

DALLAS: A COMMUNITY SNAPSHOT



Credit: Charlene Rathburn



Credit: Dallas Zoo





A LITTLE ABOUT DALLAS

The **City of Dallas** was officially incorporated in 1856, and the City Charter was adopted in 1907. Dallas has evolved over the years, growing from a small settlement established by John Neely Bryan in 1841 to a major city covering 384.93 square miles (343.56 square miles of land and 41.37 square miles of lakes).



Historic Photos Source: Dallas Municipal Archives



DID YOU KNOW? Dallas has two National Historic Landmarks: Dealey Plaza and Fair Park. National Historic Landmarks are nationally significant sites that highlight an important story in U.S. history. To learn more about these historic places, visit the City's [Historic Preservation website](#).

A LITTLE ABOUT DALLAS

Dallas is more than just famous skylines and government buildings. During the 177 years since its founding, Dallas has become a world-renowned center for business and culture. Here is a glimpse of historical business and cultural milestones that helped Dallas become what it is today:^{1,2}

- 1841** Dallas is established as a trading post on a Republic of Texas military highway and Trinity River crossing
- 1907** Luxury retailer Neiman Marcus opens its first store
- 1909** The Praetorian Building, the first skyscraper in the southwestern U.S., opens on Main Street
- 1913** Dallas is awarded the eleventh Federal Reserve district headquarters
- 1927** The world's first convenience store opens, now known as 7-Eleven
- 1928** Dallas purchases Love Field for civilian use
- 1936** Dallas hosts the Texas Centennial Exposition at Fair Park
- 1957** The Adolphus Hotel becomes the first hotel in the world to provide central air conditioning
- 1958-62** The invention of the integrated circuit at Texas Instruments and founding of data processing company Electronic Data Systems make Dallas a technology leader
- 1960** Dallas is granted an NFL franchise, and the Dallas Cowboys are born
- 1971** Southwest Airlines incorporates in Texas and begins service
- 1973** Dallas and Fort Worth collaborate to build DFW International Airport and dedicate its opening with the first landing of a supersonic Concorde in the U.S.
- 1975** The first Chili's opens, pioneering the casual dining industry
- 1978** The TV show *Dallas* first airs in prime time, introducing the city to the world
- 1980** The all-time high temperature of 113°F is recorded on June 26-27
- 1996** Dallas Area Rapid Transit opens the first 11.2 miles of its light rail system
- 2007-08** Comerica and AT&T relocate their headquarters to Dallas
- 2009** AT&T Performing Arts Center opens in the Arts District, the largest arts district in the nation
- 2011** The Dallas Mavericks win their first NBA championship
- 2012** Klyde Warren Park opens, unifying Downtown and Uptown
- 2014-15** Two new multimillion dollar hospitals open: Clements University and Parkland
- 2018** Dallas hosts the AT&T Byron Nelson tournament, the city's first PGA Tour event in decades, at the Trinity Forest Golf Club

¹ <http://www.dallasecodel.org/DocumentCenter/View/2095/Dallas-Economic-Profile?bidId>

² <https://www.cnn.com/travel/article/hotel-pioneers/index.html>

A LITTLE ABOUT DALLAS



Source: Office of Sustainable Development

The world-famous architect Frank Lloyd Wright designed Dallas Theater Center's Kalita Humphreys Theater, the only complete freestanding theater designed by Wright.

The John A. Gillin House, the last home Wright designed before his death in 1959, is also located in Dallas.

Dallas is well-known for being a business hub with national economic influence, but did you know Dallas is also famous for inventions?



Source: Smithsonian Institute

- Mariano Martinez invented the frozen margarita machine at his Dallas restaurant after seeing the Slurpee machine at 7-Eleven.³
- German chocolate cake isn't actually German – it's named for Sam German, who invented the dark chocolate used in the recipe. The recipe, created in Dallas by Mrs. George Clay, was published as a recipe of the day in *The Dallas Morning Star* in 1957.⁴
- Inspired by Star Wars, George Carter opened the first Laser Tag location, initially dubbed "Photon,"⁵ in 1984 on Northwest Highway.
- Dallas native Bette Nesmith Graham invented Liquid Paper, which she called Mistake Out when she began selling it in 1956. Graham sold Liquid Paper to Gillette in 1979 for \$47.5 million.⁶

³ <http://americanhistory.si.edu/food/resetting-table/frozen-margaritas>

⁴ <https://www.npr.org/templates/story/story.php?storyId=11331541>

⁵ <https://www.dallasnews.com/business/technology/2016/08/12/laser-tag-inventor-turns-game-anywhere-anytimeiphone-sport>

⁶ <http://www.women-inventors.com/Bette-Nesmith-Graham.asp>



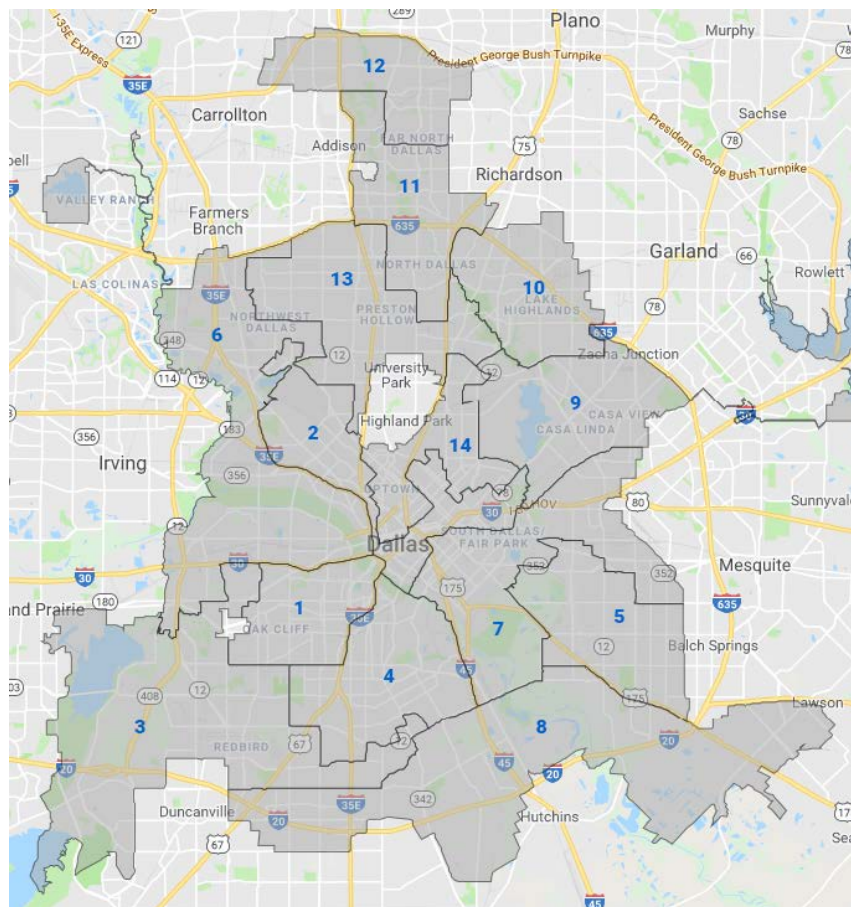
YOUR ELECTED OFFICIALS

Dallas operates under the council-manager form of government with 14 single-member districts and a mayor elected at-large. Every odd-numbered year, Dallas residents vote for members of the City Council, who represent their district for up to four two-year terms. The Mayor serves up to two four-year terms.

The Mayor and City Council:⁷

- Set policy
- Approve the annual budget and plans for capital improvements
- Determine the property tax rate
- Issue and sell municipal bonds
- Purchase and sell property
- Establish City departments
- Approve City ordinances
- Determine City services
- Appoint the City Manager, City Attorney, City Auditor, City Secretary, municipal court judges, and citizen boards and commissions

CITY COUNCIL DISTRICTS



⁷ <https://dallascityhall.com/government/Pages/councilresponsibilities.aspx>

YOUR ELECTED OFFICIALS



Back Row (left to right)

- Lee Kleinman
District 11
- Casey Thomas, II
District 3
- Rickey D. Callahan
District 5
- Tennell Atkins
District 8
- B. Adam McGough
District 10
- Omar Narvaez
District 6
- Philip T. Kingston
District 14
- Scott Griggs
District 1

Front Row (left to right)

- Mark Clayton
District 9
- Jennifer S. Gates
District 13
- Mayor Pro Tem Dwaine Caraway (*Resigned*)
District 4
- Mayor Michael S. Rawlings
At-large
- Deputy Mayor Pro Tem
Adam Medrano
District 2
- Sandy Greyson
District 12
- Kevin Felder
District 7

CITY MANAGEMENT

Your elected officials, the Mayor and City Council, appoint the executive managers of the City, specifically:

- City Manager T.C. Broadnax, appointed in February 2017
- City Attorney Larry E. Casto, appointed in October 2016
- City Auditor Craig D. Kinton, appointed in 2006
- City Secretary Bilierae Johnson, appointed in April 2018
- Municipal Court judges

The City Manager appoints an executive leadership team that collectively oversees the City's approximately 13,000 employees and more than \$3 billion budget.



Left to right, top to bottom: Assistant City Manager Jon Fortune, City Manager T.C. Broadnax, Assistant City Manager & Chief Resilience Officer Nadia Chandler Hardy, Assistant City Manager Majed Al-Ghafry, Assistant City Manager Joey Zapata, Chief of Staff Kimberly B. Tolbert, and Chief Financial Officer Elizabeth Reich

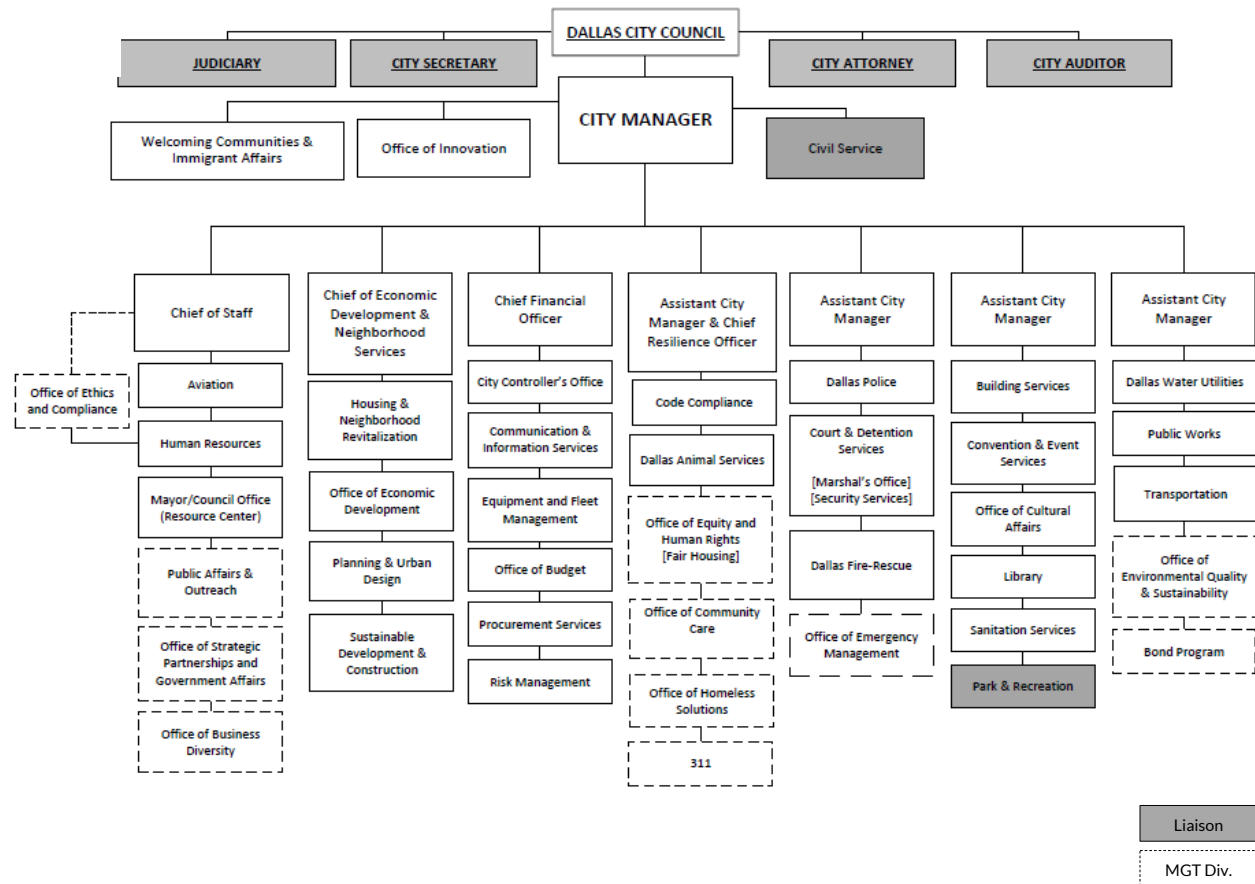
Additionally, the City Manager appoints all department directors except:

- The Director of Civil Service, who is appointed by the Civil Service Board
- The Director of the Park and Recreation Department, who is appointed by the Park and Recreation Board



ORGANIZATIONAL CHART

Effective September 2018





BOARDS & COMMISSIONS

Civic participation in government is a cornerstone of representative democracy, and boards and commissions offer residents an opportunity to actively participate in their local government. The Mayor and City Council appoint community members to serve in various capacities throughout the city on the boards and commissions below:⁸

Animal Advisory Commission	Automated Red Light Enforcement Commission
Board of Adjustment	Building Inspection Advisory, Examining, and Appeals Board
Charter Review Commission	Citizen Homelessness Commission
City Plan Commission	Civil Service Board
Civil Service Board Adjunct Members	Community Development Commission
Cultural Affairs Commission	Dallas Area Partnership to End and Prevent Homelessness Local Government Corporation
Dallas Area Rapid Transit Board	Dallas Central Appraisal District
Dallas Citizens Police Review Board	Dallas Housing Authority Board of Commissioners
Dallas Police and Fire Pension System Board of Trustees	Dallas-Fort Worth International Airport Board
Employees' Retirement Fund Board	Ethics Advisory Commission
Fire Code Advisory and Appeals Board	Housing Finance Corporation
Judicial Nominating Commission	Landmark Commission
Martin Luther King Jr. Community Center Board	Municipal Library Board
North Texas Education Finance Corporation	Park and Recreation Board
Permit and License Appeal Board	Redistricting Commission
Senior Affairs Commission	South Dallas/Fair Park Opportunity Fund Board
Trinity River Corridor Local Government Corporation	Youth Commission

ECONOMIC DEVELOPMENT BOARDS

Cypress Waters Municipal Mgmt. District Board	North Oak Cliff Municipal Mgmt. District Board
Trinity River West Municipal Mgmt. District Board	Reinvestment Zone 3 Board (Oak Cliff Gateway)
Reinvestment Zone 4 Board (Cedars Area)	Reinvestment Zone 5 Board (City Center)
Reinvestment Zone 6 Board (Farmers Market)	Reinvestment Zone 7 Board (Sports Arena)
Reinvestment Zone 8 Board (Design District)	Reinvestment Zone 9 Board (Vickery Meadow)
Reinvestment Zone 10 Board (Southwest Medical)	Reinvestment Zone 11 Board (Downtown Connection)
Reinvestment Zone 12 Board (Deep Ellum)	Reinvestment Zone 13 Board (Grand Park South)
Reinvestment Zone 14 Board (Skillman Corridor)	Reinvestment Zone 15 Board (Fort Worth Avenue)
Reinvestment Zone 16 Board (Davis Garden)	Reinvestment Zone 17 Board (Transit-Oriented Development)
Reinvestment Zone 18 Board (Maple/Mockingbird)	Reinvestment Zone 19 Board (Cypress Waters)
Reinvestment Zone 20 Board (Mall Area)	

⁸ <https://agency.governmentjobs.com/dallasboards/default.cfm?action=agencyspecs>

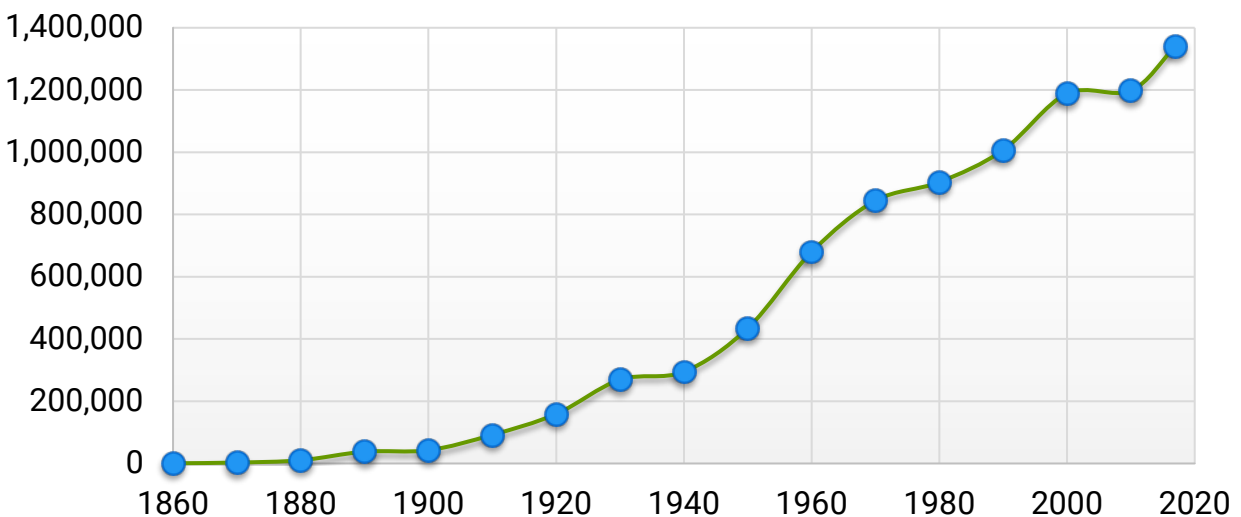


THE PEOPLE OF DALLAS

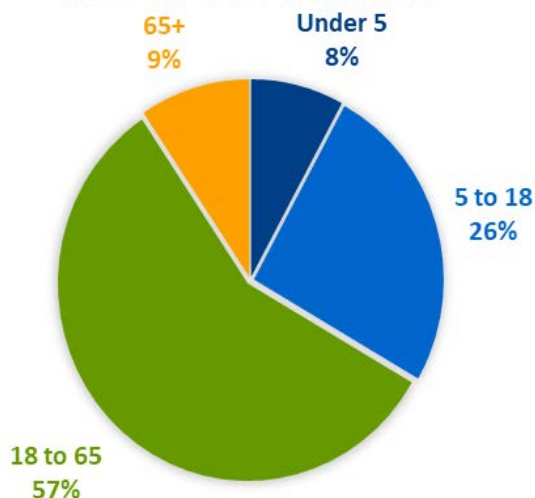
EVERYTHING IS BIGGER IN TEXAS!

With an estimated population of more than 1.3 million residents, Dallas is the third largest city in Texas and the ninth largest city in the nation.⁹ A quick review of Census data shows a 49 percent increase in population in the last 57 years.

Population of Dallas over Time



AGE OF POPULATION



Dallas is now a majority-minority city (70.8 percent of population) with 41.5 percent of residents identifying as Hispanic and 24.6 percent identifying as Black. We have slightly more self-identified women (50.3 percent) than self-identified men (49.7 percent), and we have a wide range of ages throughout Dallas, as shown in the chart to the left.¹⁰

Dallas' population growth includes people migrating from all over the world. In fact, 24.3 percent of Dallas residents are foreign-born.

⁹ 2017 U.S. Census estimates

¹⁰ <https://www.census.gov/quickfacts/fact/table/dallascitytexas/PST045217>

PUBLIC SAFETY

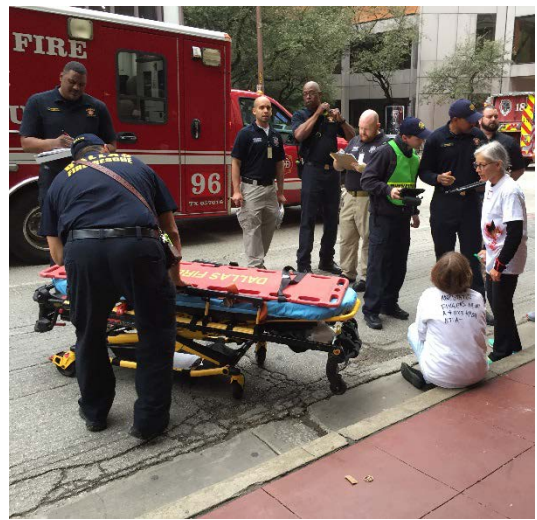
AT YOUR SERVICE

For your public safety needs, Dallas Fire-Rescue maintains 58 fire stations and 42 front-line ambulances.

At the end of FY 2018-19, we plan to have 3,050 police and 1,942 fire personnel putting Service First for your safety.



Dallas Fire-Rescue was established in 1872, followed by the Dallas Police Department in 1881.



MOBILITY SOLUTIONS, INFRASTRUCTURE, & SUSTAINABILITY



DID YOU KNOW? The City of Dallas' plumbing repair and replacement programs save approximately 548 million gallons of water a year – that's enough to fill 830 Olympic swimming pools! To participate go to savedallaswater.com.

MILES AND MILES

Dallas maintains 11,775 paved lane miles, 64 bike lane miles, and 8,977 miles of water and wastewater mains, not to mention stormwater and drainage infrastructure.



WATER, WATER EVERYWHERE

This year, Dallas Water Utilities provided 136 billion gallons of water to Dallas residents, plus 23 other cities, an area of nearly 700 square miles. DWU also treated more than 59 billion gallons of wastewater.

UP, UP, AND AWAY!

15,597,576 passengers traveled through Dallas Love Field last year. That's like the entire population of Dallas going through the airport more than 11 times!



ECONOMIC & NEIGHBORHOOD VITALITY

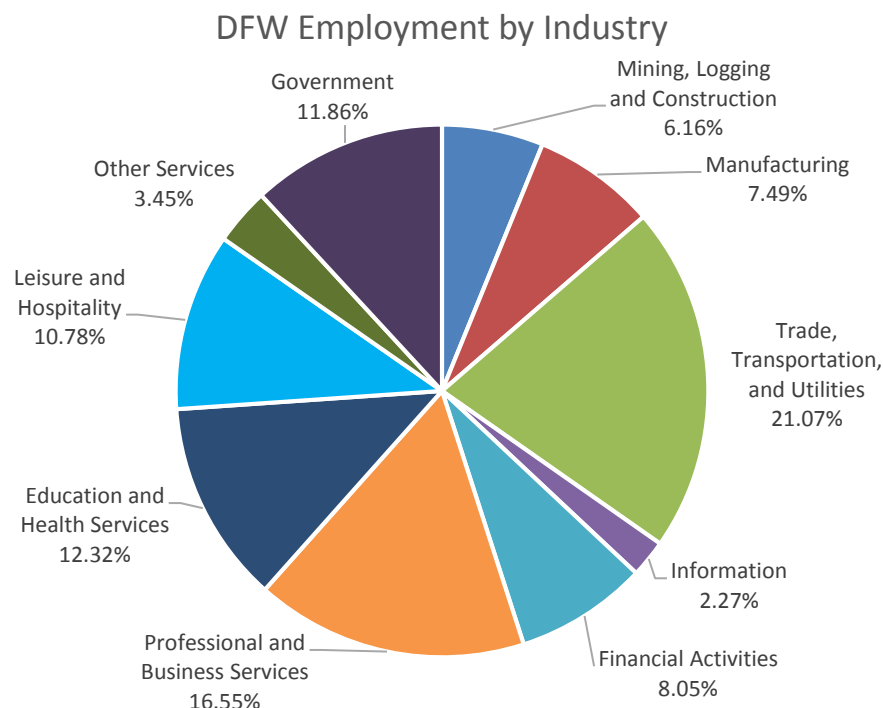
ECONOMIC POWERHOUSE

The Dallas economy continues to grow and expand. The city is home to 16 Fortune 500 companies, including AT&T at number 9. Others include Southwest Airlines and Texas Instruments.¹¹

The Dallas-Fort Worth unemployment rate of 3.6% is well below the national rate of 4.4%.



Three industries account for half of all non-farm employment in DFW: Trade, Transportation, and Utilities at 21.1 percent, Professional and Business Services at 16.6 percent, and Education and Health Services at 12.3 percent. The chart below shows the other industries:



U.S. Bureau of Labor Statistics (bls.gov)

¹¹ <http://fortune.com/fortune500/>

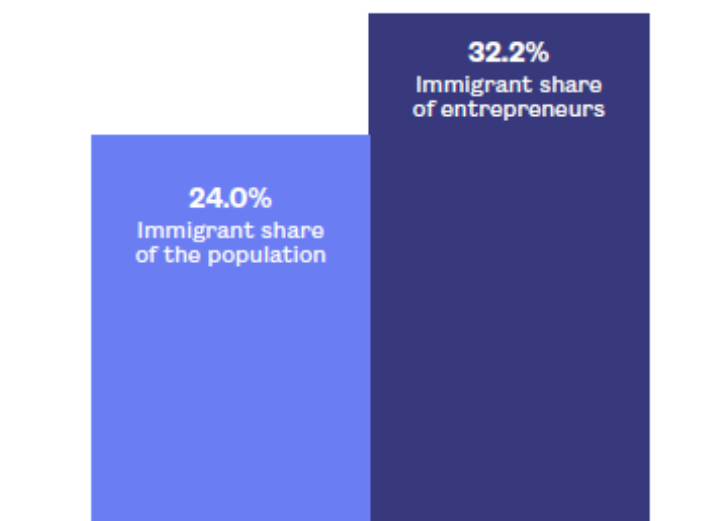
HUMAN & SOCIAL NEEDS

SUPPORTING HOMELESS YOUTH

Dallas has an active and thriving nonprofit community that delivers invaluable care to the city's most vulnerable residents. One recent collaboration is the After8toEducate program, which will serve unsheltered homeless students (ages 14-21) by providing shelter, academic support, counseling services, and a 24/7 drop-in center where youth can access laundry service, showers, and meals. The program will be housed in a former Dallas ISD facility; the drop-in center will open this fall, and shelter services are slated to begin in the spring.



DID YOU KNOW? Immigrants represented 31.5 percent of the employed labor force and 32.2 percent of the entrepreneurs in Dallas, earning \$7.9 billion in 2016. To learn more about the work Dallas is doing to be a welcoming city, visit the [Office of Welcoming Communities website](#).



SERVING OUR SENIORS

Dallas has an active and vibrant senior population – nearly 10 percent of Dallas residents are age 65 or older.¹² Sometimes, these adults need help navigating policies and programs to access the resources they need. The Senior Services Program links seniors to services such as food and housing, benefits counseling, information on elder abuse, and other resources that promote a higher quality of life.

¹² 2016 American Community Survey, 5-year estimates (census.gov)

QUALITY OF LIFE

HOWDY, FOLKS!

Fair Park is home to the largest collection of Art Deco architecture in the world and the tallest Ferris wheel in the southwestern U.S. The State Fair of Texas is the largest state fair in the country and home to the largest cowboy in the world: Big Tex. He's 52 feet tall and wears a 95-gallon hat!¹³



"From its auspicious inauguration in 1886 on the site that would later become known as Fair Park, Dallas's state fair has been inextricably linked with the city's emergence as the agricultural and commercial capital of North Texas."

Willis Winters, Fair Park

DID YOU KNOW? Bonnie and Clyde are both buried in Dallas, but in different cemeteries. Clyde is buried in Western Heights Cemetery, and Bonnie is buried in Crown Hill Memorial Park.¹⁴

WILD DALLAS

The City of Dallas maintains and operates six golf courses, five tennis centers, nearly 30 aquatics facilities, 42 recreation centers, and more than 23,000 acres of park land. The

City also provides financial support to the Dallas Arboretum, Texas Discovery Gardens, Trinity River Audubon Center, and Dallas Zoo.



Photo Credit: Dallas Zoo

¹³ Winters, Willis Cecil. Fair Park, 2010

¹⁴ <http://dallas.culturemap.com/guide/entertainment/western-heights-cemetery/>

QUALITY OF LIFE

HISTORY LESSONS

The J. Erik Jonsson Central Library is home to some important historical artifacts, including an original copy of the Declaration of Independence, one of only 26 known to exist, and a copy of Shakespeare's First Folio, one of 350 printed in 1623.



DOG DAYS

Dallas Animal Services' live release rate is more than 80 percent, a 47 percent increase from 2015. They've achieved this success through adoption specials, improved customer service, and public outreach efforts, such as "Save a Dog" summer camp, which places dogs with short-term fosters.



DID YOU KNOW? The City of Dallas awards more than \$6 million in cultural funding for organizations and individual artists each year. For more information, check out the [Dallas Cultural Plan](#).

GOVERNMENT PERFORMANCE & FINANCIAL MANAGEMENT

DID YOU KNOW? Just like individuals have credit scores, local governments receive credit ratings for their municipal bonds based on the economic wellbeing of the city. To learn more about the City's financial status, visit our [Financial Transparency website](#).

WHAT'S MY CREDIT SCORE?

Credit rating agencies recognize Dallas' strong economy and solid financial management practices. The City of Dallas' long-term general obligation debt has the following ratings as of July 3, 2018:

Credit Rating Agency	General Obligation Debt
Moody's Investors Service	A1 (stable outlook)
Standard and Poor's (S&P)	AA- (stable outlook)
Fitch Ratings	AA (stable outlook)

Between last fiscal year and now, the three major credit rating agencies upgraded the outlook for Dallas' debt from negative to stable, which means savings for the City.

BUILDING AN INCLUSIVE ECONOMY

The Office of Business Diversity's mission is to create opportunities and eliminate barriers for businesses in Dallas, specifically small and minority- and women-owned enterprises (M/WBE). The graphic below highlights their achievements from last fiscal year:



2017 Office of Business Diversity Performance Report