

BETTER TOGETHER.

Property Owners in the Midtown Improvement District are leading impactful positive initiatives in the beloved neighborhoods of Midtown Dallas, bringing more to residents, schools, the library and businesses today, while striving to provide a better quality of living for the future.



2023 Annual Goals and Strategic Plan

For the Midtown Dallas Inc. Boroughs of Midtown Park, Vickery, Upper Greenville, The Shops at Park Lane and the Medical Business District.



SERVING MIDTOWN AND ITS FIVE BOROUGHES

Conveniently and centrally located in Midtown Dallas, The Midtown Improvement District represents more than 1,200 acres encompassing The Shops at Park Lane, Midtown Park, Vickery and commercial Upper Greenville boroughs just east of North Central Expressway from Royal Lane to the north, Abrams to the east and Northwest Highway to the south. Major continual improvements are underway that are the result of a public/private partnership and collaborative working together to efficiently connect the District's private property owners' resources with public funding from the City of Dallas, Private Donors and other public entities.



Our complete street model design is guiding how we approach the improvement of the area to support pedestrian culture, provide everyone with wider, safer sidewalks and bike paths to access our unique amenity of The SoPac Trail.

WORKING CONTINUALLY TO IMPROVE MIDTOWN



Midtown Blues Spotlight

An annual investment of \$420,000 continues to have a tremendous impact on improving safety within the District. Crime rates of Historical Part I crimes (murder and non-negligent homicide, rape, robbery, aggravated assault, burglary, motor vehicle theft, larceny theft and arson) are 75% lower than they were since the inception of the Public Improvement District. *Source: Dallas Police Department crime reports.*

HERE'S HOW IT WORKS: Our private security team monitors Dallas Police Dispatch and responds to calls dispatched within the PID boundaries. When not responding to calls, the security team proactively patrols the PID in an effort to curb illegal and criminal activity. Patrols are performed 16 hours a day via two security officers in marked vehicles. Patrol times are adjusted and locations prioritized as determined by criminal activity.

In a new platform launched in 2023, Midtown Improvement District Member Properties can contact our Midtown Blues team at (972) 263-6800 24 hours a day, 7 days a week for response and support.



Midtown 311 Spotlight

Midtown Improvement District is the community's advocate for improvement.

We are calling for input from the community and will file on the community's behalf, lending expert interaction with City of Dallas for implementation.

Our Midtown 311 platform allows residents and businesses to report property standard issues on-line to the MIDTOWN CODE RED 311 application. The report is handed off to our internal code specialist who then files a verified

311 report to the City of Dallas. We follow up with the 311 issues until the matters are resolved.

We will continually be collecting and aggregating data to study and evaluate areas of growth AND areas of need in our District.

Committees

The Midtown Improvement District has several active committees that engage with community and implement the programs for the District.

- Public Safety and Community Standards
- Beautification and Public Realm
- SoPac Trail
- Resilience, partnership with The Bridge Homeless Recovery Center
- Community Engagement
- Economic Development
- Marketing
- Finance
- Capital Expenditures



General Calendar

We provide a community calendar of all of our events and public meetings so that residents and businesses can participate, get involved and stay informed about the resources available and activity ongoing to improve our neighborhood.

MID Staff & Board of Trustees

Shannon Freeman
Co-Executive Director

Nick Palles
Co-Executive Director

Fran Gallagher
Marketing and PR Director (contract)

Susie Hughes
Compliance Manager (contract)

Joel Kilian
Webmaster (contract)

Board of Trustees

Ted Palles
Executive Committee, President

Don Bouvier
Executive Committee, Vice President

Charlie Nye
Executive Committee, Secretary

Ryan Moore
Executive Committee, Treasurer

Roger Albright

Sabrina Bunks

Dustin Davidson

Mason Ice

Lynn McBee

W. Sandy Spurgin

Cara Talafuse

Ken Wright

Contact

Phone: 972.373.4043

Email: community@midtowndallasinc.com

Web: www.midtowndallasinc.com

Get Involved

Please reach out to us to share your suggestions. We love hearing from you!



GROWING PROGRAMS IN MIDTOWN



MID was instrumental in adding trail lighting to many areas of the SoPac Trail.



Midtown Blues 24/7 Hotline

We maintain a 24/7 security hotline, (972) 263-6800, that allows our community to share concerns and questions with us so that our Midtown Blues can assist and bring in Dallas Police to help strengthen safety.



MID developed its Crime Stats Portal to identify and track problem areas across our community.



Streetlight Reporting

Midtown Improvement District is honored to have been able to fund and maintain and manage more than 172 streetlights in Midtown Improvement District on streets (as opposed to the SoPac Trail).

Our website has a platform to report streetlight outages on Midtown Improvement District streetlights that are on Meadow, Minglewood, Rambler, Manderville and Midtown Boulevard.

If you see an outage on any other streets in Midtown Improvement District which belong to ONCOR, we've got a platform for the community to file a Midtown Code Red 311 report as well. Please report ONCOR light on our Midtown 311 app platform.



Community Connection

Small grants to Midtown-based not-for-profit groups



SoPac Trail

Manager of SoPacTrail; Daily patrols for security; Added amenities of lighting and new trailheads



RESILIENCE

Resilience in partnership with The Bridge Homeless Recovery Center

Innovative, hyper-local program to aid individuals experiencing homelessness; Partnership with The Bridge Homeless Recovery Center; City of Dallas Office of Homeless Solutions; Funded in part by a grant from the Moody Foundation. To help mitigate this escalating problem in 2022 and in 2023 we have had Bridge counselors in the field working with struggling individuals. The counselors have enrolled several of these individuals in The Bridge programs; these results of healing require time consuming, detailed work with each individual person and their situation.



Emergency Response Information Resource

Community link to information, support and relief during emergencies and crises.



Economic Development

Advocate for strong business growth in our District; \$1 Billion investment in Midtown District since 2006; One-third of existing housing stock is currently being renovated.

1,200-plus housing units are being added to our marketplace this year.

An Economic & Fiscal Impact Study is currently underway to assess the long-term prospect of the area and will be completed in the summer of 2023.



Capital Improvements

Leader in Mobility Improvement Planning and Design with City of Dallas; In 2023, the committee will complete the MID Strategic Mobility Study and follow with the MID3IP, MID Incremental Infrastructure Implementation Plan. Advocate and steward for future Bond Measures; Dedicated funding for smaller public realm improvement projects throughout the District.



REACHING MILESTONES OF SUCCESS

SoPac Trail Amenities

\$122,500 funding from MID to aid City of Dallas with 170 lights on trail that continue to improve safety and trail experience.

We have initiated design for our first trailhead to provide access to the SoPac Trail at Park Lane. We expect to complete construction this year.

Park Lane

We are working with the City of Dallas on the design of \$8 million in improvements on Park Lane, along with additional investment projects.



Midtown Plaza

As part of the overall continuation of this Project Safe Neighborhood-launched initiative, we have taken over the Better Block project at Five Points in Midtown and continue to enhance this new community space.

Mobility/Transportation Study and Strategic Planning

Working with Kimley Horn and the City of Dallas, we conducted an extensive community survey and analysis of the current transportation assets and resident and business needs and interests. This study and internal input serve as a foundation for the Midtown Improvement District Incremental Infrastructure Implementation Plan (MID3IP), a living strategic plan that will guide capital improvement projects in Midtown for decades to come. This plan will ensure that the District's transportation and mobility infrastructure will serve a growing community and endure through time.

Economic & Fiscal Impact Study

In order to help clarify the long-term potential of the Midtown Improvement District and justify Public Investment in our area, we hired a nationally renowned third-party consultant, RCLCO, to complete an Economic and Fiscal Impact Study for the District.

For oversight of the process, we created an Advisory Panel which included City of Dallas Officials, City Council, MID Board Members and Industry Professionals. The preliminary results of the study were introduced to the Advisory Panel in May. We expect the study to conclude and be published in July of this year. We believe that the results of this study, coupled with the proposed projects of the MID3IP will assuredly be the driving influence in the future health and sustainability of the District.



Dallas Park Land Management

We have negotiated a management agreement with City of Dallas for MID to manage and improve the SoPac Trail in Midtown.

Ridgecrest Petition

The \$7.2 Million Ridgecrest Petition was initiated by the MID to secure property owner support and funding to complete and redesign of Ridgecrest as a Complete Street

Holly Hill - Complete Street

Midtown Improvement District advocated with the City of Dallas to install our trail-to-trail Complete Street. This has dramatically improved a pedestrian experience.



Dallas Public Library - Vickery Park Branch

We support and work closely with Vickery Park Branch to host events and support their programs for the community.

Beautification and Waste Management

Management and maintenance of key areas through trash pick up, removal and management of public refuse across the District. You'll see our branded trash receptacles everywhere that are convenient and cheerful. Our landscaping crews are continually clearing growth and maintaining common areas.

Bridges of Midtown Improvement District

Murals and facade improvements are being made on highly visible bridges including Greenville Avenue over Northwest Highway, Meadow Road and Greenville and Walnut Hill at Greenville. These improvements bring aesthetic value to the area and also contribute to vibrancy for our District and community.

Dallas Community Courts

We are aligned with the Community Courts and the Vickery Justice Center as a key location of service to law enforcement and safety in our community.



UNITING OUR COMMUNITY FOR IMPROVEMENT

The boroughs of Midtown each are wonderfully distinctive and growing. 2023's key initiative is to define these areas for everyone. You will soon see the District's exciting boroughs in more recognizable ways through: Maps, Bridge Murals, Signs, Banners, Containers and more.

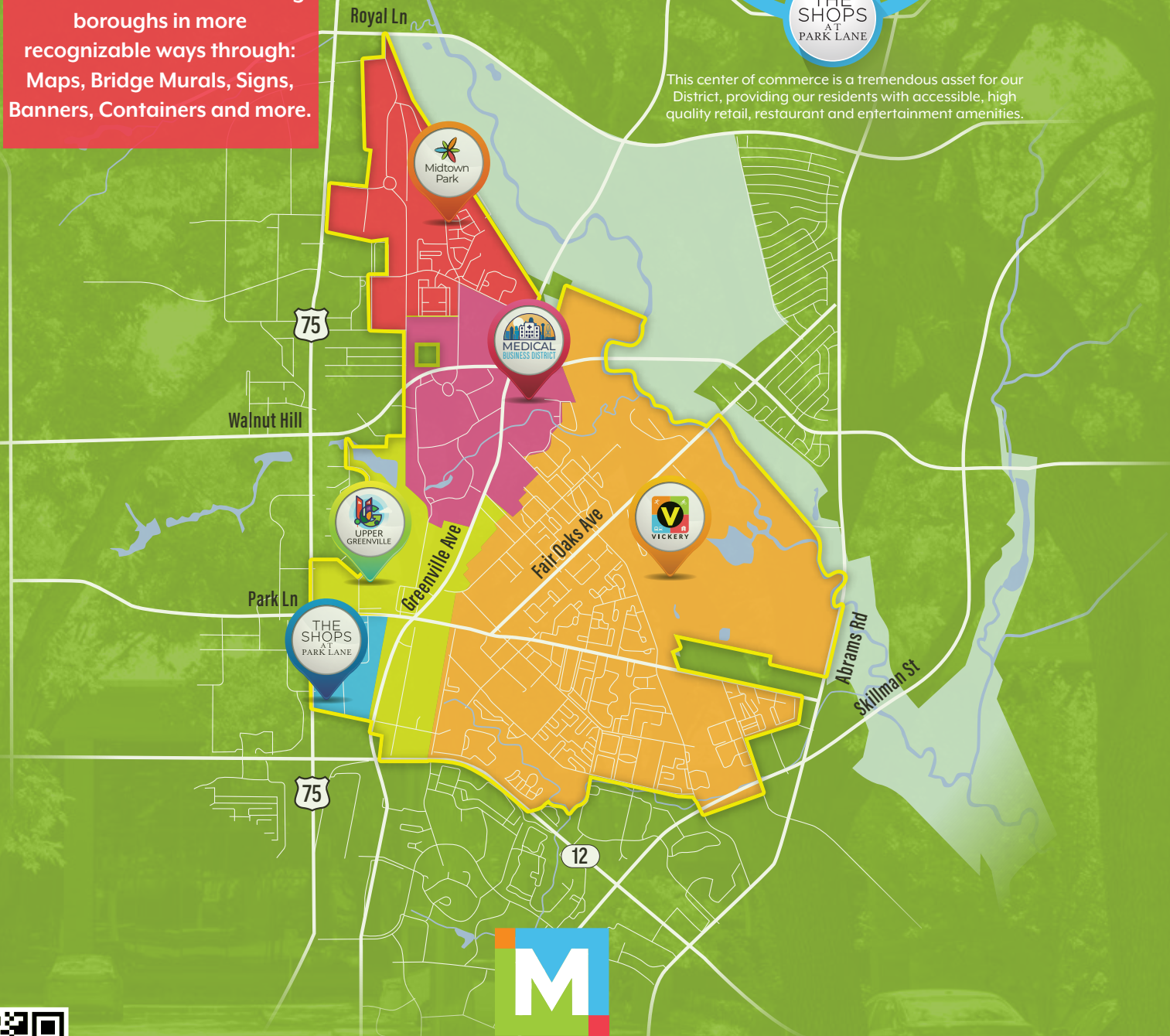
This is the heart of Midtown with more than 30,000 residents who call Midtown home.

The growing residential district with premium multi-family, town home and single family communities, as well as acclaimed medical institutions, is bringing vibrancy and growth to our district.

The Midtown Medical Business District is home to world-renowned medical centers where lives are saved and improved daily.

The historic Greenville Avenue of Dallas' northern section features diverse businesses from retail, to healthcare to office.

This center of commerce is a tremendous asset for our District, providing our residents with accessible, high quality retail, restaurant and entertainment amenities.



MIDTOWN
IMPROVEMENT DISTRICT

