

grow South



Tax Base Has Increased In Southern Dallas

Taxable Property Values



GrowSouth Community Indicator Report

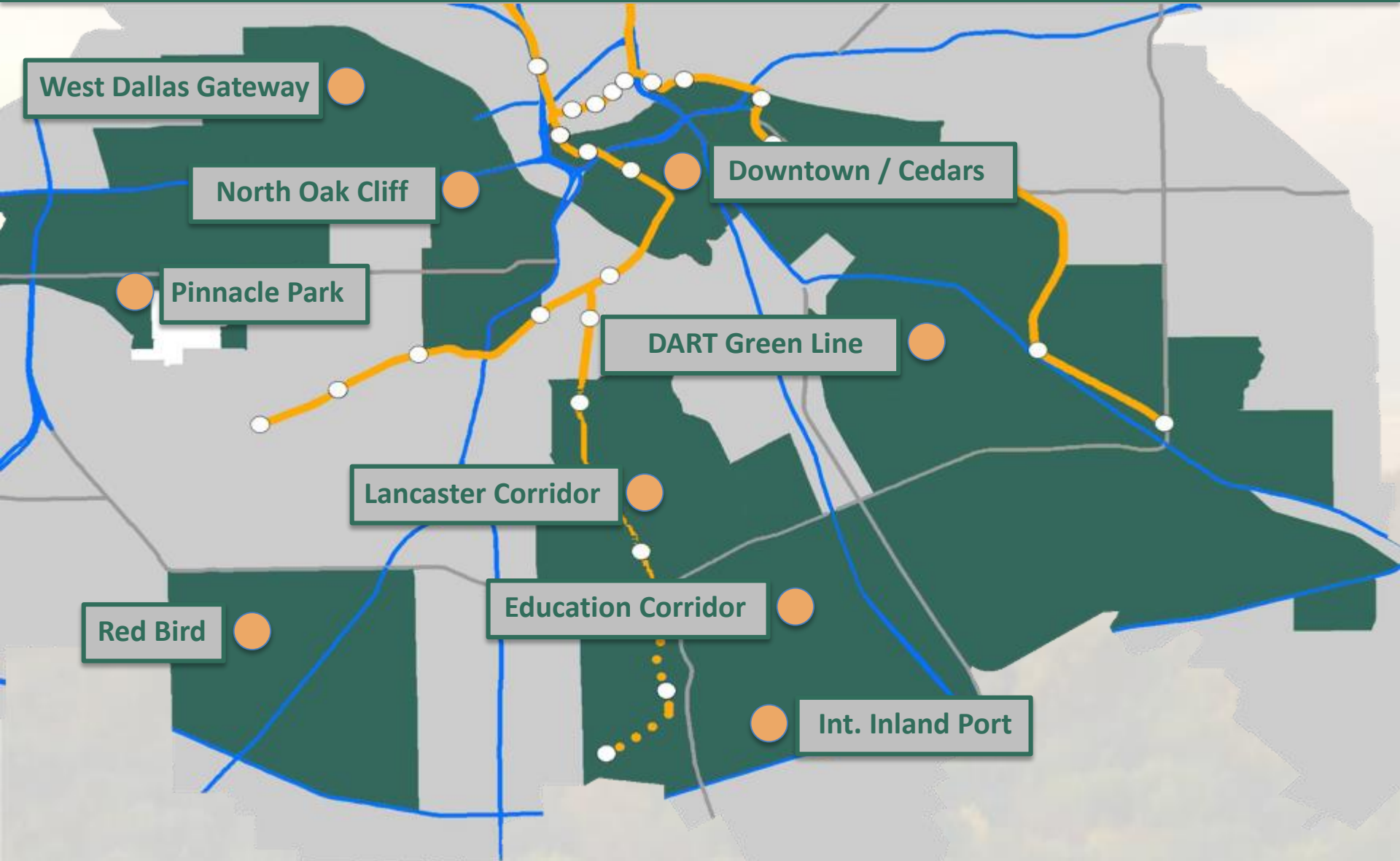


Community Indicators: % Change 2011-2014

Public School Enrollment
 School Aged Children Population
 Real Property Value
 College Educated Residents
 HS Graduation Rate
 Neighborhood Associations
 Per Capita Income
 Property Crime
 Unemployment Rate











	Commitment				Resilience			Amenities		
Total All Focus Areas	-1.8	0.9	-1.9	14.2	14.0	1.1	7.1	36.8	-30.4	3.1

We Decided To Focus On These Areas













Community Indicators: % Change 2011-2013

Population
 Property Crime
 School Age Children
 Public School Attendance
 HS Graduation Rate
 College Educated Residents
 Per Capita Income
 Unemployment
 Neighborhood Associations
 Real Property Value

										
Cedars	-2.9	-12.9	-1.6	9.5	0.7	-1.0	4.9	-0.2	4.3	15.3
DART Green Line	-1.6	-19.6	-0.5	-4.7	5.3	0.8	-6.0	2.2	58.8	-2.2
Education Corridor	1.6	-3.6	0.5	12.7	9.5	-0.6	-21.7	-2.4	12.8	-0.5
Lancaster Corridor	-5.8	-7.7	-0.5	9.6	12.5	-0.1	-7.2	-4.5	29.0	-6.3
North Oak Cliff	-15.1	-0.4	-1.5	0.4	4.2	2.9	24.8	-0.5	70.2	12.3
Pinnacle Park	-4.7	-5.2	2.5	-0.6	9.1	-1.4	19.3	-1.4	13.2	20.0
Red Bird	1.9	-28.9	0.7	5.5	7.5	-2.8	34.3	1.1	37.0	6.5
West Dallas Gateway	-3.6	-21.6	2.5	-4.7	12.6	0.7	-28.2	1.5	0.0	2.6

Community Indicators: % Change 2011-2014

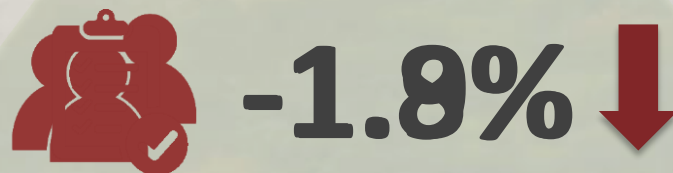
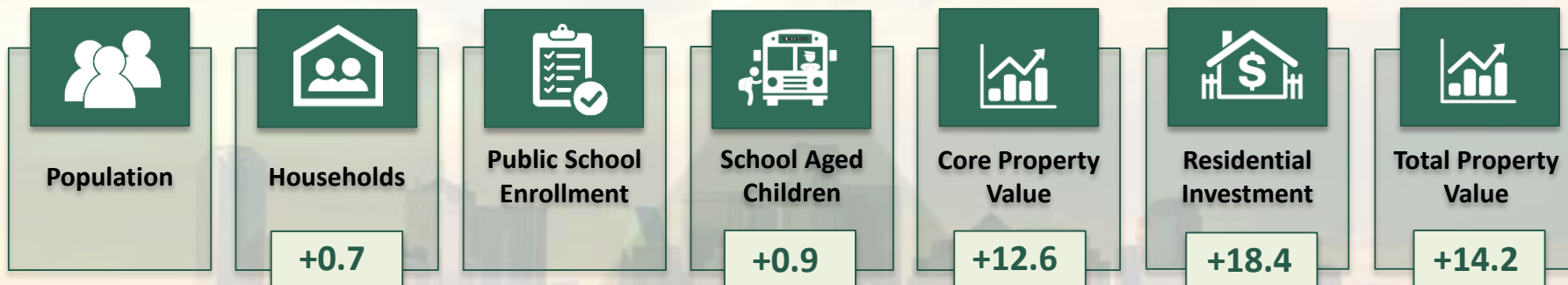
Population
 Property Crime
 School Age Children
 Public School Attendance
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 College Educated Residents
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 Real Property Value

										
Cedars	-4.6	-19.7	-20.8	10.1	15.8	2.9	10.8	12.3	3.0	24.5
DART Green Line	-0.6	-29.2	-0.1	-7.6	12.3	20.6	-5.1	16.8	70.5	1.7
Education Corridor	3.1	-16.1	-1.1	62.9	3.6	-17.6	-26.3	-16.0	22.6	3.1
Lancaster Corridor	-2.6	-21.7	1.5	12.1	13.9	8.9	-6.7	-33.7	18.9	-0.8
North Oak Cliff	-13.0	-22.0	-3.6	-2.7	9.5	24.6	25.0	1.7	80.7	22.1
Pinnacle Park	-3.2	-22.8	2.5	-0.2	13.7	-28.3	20.2	17.4	19.7	33.8
Red Bird	3.2	-36.0	-2.2	2.1	13.6	-13.2	34.6	8.0	45.3	6.9
West Dallas Gateway	-2.9	-35.6	4.4	-24.6	27.5	2.8	-26.5	19.0	25.9	12.1

Pyramid of Success: 3 Ways To Measure Progress

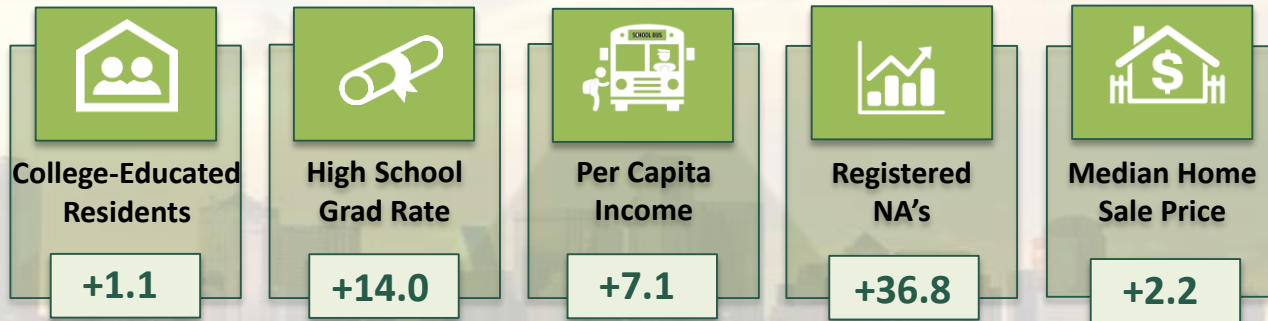


Pyramid of Success: 3 Ways To Measure Progress



Commitment

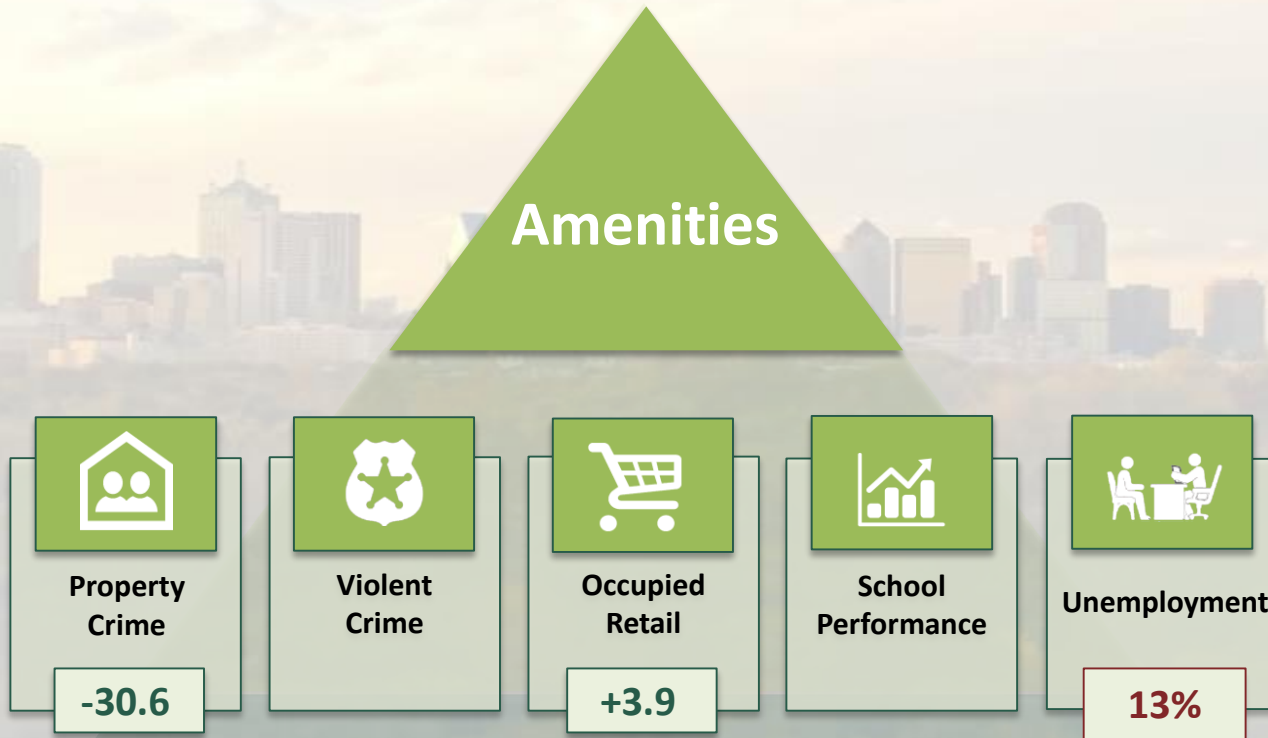
Pyramid of Success: 3 Ways To Measure Progress





Resilience

ON TRACK

Pyramid of Success: 3 Ways To Measure Progress



 **26.8%** 

The 10-Point Plan

1 Strengthen Neighborhoods



2 Culture of Clean



3 Strengthening Schools



4 Debunk Myths



5 Private Investment Fund



6 Downtown & Near Downtown



7 West Dallas



8 Lancaster Corridor



9 Jefferson Blvd



10 Education Corridor

1) Strengthen & Engage Neighborhoods

Grade: B



More neighborhood organizations



\$500,000 grant from Wells Fargo Foundation



Neighborhood Plus briefed and incorporated into strategy



AmeriCorps VISTA members have been recruited and assigned



AmeriCorps VISTA



2) Culture of Clean

Grade: B-



Demolished over 250 structures



Tracking City of Dallas owned properties

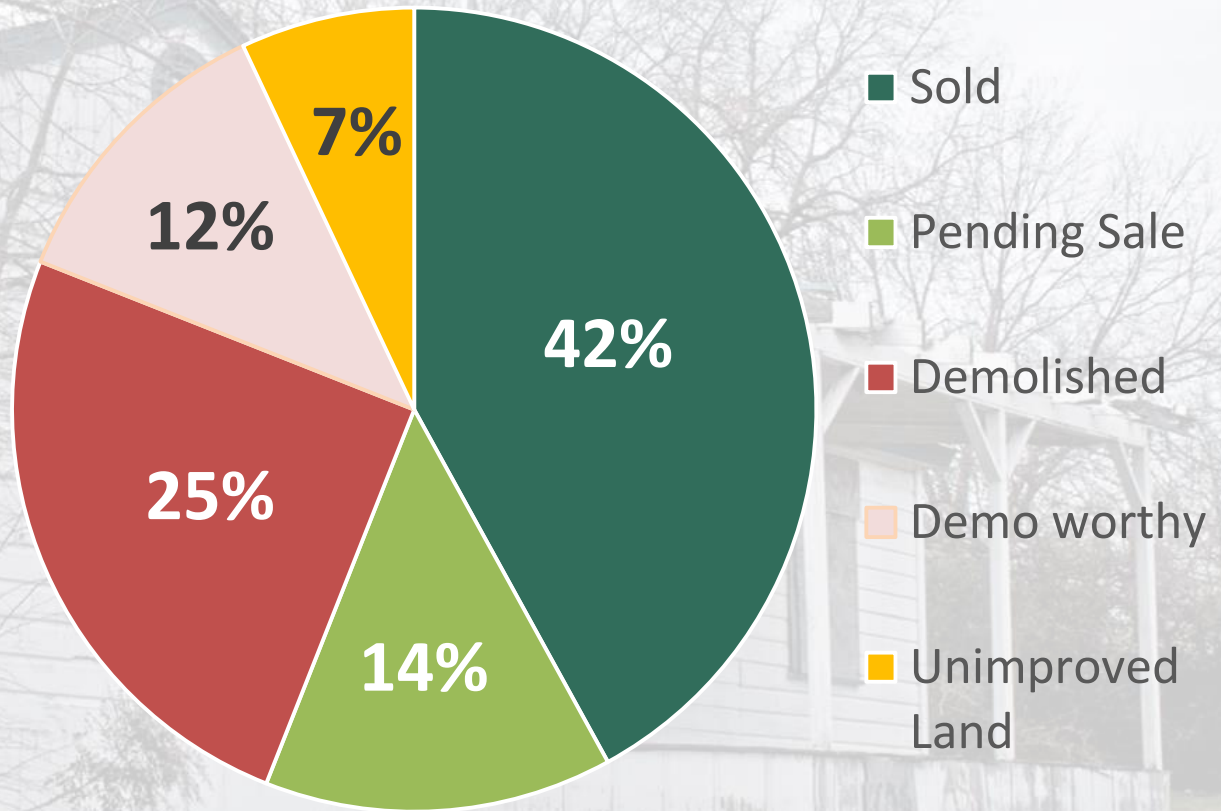


New Technology for Dallas Animal Services



City of Dallas Owned Properties

Category	Count
Sold	100
Pending Sale	34
Demolished	60
Demo Worthy	30
Unimproved	17
Total	241



3) Strengthening Schools

Grade: B



Expanded the Mayor's Rising Star Council



Created two task forces, DISD/City Council Task Force and Dallas Alliance for school reform



Championed several out-of-school initiatives



Mayor's Rising Star Council



3) Strengthening Schools

Grade: B



Expanded the Mayor's Rising Star Council



Created two task forces, DISD/City Council Task Force and Dallas Alliance for school reform



Championed several out-of-school initiatives



Dallas Mayor's Intern Fellows Program



4) Debunk Myths and Rebrand Southern Dallas

Grade: A



Ad campaign was launched



GrowSouth website live



Southern Dallas is viewed as investment opportunity



4) GrowSouth Ad Campaign

Feast on the potential of Southern Dallas.



Have you been to one of the 10 restaurants open in Trinity Groves?

In just the past two years, Trinity Hunt Hill Bridge – has put West I entertainment destination. And the Dallas. From Bishop Arts to Sylvan dining concepts to a city known for Restaurant and retail development opening, every new store, every sta economic opportunity in our City. about development opportunities in Southern Dallas call (214)670-3301 or visit DallasGrowSouth.com.

Why GrowSouth? Most available land • Most affordable land • More value

The Dallas of tomorrow starts today.




Tomorrow's Dallas is taking like the Yvonne A. Ewell Tower the country, the emergence of the Quinn College have created a new students from across the region.

One of the greatest investments as Southern Dallas institutions of taxexors, they are also creating For more information about oppo in Southern Dallas, call 214-670-3301 or visit DallasGrowSouth.com.

Did you know that the best high school in America is in Southern Dallas?

Why GrowSouth? Most available land • Most affordable land • More value

Work hard. Play hard.



Known as "Little Augusta course and just one of the m Southern Dallas. Take a ride Audubon Center to see the A great city has great re different. This area boasts a play hard, improving the qua For more information about in Southern Dallas, call (214 or visit DallasGrowSouth.com

Did you know that one of the Top 50 municipal golf courses in the country is in Southern Dallas?

Why GrowSouth? Most available land • Most affordable land • More value

The new land of opportunity.



Hard work, grit and determination earned Dallas the reputation as the Land of Opportunity, and the next great frontier for success is Southern Dallas. It's 185 square miles – nearly 55% of our city's landmass – and it's the next great development opportunity for our "can-do" city.

Southern Dallas contains the most undeveloped land and the largest available workforce in our region. It has the greatest growth potential of any part of our city. But it's the foundation we're building today that gives Southern Dallas a lasting tomorrow. For more information about development opportunities in Southern Dallas call (214)670-3301 or visit DallasGrowSouth.com.

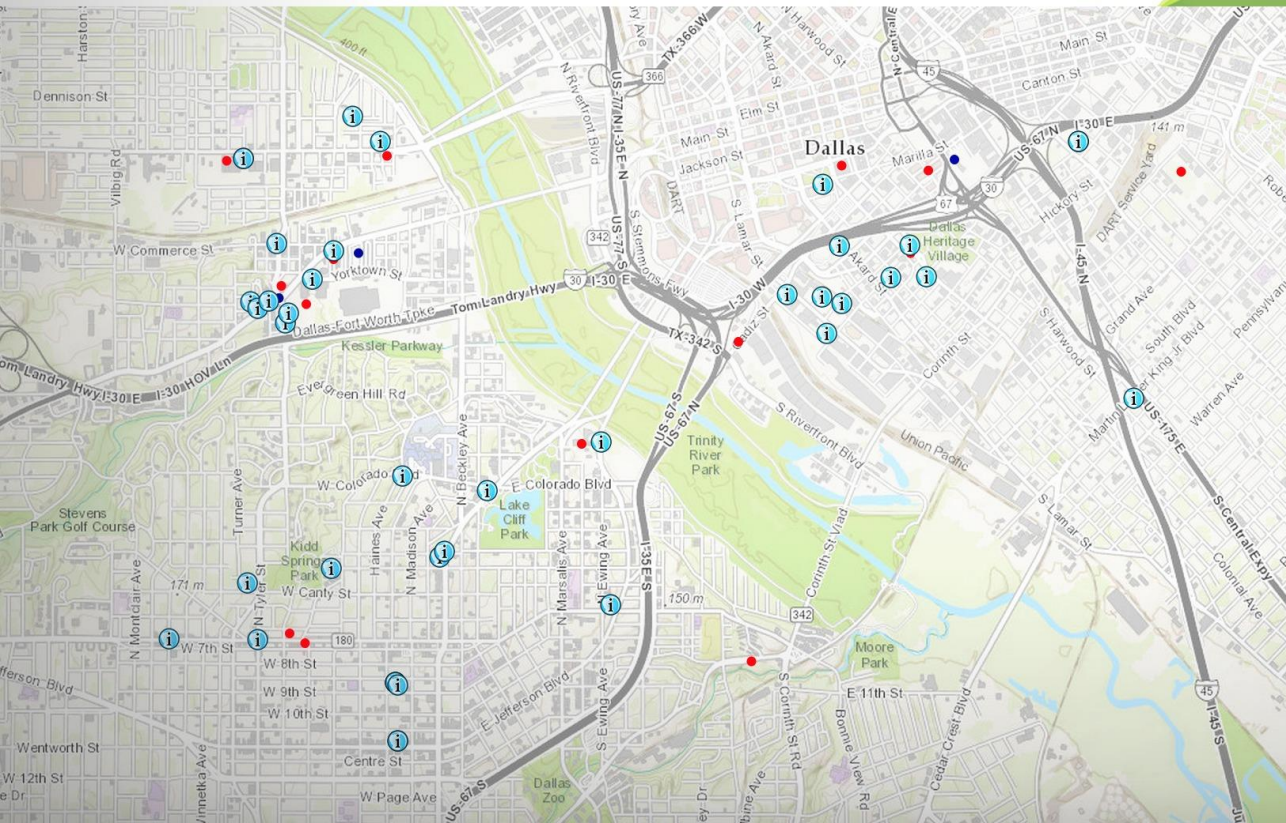
Why GrowSouth? Most available land • Most affordable land • More value • Available workforce • Opportunity right now

4) GrowSouth Ad Campaign



WHY SOUTHERN DALLAS?

The economic potential for Southern Dallas has never been more promising. Take a look at the key indicators on the map below.



RECENT NEWS

- Population;
- Share of residents with college degrees.

WEST DALLAS GATEWAY

Year 2 Accomplishments

- Zoning of Trinity Groves approved
- 12 new dining, retail and entertainment concepts at Trinity Groves
- Development partner for mixed-use project at Trinity Groves identified
- Cox Farms Market at Sylvan | Thirty opened

Positive Trends

- Focus Area and Core Investment Area property values;
- Single-family home prices;
- Occupied retail space per 1,000 residents.

Next Steps

- Open additional retail at Sylvan | Thirty
- Open Sylvan Avenue bridge, Continental pedestrian bridge, West Dallas Gateway Plaza and Trinity Skyline Trail

Challenging Trends

- Unemployment;
- Population;
- Public high school graduation rate.

NORTH OAK CLIFF

Year 2 Accomplishments

5) Create Private Investment Fund for Southern Dallas

Grade: A-



First fund almost subscribed at 25 Million



Projects are being identified



Spotlight: Impact Dallas Capital

Susan M. Byrne



Founder and Chairman of the Board of Westwood Holdings Group, Inc.

Tim Byrne



President and CEO of the Residential Division of Lincoln Property Company

Bryan L. Carter



Senior Pastor, Concord Church

Robert Chereck



Executive Chairman and President of Southwest Securities, FSB

Linda McMahon



President and CEO of The Real Estate Council and The Real Estate Council Foundation

Ray Nixon



Executive Director, Equity Portfolio Manager of Barrow Hanley

Mark Okada



Co-Founder and Chief Investment Officer of Highland Capital Management, L.P.

Fred Perpall



AIA, LEED AP, Chief Executive Officer, The Beck Group

Marshall Payne



Founding partner of CIC Partners and Chairman of the Board

Jeff Swope



Founder of Champion Partners

Todd Williams



Executive Director, Commit!

Noe Hinojosa



President and CEO, Estrada Hinojosa

Jason Villalba



Partner, Haynes and Boone LLP

6) Downtown & Near Downtown

Grade: A



Omni Dallas Project opening in fall



Parkland Hospital at Hatcher Station



KBH Convention Center DART
Renovation



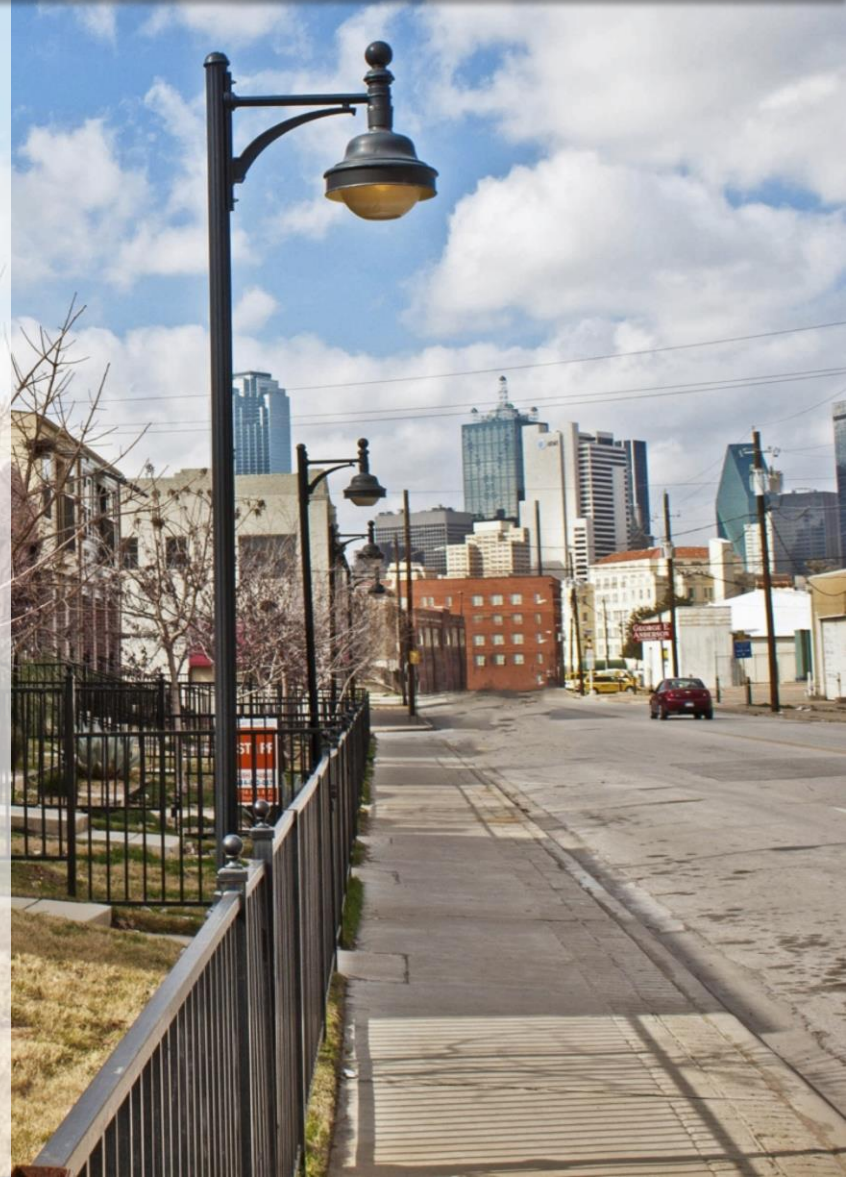
Farmers Market opened Shed 1 and
Shed 2 renovation has begun



Alamo Drafthouse opening in Spring of
2016



Cedars Union



Downtown/Cedars



Downtown/Cedars



1

Dallas Street Car

14,000 SQ FT RETAIL
Q3 2015

OMNI HOTELS

DALLAS

Woodbine/Reunion
Office Development Site

GRIFFIN ST

Hotel
Redevelopment
Under Construction

Ambassador
Hotel

DALLAS STREETCAR VILLAGE

VogelAlcove

PLANNED
MULTI-PHASE
DEVELOPMENT
WITH RETAIL
AND OFFICE

MAC
The McKinney Avenue Contemporary

ANNE
Theater
Complex

New Loft
Project

ERVAY ST

AKARD ST

CORINTH ST

Under Contract
Planned Multi-C Family

SOUTH SIDE
OF DALLAS

sears

BEDEVEN ST

LAMAR ST

290 Units

400 Homes

Poor David's
Pub

ALAMO

MARK
CUBAN

Potential High-Speed Rail

30

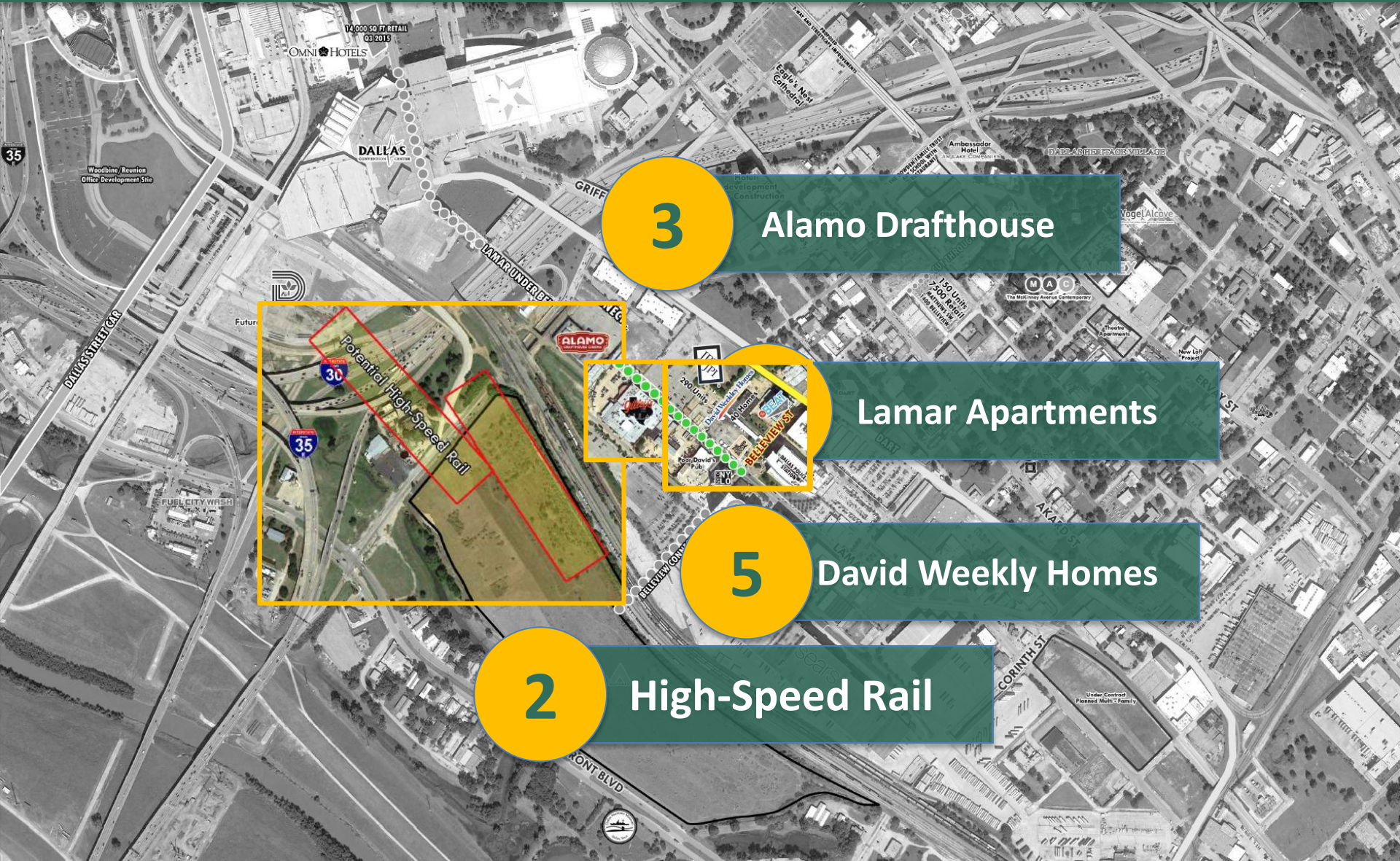
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Future Development Tract

DALLAS STREET CAR

RIVERFRONT BLVD

Downtown/Cedars



3

Alamo Drafthouse

5

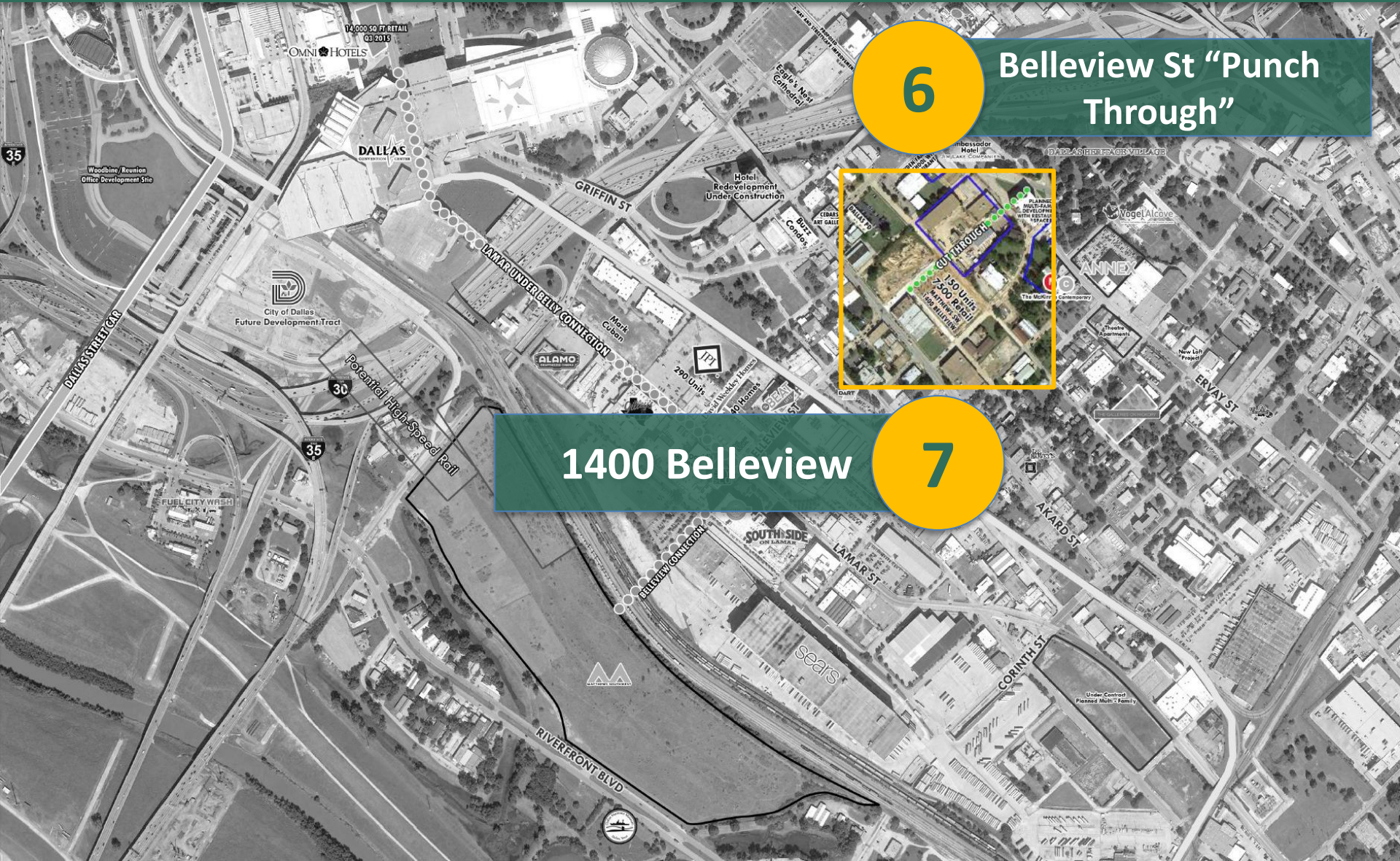
Lamar Apartments

2

High-Speed Rail

Potential High-Speed Rail

Downtown/Cedars



6

Bellevue St "Punch Through"

1400 Bellevue

7

1,150 Units
7,500 sq ft Retail
1,000 sq ft Office
1,000 sq ft Restaurant

CUTTHROUGHT

Downtown/Cedars

Plaza Hotel
Renovation

8



The Annex

9



Downtown/Cedars



Ambassador Hotel 11

Golf Cone Building 10

7) West Dallas

Grade: A



Additional retail open at Sylvan/Thirty



Opened Sylvan Avenue bridge, Continental pedestrian bridge, West Dallas Gateway Plaza and Trinity Skyline trail



New residential projects (over 1,500 units added)



Continental Pedestrian Bridge



Continental Pedestrian Bridge



8) Lancaster Corridor

Grade: B+



Urban Village opened



Habitat for Humanity completed their Jimmy Carter Work Project



Glen Oaks Crossing retail open with several stores under construction



Serenity Place Apartments under construction



Patriot's Crossing



Urban Village



Glen Oaks Crossing



8) Lancaster Corridor

Grade: B+



Urban Village opened



Habitat for Humanity completed their Jimmy Carter Work Project



Glen Oaks Crossing retail open with several stores under construction



Serenity Place Apartments under construction



Patriot's Crossing



9) Jefferson Boulevard

Grade: **B+**



New zoning approved on Jefferson Blvd



Oak Cliff Streetcar line open



Jefferson Office Tower 100% leased



Jefferson Retail 90% leased



Jefferson Lofts fully occupied



Jefferson Office Tower



10) Education Corridor

Grade: A



Save-A-Lot grocery and golf course under construction



Construction began on Singing Hills Recreation Center



AT&T Trail opened



Inland Port of Dallas (IIPD)



Finalize the development plan for UNT-D area



Highland Hills Public Library Opened



University of North Texas - Dallas



Highland Hills Library



GrowSouth 2.0 Accelerators

1 Strengthen Neighborhoods

1 Advisory Council

2 Collective Impact

3 Landlord Initiative

4 Single Family Housing

5 Private Investment Fund

6 Downtown & Near Downtown

7 West Dallas

8 Lancaster Corridor

9 Jefferson Blvd

10 Education Corridor

Accelerator 1:

Mayor's GrowSouth Advisory Council



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Community Representatives
for GrowSouth



Host one meeting quarterly



Provide feedback on progress

Accelerator 2:

GrowSouth Collective Impact Model

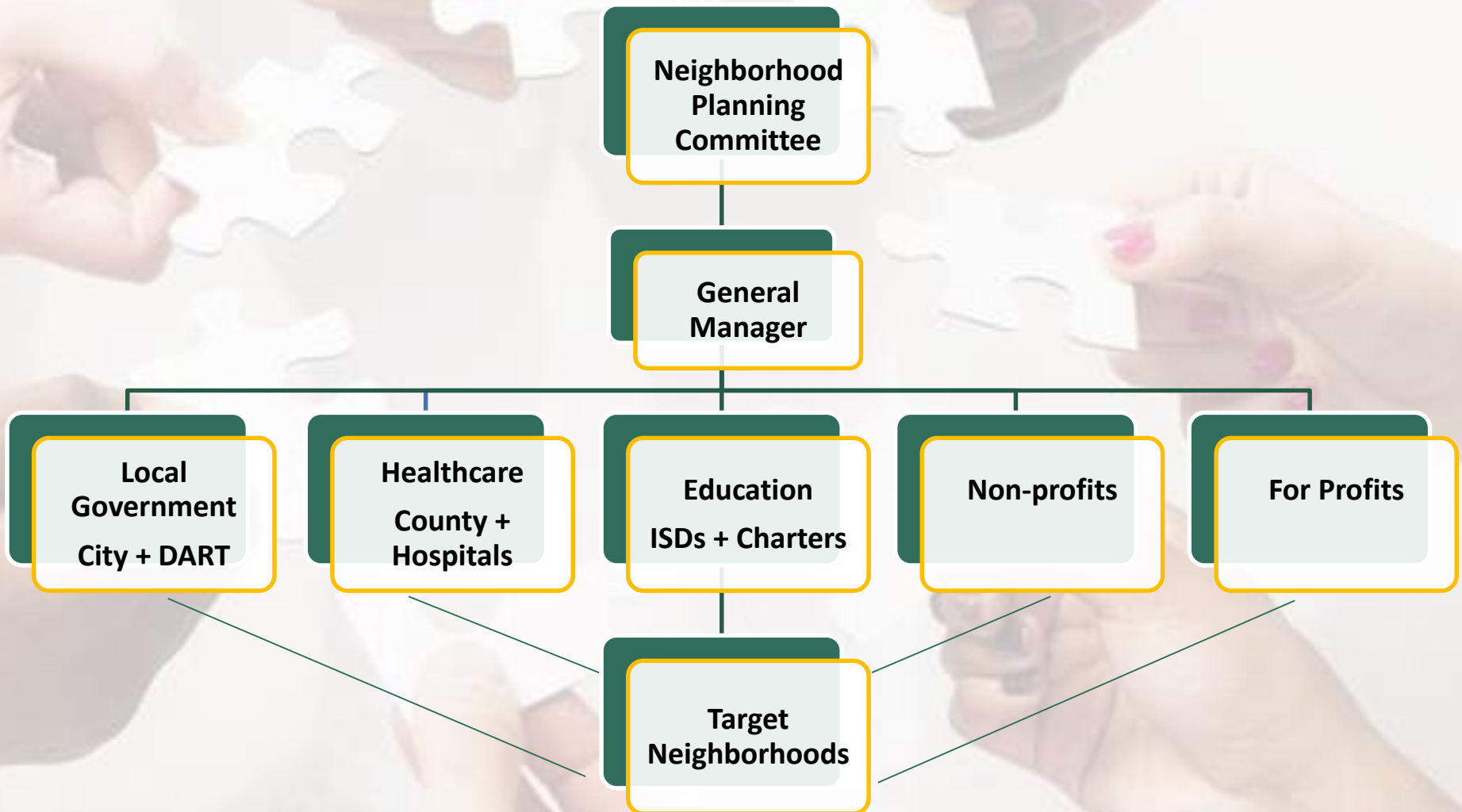
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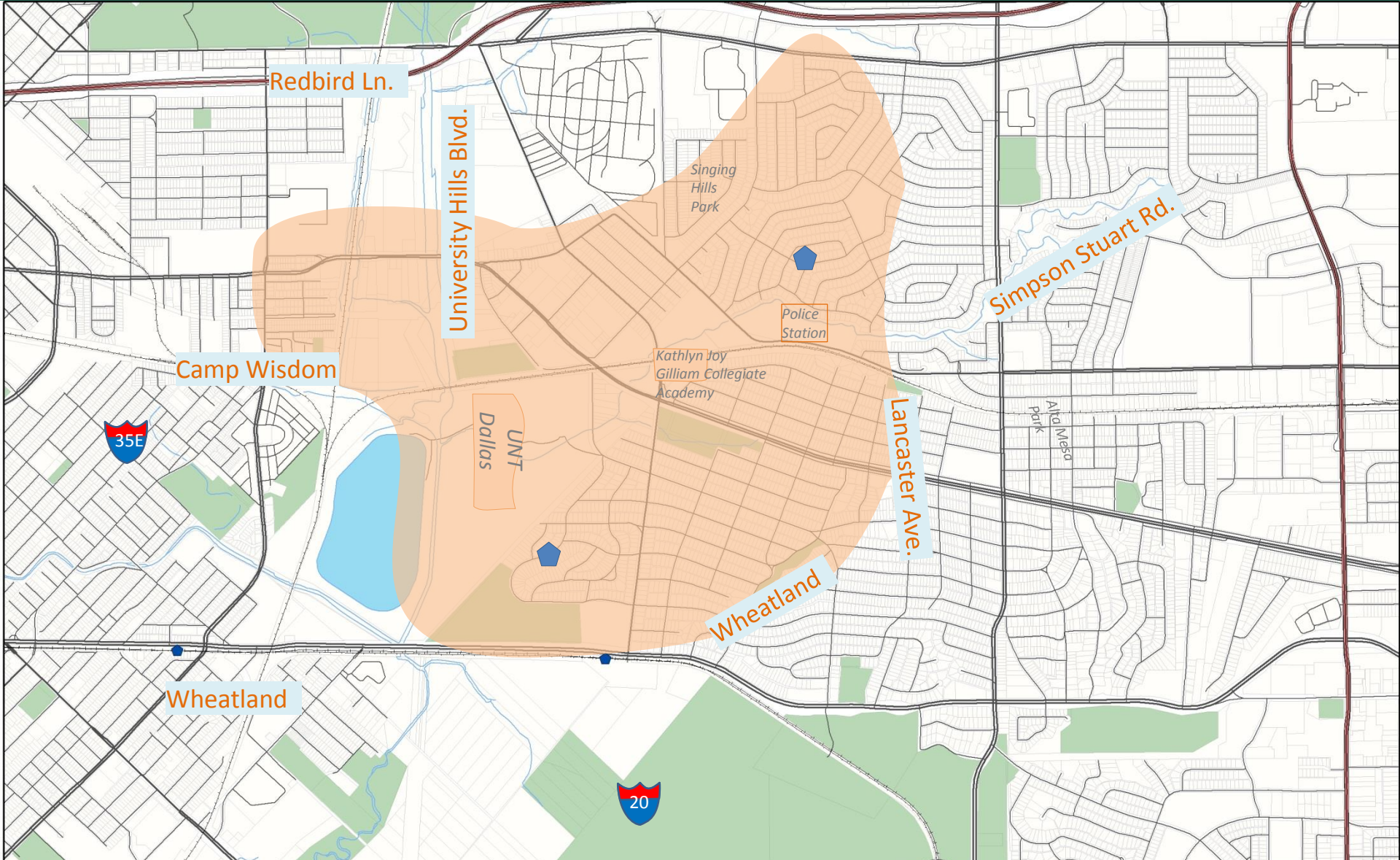
Accelerator 2:

GrowSouth Collective Impact Model

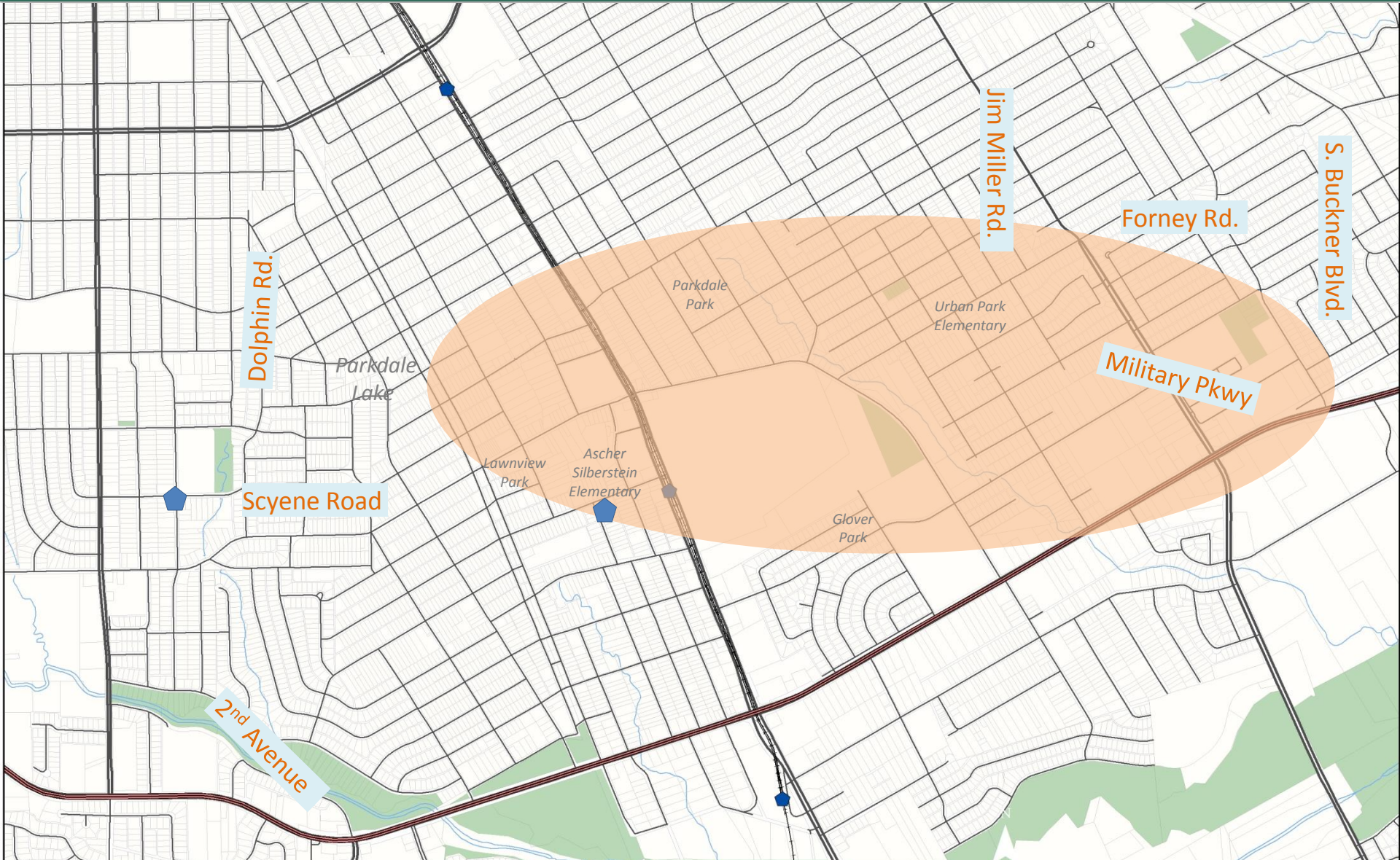
Powered by Neighborhood Plus



University of North Texas at Dallas



Parkdale/Urbandale



Lancaster Corridor



South Oak Cliff High School

Marsalis Ave.

E. Kiest Blvd.

S. Lancaster Rd.

Sunnyvale St.

Bonnie View Rd.

Lancaster Kiest Shopping Center

KIRP Truth Academy

John Neely Bryan Elementary

Habitat for Humanity Initiative

VA Medical Center

Whitney M. Young Jr. Elementary

Veterans Park

W.W. Bushman Elementary

Cummings Park
Pease Elementary

Accelerator 3:

High Impact Landlord Initiative



Accelerator 3:

High Impact Landlord Initiative

Dallas City Code Amendments



- ✓ Amendments being made to chapter 27
- ✓ Housing standards and enforcement tools
- ✓ Rental and vacant property registration

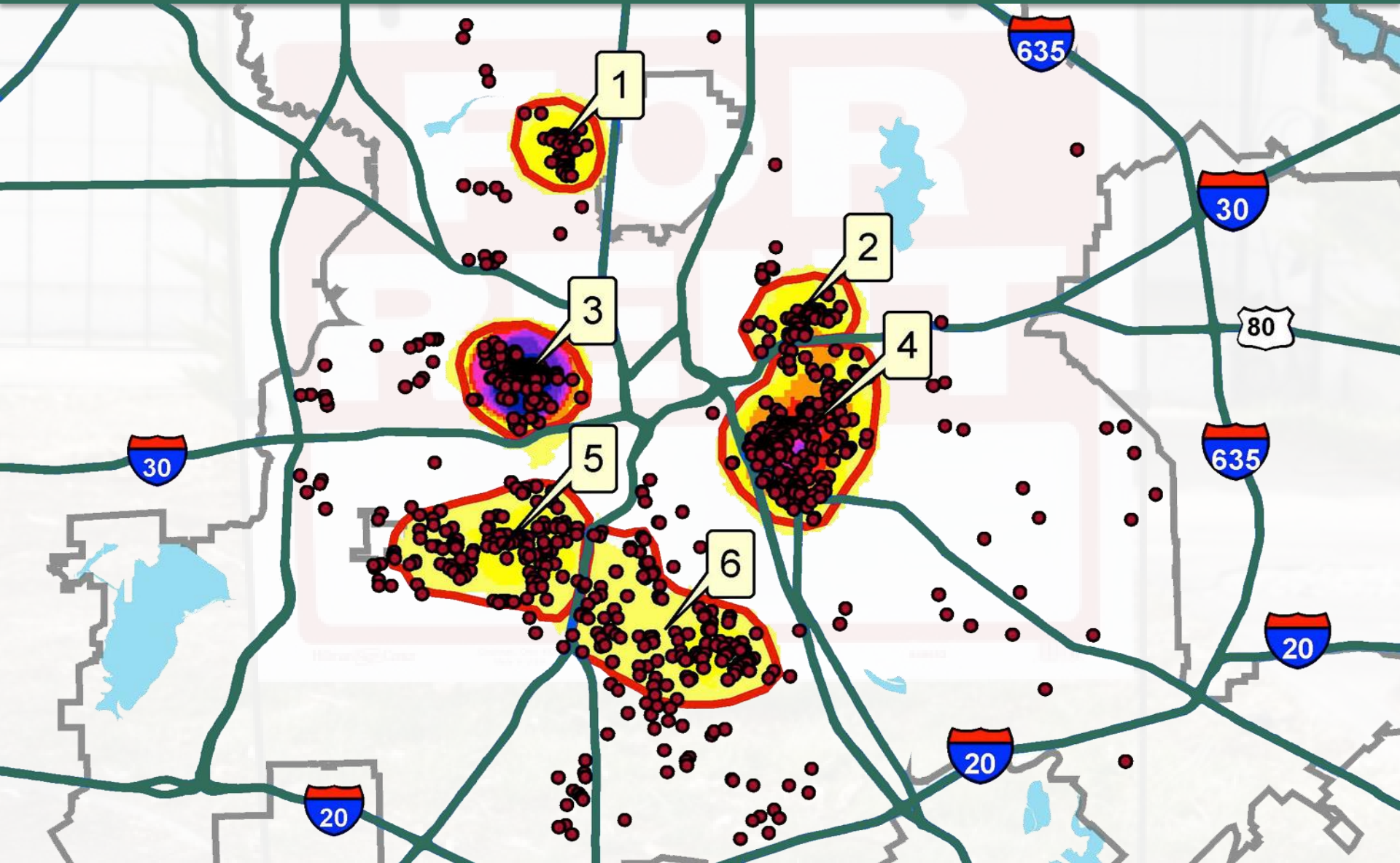
DPD Narcotics Warrant Operation



- ✓ Brand new program
- ✓ Involves code litigation
- ✓ Identified correlation between blight and narcotic sales

Accelerator 3:

High Impact Landlord Initiative



Accelerator 4:

Single Family Housing Initiative



Accelerator 4:

Single Family Housing Initiative



Accelerator 4:

Single Family Housing Initiative

Homebuilder Steering Committee

Ted Wilson - Residential Strategies

Wesley Homeyer – David Weekly Homes

Cyrus Akhavizadeh – Camden Homes

John Eller – Cambridge Homes

Adam Stetson – OSW Real Estate

Tom Juhn – JBI Partners

James Feagin – Landmark Interests

Sean Terry – Centurion American

Mehrdad Moayedi – Centurion American

David Booth – DR Horton Homes

Chas Fitzgerald – Wilbow Corporation Inc.

John Mann – KB Home

Phil Crone – Dallas Builders Association

Mary Bailey – Texas Capital Bank

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