



**DOWNTOWN
DALLAS INC**

**Letter from John F. Crawford, DDI President & CEO
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After just over a decade since the creation of the first Tax Increment Finance district in Downtown, which signified a common vision of the public and private sectors of a revitalized city center, today we are celebrating the realization of urban life. It is a reality of employees living where they work, and working where they play; a reality of entrepreneurial restaurants, a vibrant night life, a resurging commercial office market, and landmark projects that have moved beyond “planned” to groundbreaking and openings. There is a new heartbeat in the center of our city—a new generation of employees, residents and visitors that are changing our environment. Downtown has shifted from a one-dimensional commercial office center to one of many facets – living, shopping, dining, working, arts, recreation and public transportation. We no longer gaze at Downtown through a rendering of the future – instead we can see and feel tangible successes on the streets every day.

If anyone doubts that Dallas is still the Can Do City, just look at the transformation Downtown to know our reputation is alive, well and reaping big dividends in spite of the economic turmoil experienced throughout the country the last couple of years.

For several years now, the change Downtown has been most noticeably pronounced in its residential community. Historic structures, mid-century office towers and new construction have become home to thousands of new residents in the City’s core. Looking back to 1995, the Central Business District (CBD) was home to only 200 residents.

Today you will find more than 7,000 urban dwellers in the CBD, and more than 37,000 who call one of the other 12 Downtown districts their home. All of this has created an exciting vibrancy Downtown that is now attracting major companies as well.

For example:

--A key reason AT&T relocated their world headquarters and 700 people from San Antonio to Downtown Dallas was the energy and immediacy the area brings to a firm’s corporate environment.

--Comerica moved its corporate headquarters from Detroit to Dallas to position itself for future growth.

--Tenet Healthcare, 7-Eleven, D Magazine, Capital One Bank, CB Richard Ellis, Cushman Wakefield, TM Advertising decided a move to a resurgent Downtown was in their best interest. Over the past 30 months, these companies have joined over 60 other firms that have relocated back to Downtown, creating over 7,000 jobs and absorbing over 2 million square feet. These companies have found that in Downtown, they not only survive, but thrive.



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--Another important feature of Downtown's revitalization is the recommitment by both small and large firms like Ernst & Young, Haynes and Boone and Deloitte to stay Downtown as part of a growing 130,000 employee base.

In 2009, DDI and the City of Dallas launched the "Make A Bold Move" national corporate recruitment campaign which is now beginning to generate interest with a number of major corporations considering relocation, particularly companies in New York and California that are severely burdened with taxation and regulation issues.

However, by no means are we finished! Tying all of these successes together, DDI and the City of Dallas have launched the process of creating an Area or Strategic Plan, intended to serve as a roadmap for the next phase of Downtown vitalization. The Plan will address issues related to transit-oriented development, overall economic development, connectivity, Parking, transportation, urban design standards, creating a thriving retail district providing the path by which we will continue to strengthen the fabric of the Downtown environment. We will ensure the completion of the Calatrava bridges, Trinity River redevelopment, a park that spans over Woodall Rodgers, an Arts District with international acclaim, a city woven with hike and bike trails, parks that span from Main Street through Deep Ellum, education centers from tots to post-grads, multiple rail lines, a Downtown streetcar, pulsating nightlife, dense urban development, and a residential population that exceeds 50,000.

With renewed vigor, businesses and civic leaders have reignited their interest in investing in and creating a Downtown that is vibrant and able to compete on a global scale with the major cities of the world for living, commerce, hospitality and culture.

As Goes Downtown, So Goes Dallas!!

John F. Crawford
President & CEO