



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,

A handwritten signature in blue ink that reads "Jennifer Scripps".

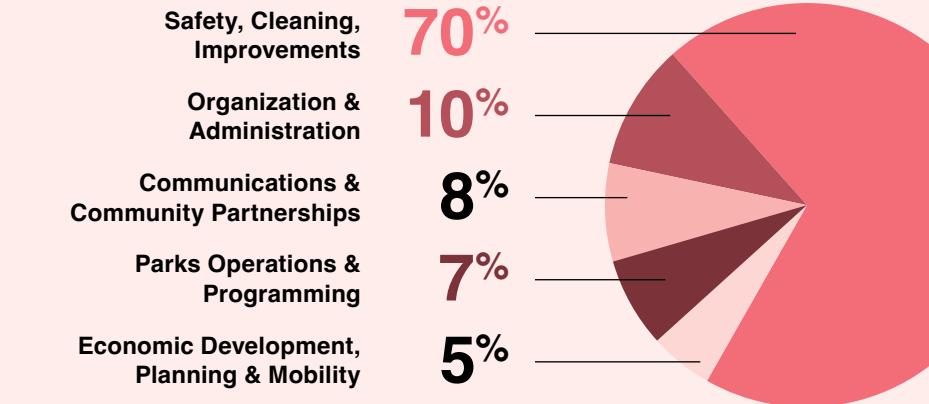
Jennifer Scripps
President & CEO
Downtown Dallas, Inc.

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	CHIEF OPERATING OFFICER
Katy Murray Dallas News Corporation	Amy Tharp Downtown Dallas, Inc.
VICE CHAIR	SECRETARY
Ted Hamilton Hamilton Properties Corporation	Larry Daniels HRI Hospitality
PRESIDENT AND CEO	TREASURER
Jennifer Scripps Downtown Dallas, Inc.	Amy Lewis Hofland Crow Museum of Asian Art

board

2024 Board of Governors

Panjola Able Nieman Marcus	Wendy Bridges Comerica Bank
Milton Anderson Merriman Anderson Architects, Inc. (MAA)	Bill Brokaw Hillwood Urban
Darcy Barnes Merrill Lynch Bank of America	Kim Brooks Transwestern
Evan Beattie GFF	Dave Brown American Airlines Center
Michael Blackwell Mill Creek Residential Trust, LLC	Rep. John Bryant Texas House of Representatives District 114

2024 Board of Directors

Brian Bergersen Spectrum Properties LTD/ Dallas Farmers Market	Suzan Kedron Jackon Walker, LLP
Collin Fitzgibbons Hunt Realty	Arthur Santa-Maria Hoque Global
Mattia Flabiano Page	Josh Shane AECOM
Jim Greer Oncor	Michael Peterson AT&T
Ted Hamilton Hamilton Properties Corporation	Billy Prewitt Pacific Elm Properties
Susan Harris Atmos Energy Corporation	Michael Tregoning Headington Companies, LLC
Steve Hulsey Corgan	Bradford Williams Dallas College, El Centro Campus
Peer Chacko Stantec	Jim Cuddihee Moss & Associates
Kate Clapper 400 Record	Mike Culver JW Marriott Dallas Arts District
Fletcher Cordell CBRE	Alan de Castro Regent Properties
Matt Craft Lincoln Property Company	Nicholas "Nick" Diaz Amegy Bank
Brandi Crawford HNTB	Reverend Amos Disasa First Presbyterian Church Dallas
Laura Crawford Perkins&Will	

2100 McKinney	Clear Channel Outdoor	GOGO Charters Dallas	Kadama Meditation Center Texas	Oglesby Greene Architecture	The Statler Hotel & Residences
2100 Ross, LP	Comerica Bank	Goldman Sachs	OHT Partners	OJB Landscape Architecture	St. Jude Chapel
2201 Main, LLC	Comerica Bank Tower/ Stream Realty Partners	Granite Properties	Karen Pierre	Omni Hotels & Resorts	Tango Charities
42 Real Estate, LLC	5G Studio Collaborative	Grant Thornton LLP	KDC Real Estate Development & Investments	Oncor	Tanram Interiors
7-Eleven	The Crafty Irishman	Greyhound Lines, Inc.	KFK Group	OUTFRONT Media	Tara Dianeh Fitness, Inc.
ACORE Capital	Crow Museum of Asian Art	Hall Arts Hotel	Kimley-Horn	Pacific Elm Properties	TASK Pressure Washing
The Adolphus	D Magazine	Hamilton Properties Corporation	Kirksey Architecture	Page	Texas House of Representatives
AECOM	Dallas Area Rapid Transit (DART)	Harmony Bank	Klyde Warren Park		
All Saints Church Dallas	Dallas Arts District				
Allyn Media	Dallas Black Dance Theatre				
Alpha Business Images	Dallas Citizens Council				
Amegy Bank of Texas	Dallas College				
American Airlines Center	Dallas Economic Development Corporation				
AMLI Fountain Place	Dallas Holocaust and Human Rights Museum				
ANDRES Construction Services	Dallas Marriott City Center	Harwood Center	Krilogy Texas	Parking Company of America	Thanksgiving Foundation
Archer Western	Dallas Museum of Art	Haynes and Boone, LLP	Labora Group	Thompson Dallas Hotel	Todd Interests
Arcosa, Inc.	Headington Companies, LLC	Headington Companies, LLC	Lanier Parking	Patrick Kennedy's Irish Pub	Trammell Crow Center
AT&T	DallasNews Corporation	Hillspur Capital LP	Perkins&Will	Pink Toes Nail Bar	Tyba Architects
AT&T Performing Arts Center	Dallas Public Library	Hillwood/Victory Park	Lincoln Property Company	PlainsCapital Bank	Turner Construction Company
Atmos Energy Corporation	Dallas Regional Chamber	HKS, Inc.	Locke Lord	Platinum Parking	UpTown Dallas, Inc.
Audiosha	Dallas Symphony Orchestra	HNTB	Lone Star PACE	Playout	Urban Drury Architecture
Balfour Beatty Construction	Dave & Buster's	Hoque Global/ DRG Concepts	Matthews Southwest	Playwright Irish Pub	Visible Dialogue, LLC
Bank of America Merrill Lynch	Davidson Bogel Real Estate	HR&A Advisors, Inc.	McDonald's (1000 Commerce St.)	Premier	Visit Dallas
Bank of America Plaza	Downtown Dallas Parks Conservancy	Dikita Enterprises	HCI Hospitality	Renaissance Saint Elm	Wells Fargo
The Beck Group	Bell Nunnally	East Quarter Dental	Huitt Zollars, Inc.	Dallas Downtown	Westdale Commercial Real Estate Investment & Management
Bennett Partners	Bennett Partners	Expressions Chiropractic	Hunt Consolidated, Inc.	Merriman Anderson Architects	The Real Estate Council
Architecture Interiors Planning	Architecture Interiors Planning	The Fairmont Hotel Dallas	Hyatt Regency Dallas	McKinsey & Company	Republi
Billingsley Company	Billingsley Company	FCMO Grow	Impact Advisory Group	Ross Tower/HPI Real Estate Services & Investments	Westin Dallas Downtown
The Botanical Mix	The Botanical Mix	First Presbyterian Church of Dallas	Interior Resources Group	The Metropolitan at 1200 Main HOA	RP Texas Mgt, LLC
Brad Oldham Sculpture	Brad Oldham Sculpture	Fortis Property Group, LLC/ Chase Tower	It's a Selfie Studio	Mill Creek Residential Trust	Same Day Transportation
Braemar Hotels & Resorts	Braemar Hotels & Resorts	Carmen DiPenti Group	Jackson Walker LLP	MMF Strategies	Santander Tower
Caren DiPenti Group	CBRE	CBRE	Jacobs	Moss & Associates	Shanks Architects
Gables Residential	Celebree School	Celebree School	JBJ Management	Nasher Sculpture Center	Wildcat Management
Gensler	Dallas Arts District	Dallas Arts District	GFF	The Joule Dallas	Winstead PC
Charter Holdings	Charter Holdings	Chimalma Restaurant	Glen Park Capital/ Plaza of the Americas	Neiman Marcus	Woodbine Development Corporation
Chimalma Restaurant	Chimalma Restaurant	City of Dallas	Goddard Investment Group/ Fountain Place	J.P. Morgan Chase	The Sixth Floor Museum at Dealey Plaza
City of Dallas	Clark Hill PLC	Clark Hill PLC	JW Marriott Dallas Arts District	Noita Ventures LLC DBA The Metropolitan Cafe	Southern Wicked Beverages
Clark Hill PLC				North Texas Commission	Spectrum Enterprise
				Oak View Group 360/ Kay Bailey Hutchison Convention Center	Spectrum Properties, LTD/ Dallas Farmers Market

members

park programming and events

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



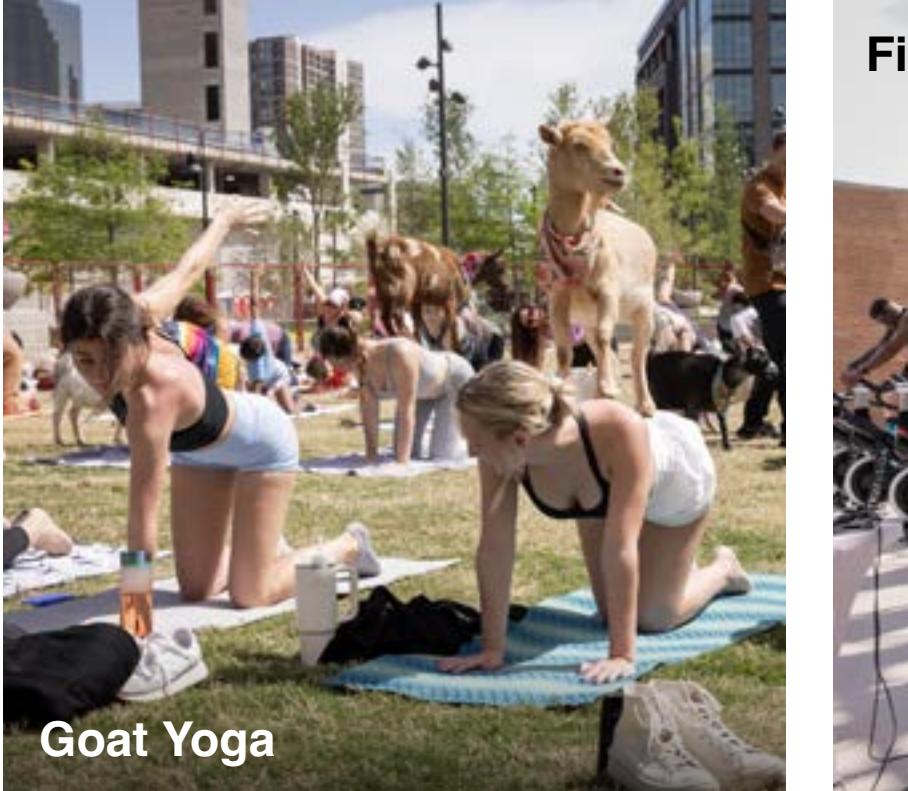
POP Installation

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

64,000
Attendance



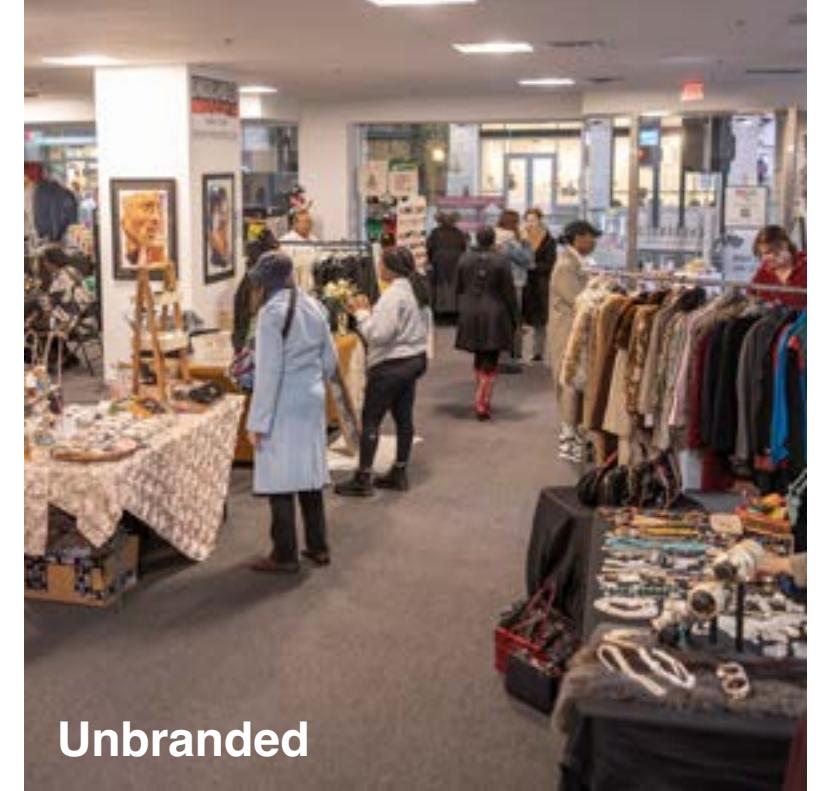
new programming



Goat Yoga



Fitness Ambassadors



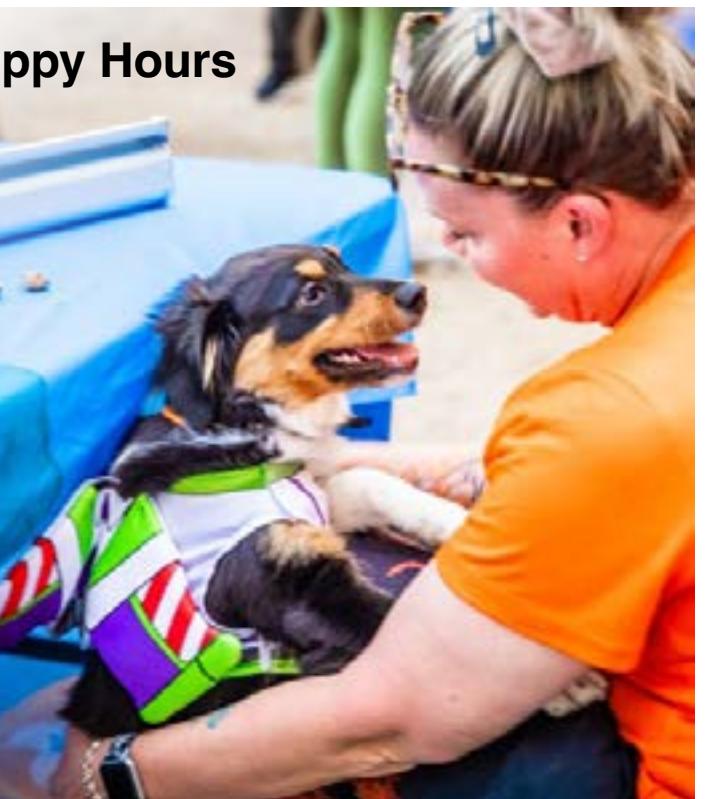
Unbranded



Pickleball Social



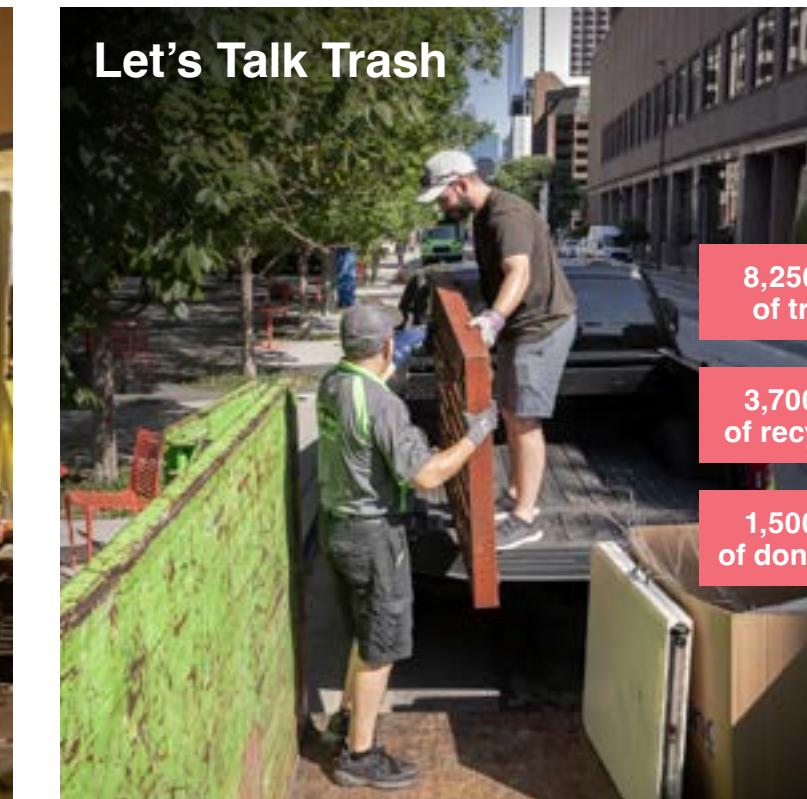
Photos with Santa



Yappy Hours



Bingo Nights



Let's Talk Trash

ongoing popular programming vacant space activations & partnerships



SPACE at Adolphus Tower

In collaboration with Dallas College, Hoque Global, and FGIII, the Space — formerly known as the Adolphus Tower Gallery — was reimaged 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.

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**



Trick or Treat on Downtown Streets

Presented by
HEB Central Market **SMARTSKEP**

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**

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 A office space.



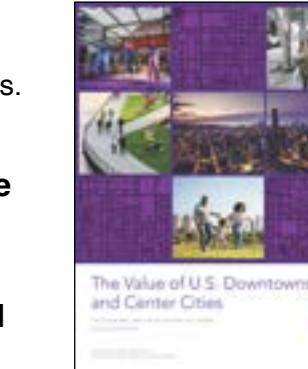
"The Value of Downtown" Report

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 its 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.

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.

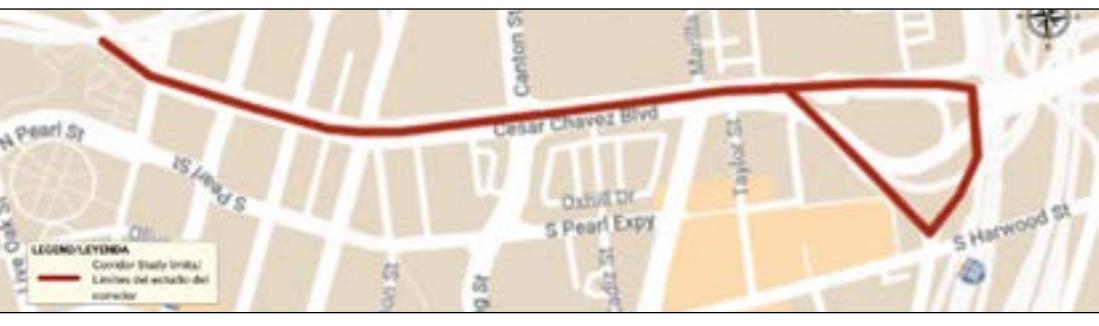
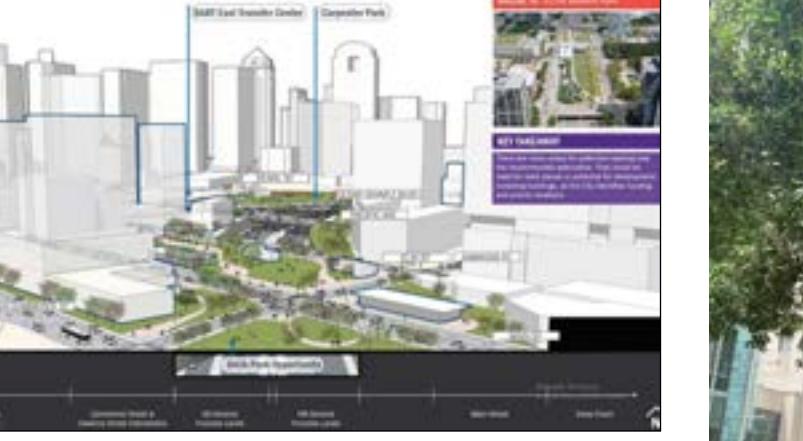
High-Speed Rail

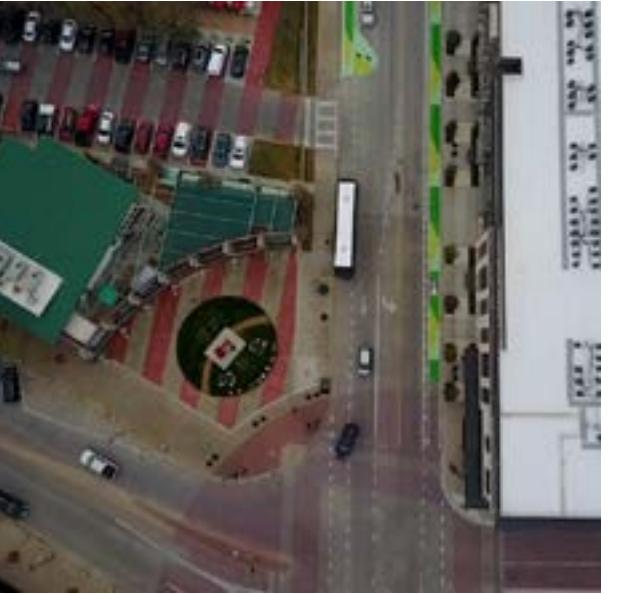
The Dallas-Houston high-speed rail project gained momentum with a key Amtrak grant. A study on a potential Dallas-Fort Worth rail route will assess the economic impact on Downtown.

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.







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.

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.



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

clean team

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.

5,587
Outreach Engagements

359
Homeward Bounds

130
Street to Home Initiative

413
People Assisted with Secure Housing or Counseling Services



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.

7,209
Off-Duty Police Responses

38,119
Business Contacts Made

43,683
Quality of Life Violations

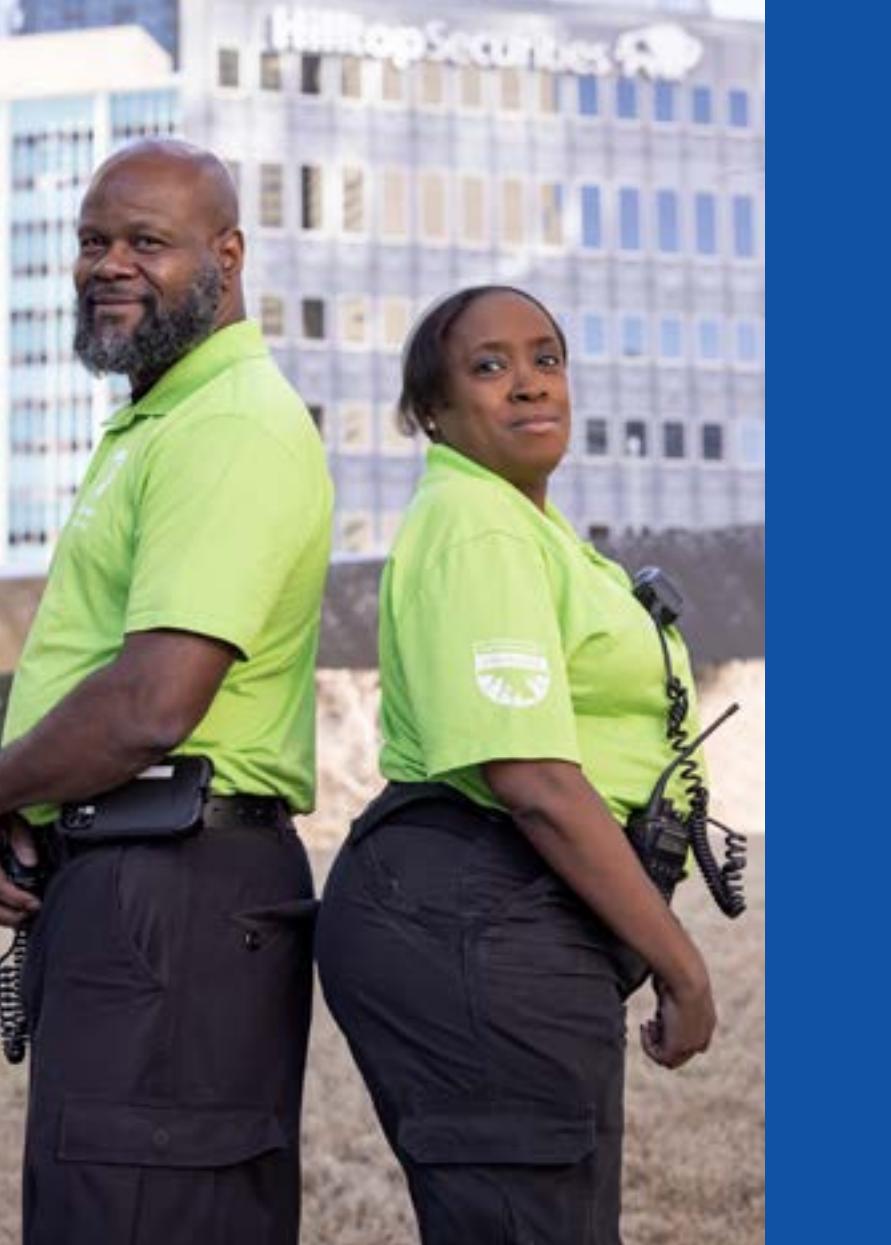
143
Citizen Escorts



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.



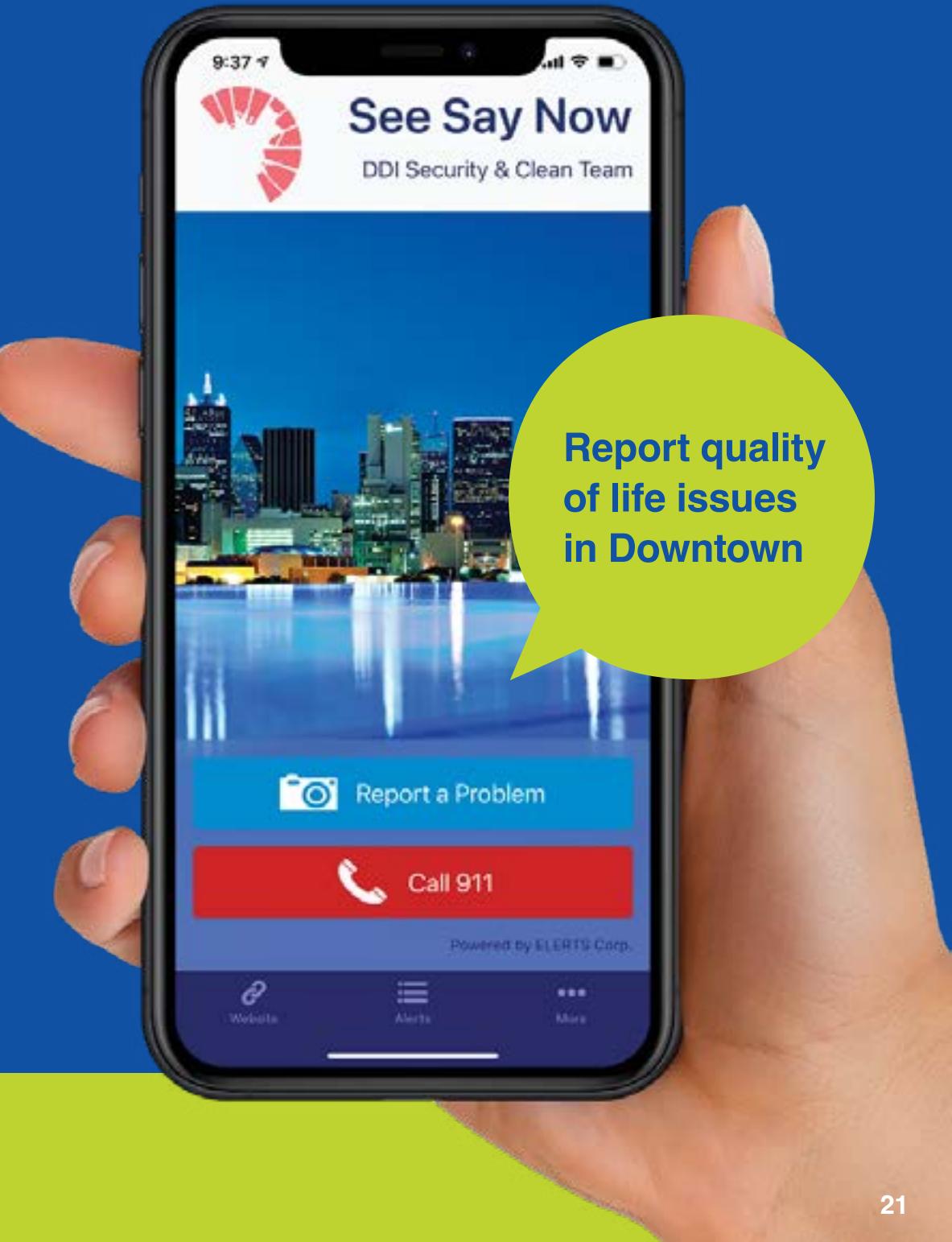
ambassadors

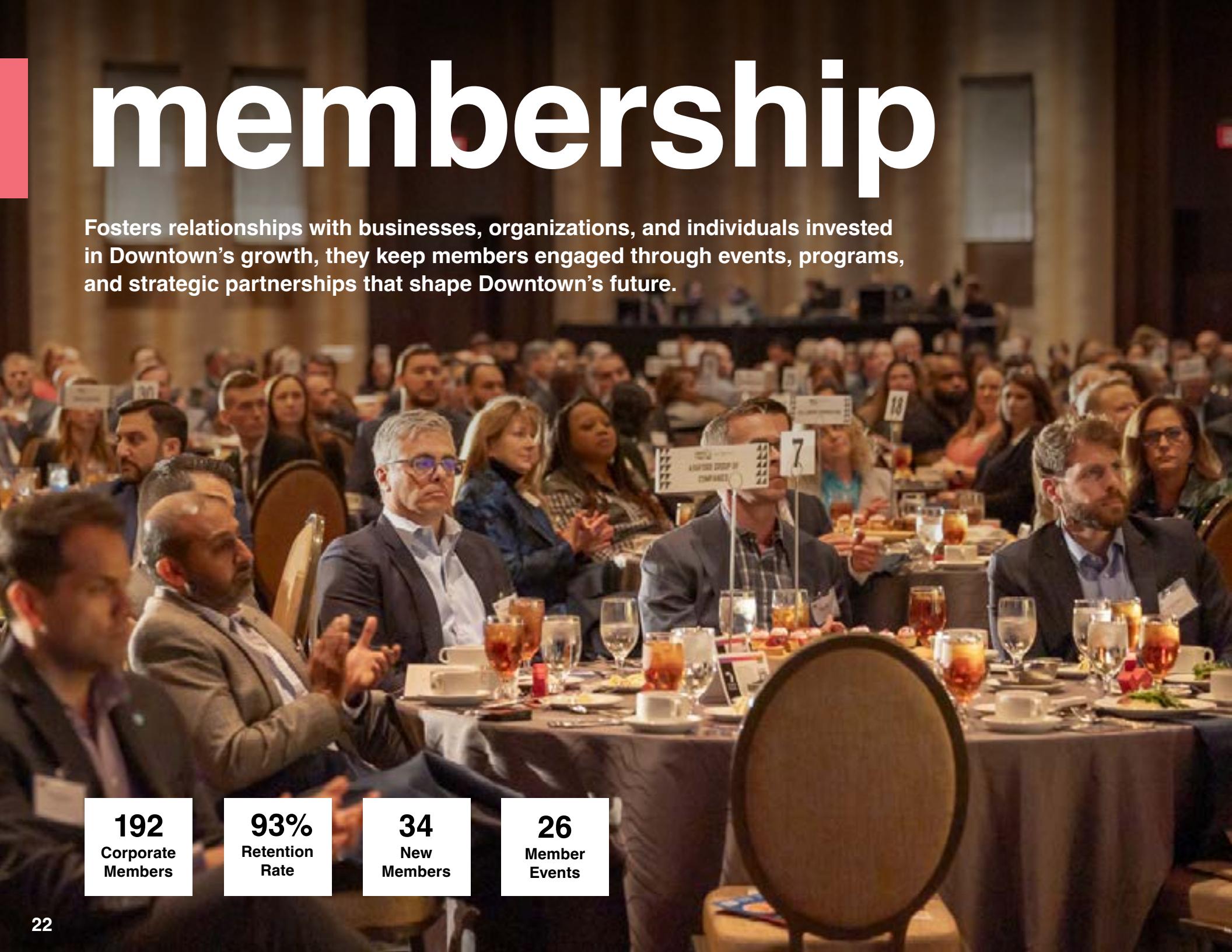


see say now

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





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

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

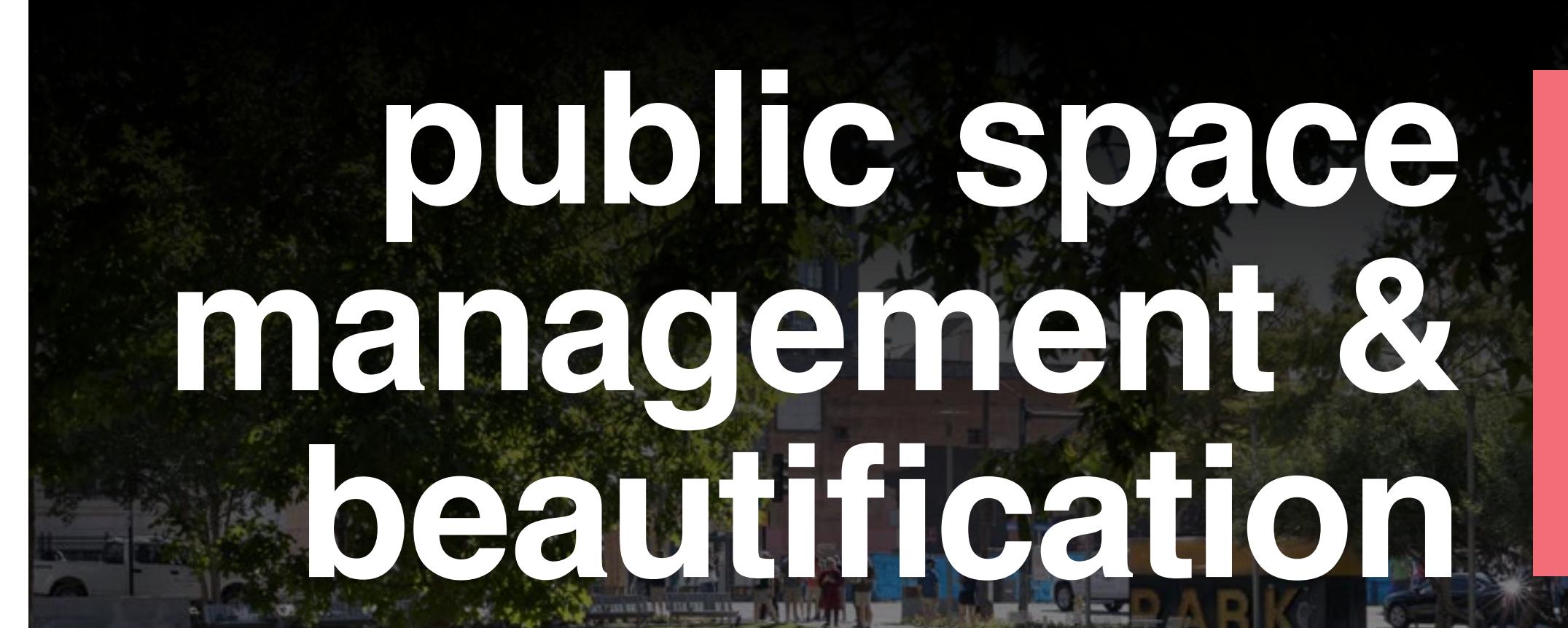
membership events

membership events

2024 State of Downtown

October 30, 2024 at Moody Performance Hall

537 attendees



public space management & beautification

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

A group of people are gathered at a networking event. In the foreground, a man in a blue polo shirt is gesturing with his hands while speaking. Next to him, a woman in a black polo shirt is listening attentively. They are standing near a table with various food and drink items. The background shows other attendees and a window with a view of the outdoors.

Meet & Conversation and Cheers & Chill

800 attendees

use from 2023



17 Trees Planted

Trees Planted

40
Acres of
Grass Mowed

Acres of Grass Mowed

5

Public Trash Cans Added

Public Trash Cans Added

A group of people are gathered in a room, possibly a bar or lounge, for a social event. The wall behind them is decorated with numerous small busts of people's heads, arranged in a grid-like pattern. To the right, a large, illuminated sign reads "YIPPEE HI-YAY" in bold, capital letters. The people are dressed in casual attire, and the atmosphere appears to be relaxed and social.



920

Flats of Seasonal Color Planted

Flats of Seasonal Colors Planted

264,901 sf
Sidewalks Pressure
Washed Monthly

264,901 Sidewalks Pressured Washed Monthly

planning and mobility

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

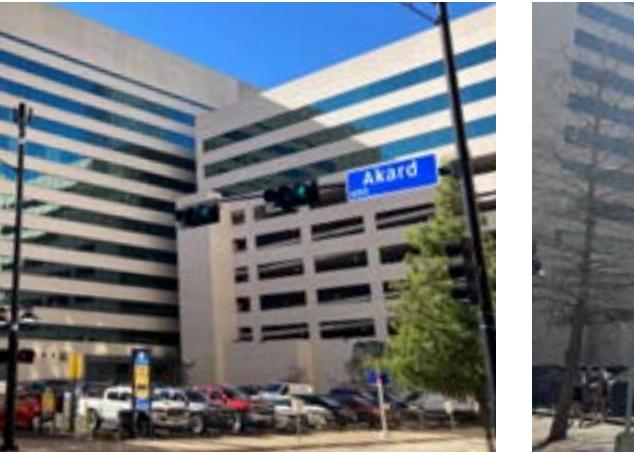
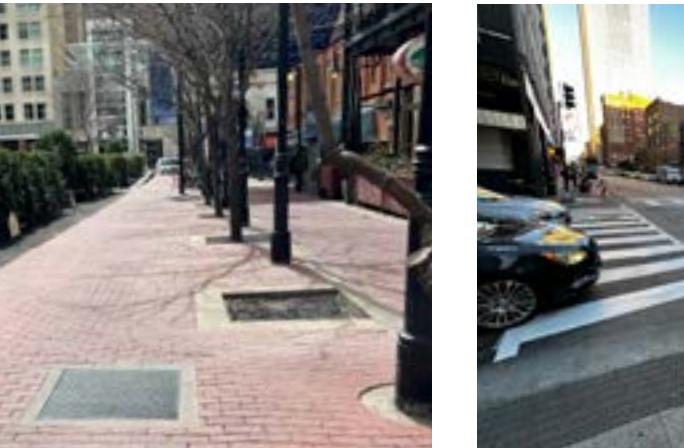
Replaced 17 damaged/dead trees

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 - 2, 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

FM City Park, LLC

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.



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

Dallas Arts District



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