a housing demand study to determine the actual housing needs (unit size, type, and tenure) in the City Center.

RETAIL RECRUITMENT

DDI supported local artisans and vendors again in 2018 with the opening of Unbranded, DDI's holiday pop-up shop, activating a vacant storefront on Commerce Street. A satellite Unbranded pop-up opened in the Statler Hotel in early 2018 to great success. In 2018, four stores opened in Downtown to accommodate the area's growing population, including Verizon, Royal Blue Grocery, Charming at the Market, and Urban Farmhouse Designs. Over 35 restaurants opened in 2018 within the City Center, nearly half of which have opened in Downtown.



EDUCATION

More than 30 schools are located in the City Center, with many award-winning institutions of all levels including Downtown's first DISD public choice school, CityLab High School.

DOWNTOWN MONTESSORI SCHOOL

DDI's proposal for a new public school in Downtown was selected by DISD, and the search for a location is currently underway. The school is slated to be for pre-K to 8th grade with a Montessori-style curriculum and a lottery enrollment with weighted preference to residents and workforce in Downtown. Fifty percent of the school's population will be reserved for low-income students. The school has a target opening date of fall 2020.



URBAN MOBILITY

DOWNTOWN MOBILITY

Connectivity is a dynamic, universal feature of The 360 Plan and its vision. Mobility to, through, and within the City Center (the area within a 2.5-mile radius of Downtown Dallas) is critical in creating a network of interconnected neighborhoods via an efficient and effective transportation system. Downtown Dallas already has a robust transportation network, one in which personal vehicles, light rail and commuter trains, streetcars, bicycles, and pedestrians coexist. In recent years, though, the ways in which residents, employees, and visitors move about the City Center have evolved as Downtown Dallas and its neighborhoods continue to grow and new technologies emerge.

The 360 Plan proposes a long-term, balanced vision for Downtown mobility. A systematically enhanced transportation network—one that successfully integrates all modes—will ultimately shift travel behaviors and trip patterns, mitigating further congestion of Downtown streets and improving movement between neighborhoods. Rideshare services (Uber, Lyft), shared bicycles and scooters, and microtransit (efrogs) have made travel within the City Center cheap and easy, lessening the need for, and sole dependence upon, personal vehicles for short trips throughout Downtown. Longer-term projects, including high-speed rail, potential demolition of I-345, and the emergence of autonomous vehicles, will further transform Downtown's transportation infrastructure and address the demands of a growing, successful urban center.

The 360 Plan's mobility strategies balance the needs of pedestrians, bicyclists, transit, and automobiles with the use of streets as public spaces for social interaction and community life. The plan recommends 30 miles of additional bike lanes, including dedicated and shared facilities, on Downtown streets to improve connections between area job centers, activity nodes, residential areas, and park and recreation spaces. It also recommends the implementation of a pedestrian master plan that will support a comfortable, inviting, and engaging walk through Downtown neighborhoods that will encourage more pedestrian activity along specific thoroughfares.

DART



MOBILITY-RELATED PROJECTS:

BIKE AND SCOOTER SHARE

Individuals can rent, for a small fee, bicycles and scooters on a short-term basis to assist in getting around Downtown. The app-based, "dockless" systems allow users to select an unused bicycle or scooter and return it to any location (within the service area) upon completion of a trip. DDI helped formulate regulations for the proper storage and maintenance of bikeshare fleets operating throughout the city; these regulations were adopted by the City Council in June. DDI installed four bike racks and 12 temporary bike boxes to encourage proper storage of bicycles on Downtown sidewalks. DDI will continue to work with the City and scooter operators to formulate scooter-specific regulations in 2019.

CROSSWALK ASSESSMENT AND RESTRIPIING PROGRAM

In early 2018, DDI conducted an assessment of over 700 Downtown crosswalks to determine areas where restriping efforts were needed. The crosswalk restriping program will improve deteriorated and/or unsafe crosswalks, enhancing pedestrian safety throughout Downtown. The first phase of the program focused on over 20 intersections identified as priority areas for crosswalk restriping. The restriping efforts began in earnest in late October, with additional phases implemented through 2019.

DALLAS CENTRAL BUSINESS DISTRICT SECOND LIGHT RAIL ALIGNMENT (D2)

To enhance its operability standards and ease congestion along current routes, DART plans to construct a second light rail alignment (D2) through Downtown as a subway in order to mitigate traffic flow impacts along Downtown streets. In 2018, DDI, alongside many Downtown stakeholders, participated in several charettes to help identify potential impacts of the selected alignment on the urban environment throughout Downtown. Stakeholders assisted in the determination of potential pedestrian portal (station access) locations along the alignment and began to formulate discussions regarding the design of the Victory and Deep Ellum train portals. The DDI Mobility Committee will continue to work with DART staff to ensure subway station and pedestrian portals are designed in accordance with the adopted Urban Transit Guidelines and are accessible and functional and positively contribute to the urban environment in which they are placed.

D-LINK

DDI, the City of Dallas, and Dallas Area Rapid Transit (DART) continued to fund D-Link in 2018. D-Link is a special-service, free bus route (Route 722) connecting tourists and visitors to several Downtown destinations and neighborhoods, including the Kay Bailey Hutchison Convention Center, West End, Dallas Farmers Market, Deep Ellum, and the Dallas Arts District.

In 2019, D-Link service will be replaced with an alternative mobility solution, offering Downtown residents, employees, and visitors an efficient, reliable transportation service.



I-30 REDESIGN PROPOSAL

TxDOT shared with the City of Dallas preliminary drawings for a redesign of I-30, between I-35E and Munger Blvd./Parry Ave. The DDI Mobility Committee reviewed the drawings and identified potential impacts to the transportation network in and near Downtown. The Committee has also created a set of “guiding principles” to which TxDOT is encouraged to adhere during the formal redesign process of the I-30 corridor, in an effort to minimize the project’s impacts in Downtown Dallas.

TRANSPORTATION PLANNING

DDI continues to lend its voice in transportation-related planning activities to ensure efficient movement throughout Downtown. In 2018, DDI participated in thoroughfare plan amendment changes, parking analyses, and street operations changes that will benefit those travelling in and through Downtown.

MOBILITY COMMITTEE

In 2018, DDI’s Mobility Committee continued to provide DDI staff with strategic and technical expertise regarding all transportation-related issues in Downtown Dallas, including transit, mobility solutions, and mobility-related urban design.

THE 2018 MOBILITY COMMITTEE MEMBERS INCLUDE:

Zaida Basora, Huitt-Zollars
 Tanya Brooks, City of Dallas
 Molly Carroll, City of Dallas
 Peer Chacko, City of Dallas
 Arturo del Castillo, City of Dallas
 Mitch Gatewood, Downtown Residents Council
 Larry Good, GFF
 Mark Goode, Kimley-Horne
 Jim Harris, Thompson & Knight
 Kristina K. Hart, Dallas Arts District
 Jon Hetzel, Deep Ellum Foundation
 Burson Holman, Granite Properties
 Stephanie Hudiburg, Deep Ellum Foundation
 Steve Hulsey, Corgan
 Lance Josal, Callison RTKL
 Patrick Kennedy, Space Between Design Studio
 Jim Knight, Stantec
 Ramsey March, Stream Realty
 Craig Melde, Architexas
 Theresa O’Donnell, City of Dallas
 Ben Reavis, Oglesby Greene
 Michael Rogers, City of Dallas
 Scott Rohrman, 42 Real Estate
 Steve Salin, DART
 Arthur Santa-Maria, Hoque Global
 Evan Sheets, City of Dallas
 Jerry Smiley, AECOM
 Kristian Teleki, Matthews Southwest
 Bryan Tony, The Real Estate Council
 Jonathan Vinson, Jackson Walker
 Lily Weiss, Dallas Arts District
 Jared White, City of Dallas
 Allan Zreet, Jacobs (Chair)



MEMBERSHIP DEVELOPMENT

Downtown Dallas, Inc. members have exclusive access to DDI professional staff with expertise in marketing, real estate development, Downtown operations management, public policy, advocacy, and city planning. Member programming includes educational forums, fundraising events, and networking opportunities. Dues are invested in the continued, unprecedented growth and success of Downtown Dallas.



THE 360 PLAN

AN UPDATE

In partnership with the City of Dallas, Downtown Dallas, Inc. (DDI) developed The 360 Plan, a five-year comprehensive and strategic plan that sets forth a clear, cohesive vision for Downtown Dallas and its adjoining neighborhoods. An update to the 2011 Downtown Dallas 360 plan, The 360 Plan encapsulates the current momentum and vibrancy of Downtown Dallas, ensuring long-term prosperity and success of the City Center, comprised of the diverse neighborhoods within a 2.5-mile radius of Downtown.

Through a robust community outreach effort—Involving more than 40 partner organizations and 150 stakeholder meetings—The 360 Plan was organized around the idea of a complete and connected City Center. This overarching goal forms the plan framework of The 360 Plan and presents key themes to create a unifying mission for the document.

To focus and further articulate how the vision will be achieved, The 360 Plan presents three Transformative Strategies that will ensure the type of community that residents, stakeholders, and City leaders desire. While the Transformative Strategies present broad visionary concepts, each outlines tangible, realistic, and necessary implementation steps to achieve future success. Through the three Transformative Strategies, The 360 Plan seeks to:



Each Transformative Strategy contains a set of overarching goals, in which there are a set of Action Items. The Action Items are presented in an Implementation Matrix that establishes a structured path for achieving implementable and successful outcomes.

The 360 Plan was unanimously adopted by the Dallas City Council on December 13, 2017.

Implementation of the plan has begun in earnest, with the identification and formation of seven work groups to address prioritized Action Items through 2019. These work groups are tasked as follows:

STREETCAR WORK GROUP

Tasked to identify opportunities for streetcar expansion throughout the City Center.

TXDOT/CITYMAP WORK GROUP

Tasked to coordinate and facilitate TxDOT facility improvements and ensure their alignment with City plans.

BIKE AND PEDESTRIAN IMPROVEMENTS WORK GROUP

Tasked to facilitate and implement the plan's proposed bicycle and pedestrian improvements throughout the City Center.

HOUSING WORKGROUP

Tasked to identify opportunities for the provision of affordable, family-friendly, and diverse housing options throughout the City Center, building upon the City of Dallas' citywide housing policy.

RETAIL WORK GROUP

Tasked to facilitate a barrier-free environment for a robust commercial tenant mix throughout the City Center.

EDUCATION WORK GROUP

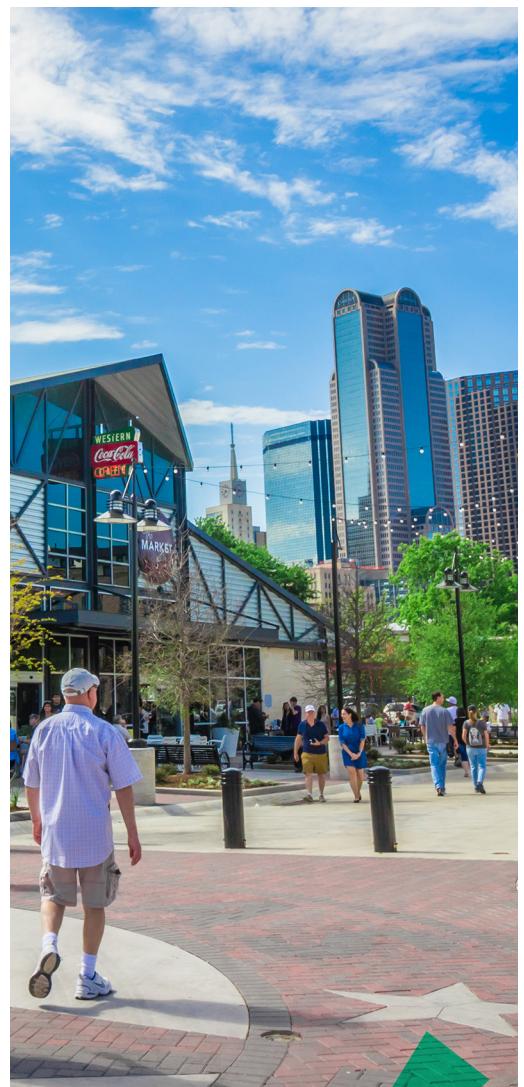
Tasked to advocate for the City Center as a site for more educational facilities and options.

CITY REGULATIONS WORK GROUP

Tasked to evaluate regulations that deter short-term activations of vacant and underutilized locations throughout the City Center.

Each work group is comprised of approximately 40 stakeholders, subject-matter experts, and interested parties. DDI has hosted nine work group meetings since July 2018 and the groups will work through 2019 to complete their assigned tasks, at which point a new set of work groups will be established to address remaining Action Items.

For more information on The 360 Plan, please visit www.downtondallas360.com.





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