



Vickery Midtown Public Improvement District

2021 Annual Meeting

June 25, 2021

Board of Directors



Chairman: Ted Palles - Pallas Realty

Vice Presidents: John Hickman - Provident Realty, Don Bouvier – UCR Development

Treasurer: Anson Riley - AMR Advisors

Secretary: Charlie Nye - Platt Cheema + Richmond PLLC

Members:

Roger Albright - Sheils Winnubst PC

Don Bouvier - UCR

Liz Curfman – Healing Hands

Dustin Davidson - Hines

Audrey Hinton - Boardwalk Condos

Mason Ice - Property Owner

Lynn McBee - Young Women's Preparatory Network

Sandy Spurgin - Northwood Retail

Susan White - Fath Properties

Ken Wright - Half Price Books

Vickery Midtown PID Mission

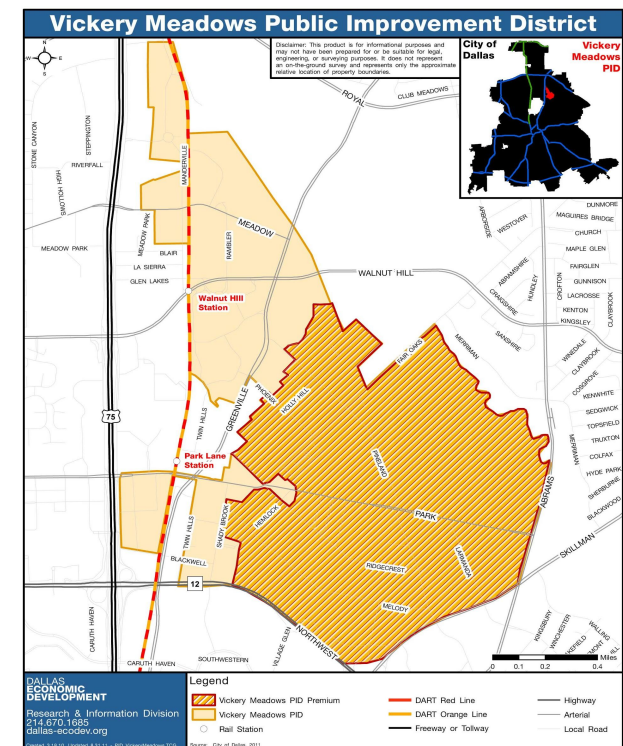


To promote a safe, appealing neighborhood for youth, families, businesses and property owners of Vickery Midtown Community.

Vickery Midtown Overview



- Partnership with over 2,500 properties
- Funded by special tax assessment of either \$.05 or \$.10 per \$100 to provide public improvements and services
- Represents over \$1.65B taxable value



2021 Approved Service Plan



	2021 BUDGET		2022 BUDGET		2023* BUDGET	
TOTAL REVENUE	\$1,114,449		\$1,248,970		\$1,179,180	
DISBURSEMENTS:						
Safety & Security Expenses 1	\$403,712	40%	\$499,588	40%	\$471,672	40%
Capital Improvements2	\$151,392	15%	\$187,345	15%	\$176,877	15%
Property Standard Expenses 3	\$121,114	12%	\$149,876	12%	\$141,502	12%
Promotion 4	\$70,650	7%	\$87,428	7%	\$82,543	7%
Economic Development Expense 5	\$20,186	2%	\$24,979	2%	\$23,584	2%
Recreation programming/Community Service 6	\$19,000.46	2%	\$24,979	2%	\$23,584	2%
Park Lane 7	\$70,650	7%	\$87,428	7%	\$82,543	7%
Midtown Park 8	\$30,278	3%	\$37,469	3%	\$35,375	3%
Administrative Expenses 9	\$100,928	10%	\$124,897	10%	\$117,918	10%

Safety and Security

2020 Highlights

- Continued Midtown Blues Program
- Provided 7,459 hours of private patrol to augment City Services
- Track criminal activity and statistics to adjust security coverage to make the most effective use of budget
- Increased patrols on the SoPac Trail
- Continued weekly meetings with DPD regarding neighborhood crime





Safety and Security

2020 Highlights Continued

- Began implementation of Resilience Program
 - Partnership with The Bridge
 - Applied for and were awarded \$150,000 seed funds from the Moody Foundation
 - Coordinating with the City of Dallas to place intake manager and social worker in the Vickery Justice Center to connect those experiencing homelessness in our community with resources



Safety and Security

Goals for 2021

Develop comprehensive plan for security surveillance of the SoPac Trail

- Routine scheduled patrols
- Installation of "Patrolled by DPD/Midtown Blues" signage
- Dallas cycling and Off-Road bike members input

Meet new DPD NE Division Chief Ismail and Major Williams for optimum communication/needs



Safety and Security

Goals for 2021 Continued

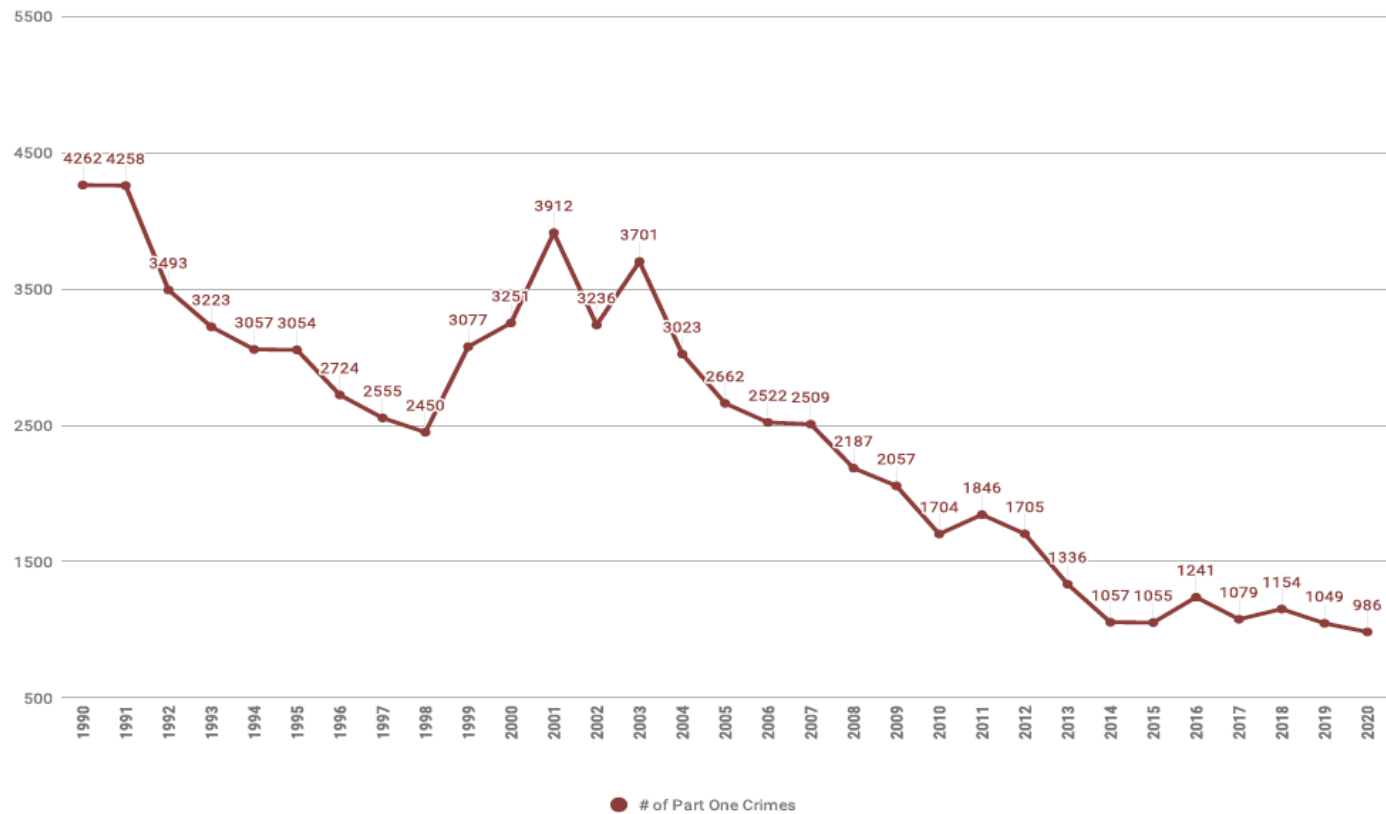
Work with DPD and Lake Highlands PID regarding development of "best practices for leasing" booklet

- How to spot fake documents
- What to do when fake documents discovered
- Red flags for leasing
- Alternate ways to verify info provided etc.

Safety and Security



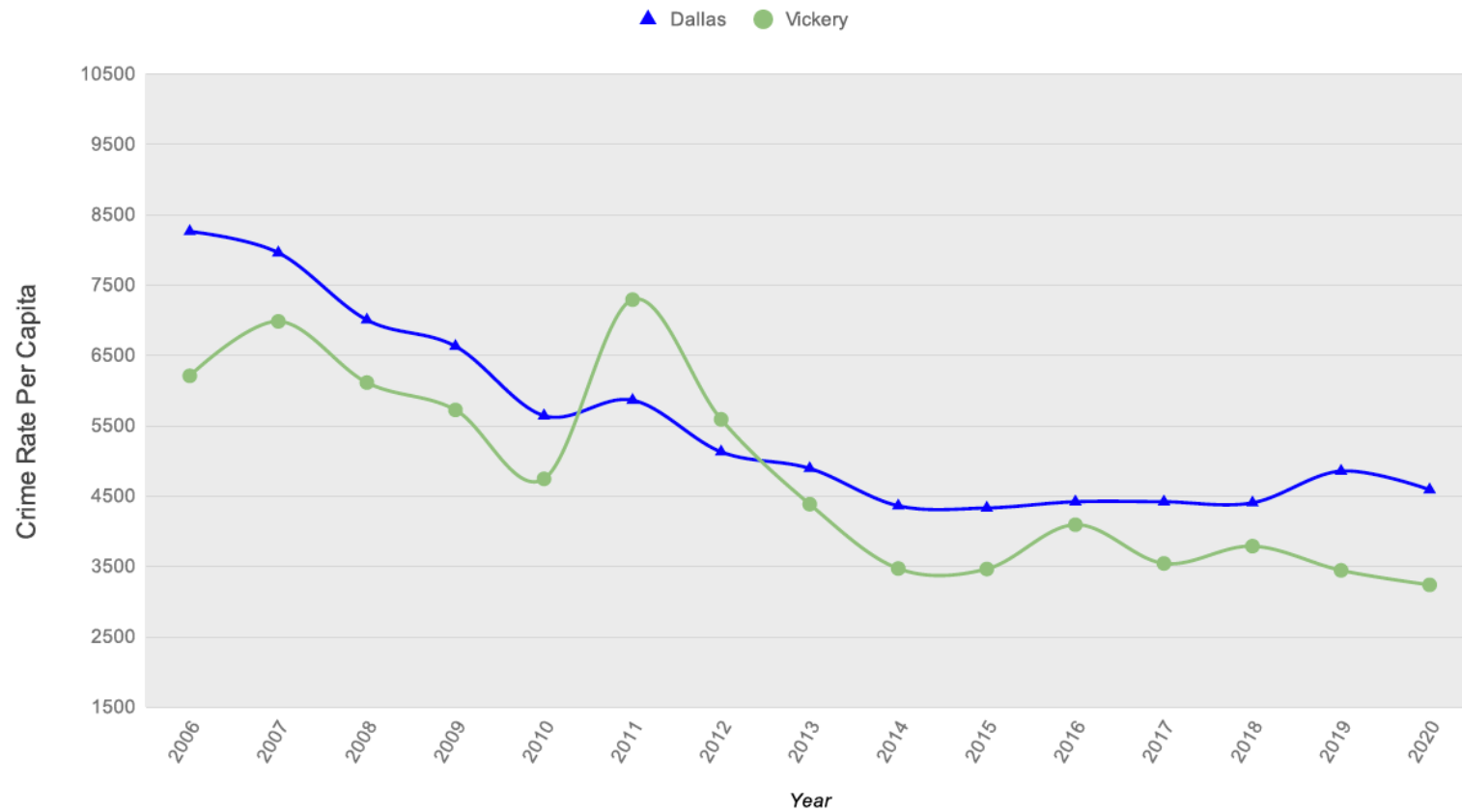
VICKERY OFFENSE HISTORY



Safety and Security



Dallas vs Vickery Midtown Crime Per Capita



Property Standards



2020 Highlights

- Approved agreement to provide enhanced maintenance and other improvements and management of SoPac Trail
- Continued Midtown Code Red 311 program to provide improved monitoring and accountability for code compliance issues
- Continued litter pick-up, trash and cart removal

Property Standards



Goals for 2021

- Continue Midtown Code Red 311 program
- Expand wildflower planting program and add more seed in other areas on the trail.
- Add street names along with VMID logo on the crossroads along SoPac Trail.
- Implement first mural to be painted under the Park lane bridge at the trail, and expand to other areas as well.
- Clear area along Pineland

Property Standards



*For more information and/or questions, comments and feedback,
please email:*

CodeRed@vickerydallas.com

Capital Expenditures



2020 Highlights

- Provided matching funds for lighting along SoPac Trail
- Coordinated with DISD and funded design of sidewalk improvements adjacent to Jill Stone Elementary
- Coordinated with City of Dallas and Bond projects within the PID



Capital Expenditures

Goals for 2021

Improve public space and public realm to improve pedestrian/bike comfort and safety

- Initiate Trailhead design for SoPac Trailheads
- Coordinate with City on Park Lane corridor project
- Ensure that City capital investment advances the PID's goals
- Prioritize and implement additional sidewalk and lighting improvements within the PID

Coordinate with private development to ensure that pedestrian amenities are developed in connection with projects

- Track projects requesting zoning changes



Marketing and Promotions

2020 Highlights

- **Covid 19 Pandemic Resource and Community Engagement**
 - Communication continually with residents on public health, safety, financial resources during Covid 19 Pandemic
 - Alignment with not-for-profit organizations and partnership on Covid 19 Testing (Vaccines now in 2021) and all resources
- **2020 Census**
 - Census education, advocacy and completion campaign with City of Dallas in grassroots efforts in apartments across Vickery Midtown



Marketing and Promotions

2020 Highlights Continued

- **Public Safety and Community Standards**

- Launch of Midtown Blues branded program for Vickery Midtown Public Safety
- Communication of long time and ongoing effective partnership and connection with Dallas Police Department Northeast Patrol
- Launch of Midtown 311 branded community standards/maintenance program for Vickery Midtown
- Creation and management of committee and strategic partnership with The Bridge Homeless Recovery Center on Resilience Homeless Hyper-Local Intake Center in Vickery Midtown



Marketing and Promotions

2020 Highlights Continued

- **Public Investment**

- Continual articulation and community education of public investment in Vickery Midtown

- **Public Realm/Open Space/Beautification**

- Brand for SoPac Trail in Midtown as Intraurban Connector

- **District News**

- Robust editorial content in newsletters and on vickerymidtown.com and on social channels, and strategic news coverage
- Deeper and broader articulation of ALL Vickery Midtown District member/asset progress and growth: Midtown Park, Shops at Park Lane, Medical District, SoPac Trail, Dallas ISD, Dallas Public Library
- Strategic planning for launch of new format of vickerymidtown.com



Marketing and Promotions

Goals for 2021

Short Term Objectives:

- Banners
- Add the remaining sign toppers
- Complete the website redesign
- Continue to make the VM newsletter a positive positioning tool for the district

Long Term Objectives:

- Continue to change the perception of VM through social media, website, PR outreaches with business, political leaders and local media outlets
- Continue our branding efforts throughout the district
- Clean up the overgrowth on Pineland by the SoPac Trail



PID Renewal Timeline

Summer 2021: Draft petition due to OED for CAO approval

- Description of proposed services and improvements and the special benefit to property owners
- Proposed cost and method of assessment
- Proposed boundaries
- Service Plan [Estimated cost of improvements/ services for the entire term]
- NEW:
 - PID renewal terms longer than 7 years
 - E-signatures on petitions are acceptable subject to meeting City's security requirements
 - Ensure the City and the PID comply with new HB 1543 requirements

Final Petition: City-approval Petition, Map and Service Plan

October 2021-January 2022: Collect signatures



PID Renewal Timeline

February 1, 2022: \$15,000 application fee with minimum number of petition signatures/affidavits due

February 2022-March 2022: Staff petition verification

April 2022: Call for Public Hearing

May 2022: Public Hearing and Council vote to authorize PID creation/renewal, Service Plan, and management contract with management entity



Join a Committee!

- Public Safety & Community Standards
 - *Midtown Code Red*
 - *Resilience*
- Capital Expenditures
- Beautification
- SOPAC TRAIL
- Marketing
- Community Engagement
- Rules
- Economic Development
- Finance

Q & A



Thank you for joining us! We want to hear from you.

Please email us at community@vickerydallas.com with any additional thoughts or questions.