

Better Together.



MidtownDallasInc.com

2023 Annual Meeting

June 27, 2023

THANK YOU!



Agenda

- Councilmember Gay Willis
- Welcome to Midtown
 - 2024 Service Plan
- Committee Updates
 - Brand Update
 - Marketing & PR
 - Public Safety
 - Property Standards
 - Sopac Trail
 - Community Engagement
 - CapEx/MID Studies
- Q&A
- Adjournment



Welcome D13 Councilmember Willis



City of Dallas

Midtown Improvement District

Mission

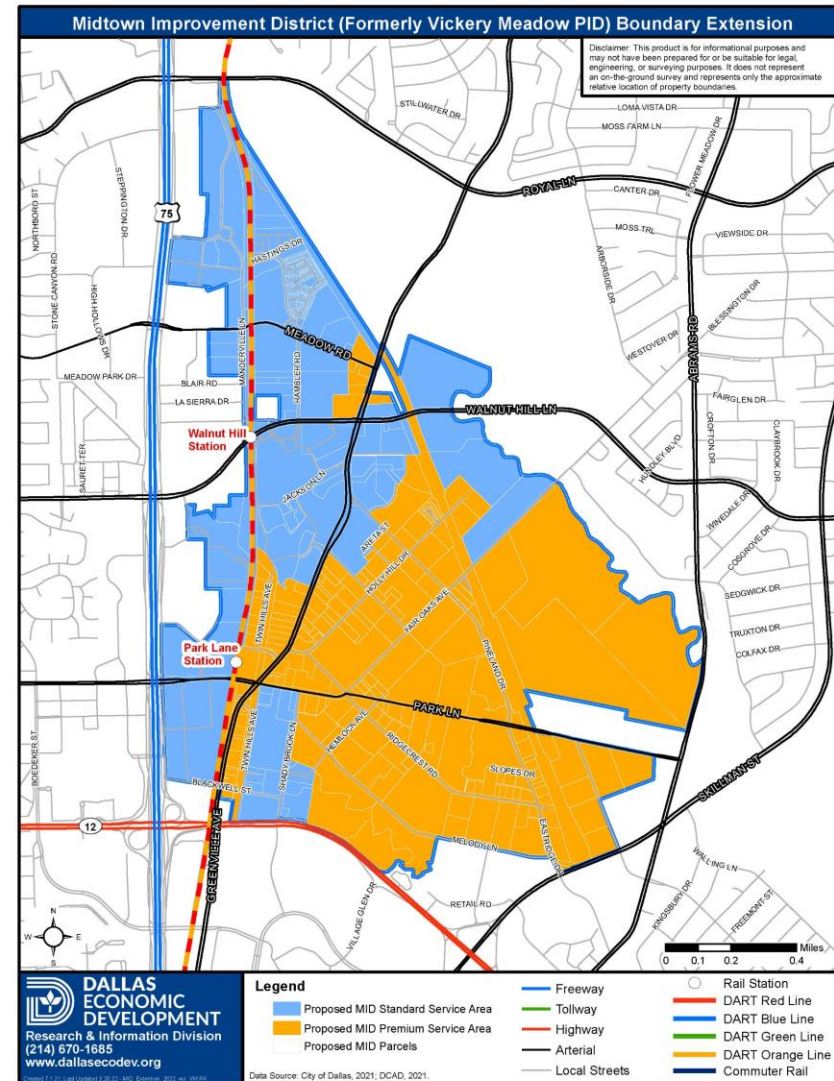
To enhance the quality of life for Midtown residents, tenants, businesses, and property owners.

Purpose

To augment city services, engage the community, and enhance the public realm through identification, design, and implementation of public property improvements that benefit the neighborhood as a whole-- today and in the future.

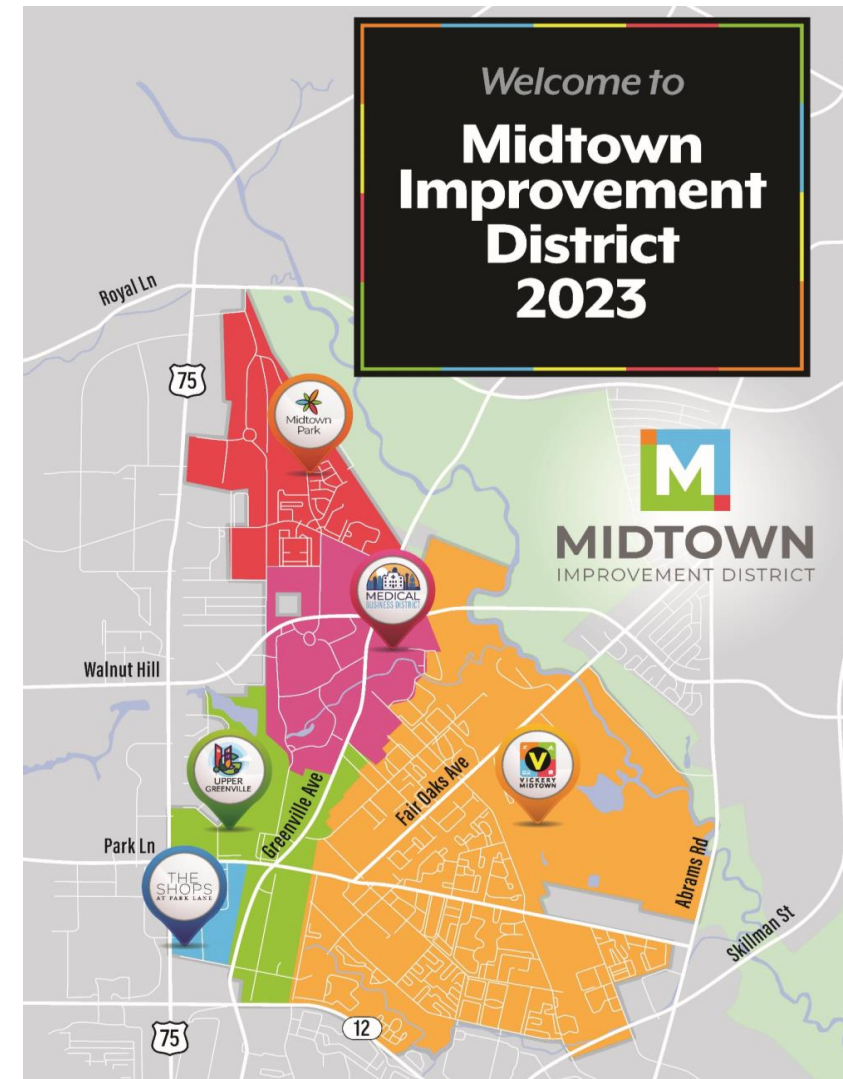
Midtown Improvement District (Formerly Vickery Meadow PID) Boundary Extension

- Over 2500 properties
- \$1.85 Billion in assessed value
- 700 Acres of improved property
- Over 1000 Acres including parks
- 10-year renewal term



Midtown Borough Map:

- **Midtown Park**
- **Medical and Business District**
- **The Shops at Park Lane**
- **Upper Greenville**
- **Vickery**



2023 Amendments & 2024 Service Plan

MIDTOWN IMPROVEMENT DISTRICT SERVICE PLAN (2023-2032)						
		2023 BUDGET	2024 BUDGET	2025 BUDGET	2026 BUDGET	2027 BUDGET
REVENUES:						
Midtown (Premium)		\$762,036	\$911,101	\$1,129,544	\$1,376,385	\$1,605,315
Midtown (Standard)		\$694,066	\$783,472	\$866,820	\$983,501	\$1,081,852
Sub Total (Gross Assessments)		\$1,456,102	\$1,694,573	\$1,996,364	\$2,359,886	\$2,687,167
PID Oversight Charge from City and County Fees		\$25,702	\$26,988	\$28,337	\$29,754	\$31,241
Uncollected		\$29,122	\$33,891	\$39,927	\$47,198	\$53,743
Net Assessment		\$1,401,278	\$1,633,694	\$1,928,100	\$2,282,935	\$2,602,182
Interest Income		\$3,000	\$3,150	\$0	\$0	\$0
Surplus Carried Forward		\$959,810	\$472,810	\$0	\$0	\$0
TOTAL REVENUE		\$2,364,087	\$2,109,654	\$1,928,100	\$2,282,935	\$2,602,182
DISBURSEMENTS:						
Public Safety & Security ¹	30%	\$420,383	\$490,108	\$578,430	\$684,880	\$780,655
Capital Improvements ²	19%	\$266,243	\$310,402	\$366,339	\$433,758	\$494,415
Property Standard & Operations ³	15%	\$210,192	\$245,054	\$289,215	\$342,440	\$390,327
Community Outreach, Cultural Enhancement & Marketing ⁴	15%	\$210,192	\$245,054	\$289,215	\$342,440	\$390,327
Business Recruitment & Economic Development ⁵	4%	\$56,051	\$65,348	\$77,124	\$91,317	\$104,087
Administrative Expenses ⁶	15%	\$210,192	\$245,054	\$289,215	\$342,440	\$390,327
Insurance & Audit Expenses	2%	\$28,026	\$32,674	\$38,562	\$45,659	\$52,044
TOTAL DISBURSEMENTS		\$1,401,278	\$1,633,694	\$1,928,100	\$2,282,935	\$2,602,182
ENDING FUND BALANCE		\$962,810	\$475,960	\$0	\$0	\$0

Notes:

- ¹ Safety and security initiatives, including but not limited to neighborhood safety database, SOPAC Trail & neighborhood security patrols, crime prevention, homeless outreach team, public safety programs
- ² Building and public space improvement including but not limited to, sidewalks, new landscaping enhancements, complete streets programming, low impact development features, net zero initiatives, transportation enhancements, neighborhood planning studies, district identification and wayfinding signage, design & construction services, and other district improvements
- ³ Litter removal, additional waste services, graffiti mitigation & prevention, paint, sidewalk cleaning, cart pickup, lighting, electrical service, water utilities, seasonal landscape enhancements, SOPAC & Trail/Open Space/Five Points Plaza Management
- ⁴ Community enrichment activities such as, community events, outreach, recreational programming, youth development activities, seasonal events; Marketing and promotion activities including but not limited to web, streetlight pole banners, videography and photography, artwork, and newsletter.
- ⁵ Business recruitment & development to promote the district, data collection, innovation district initiatives, as well as efforts to ease the burden of opening and

Marketing

2022 – 2023 Milestones

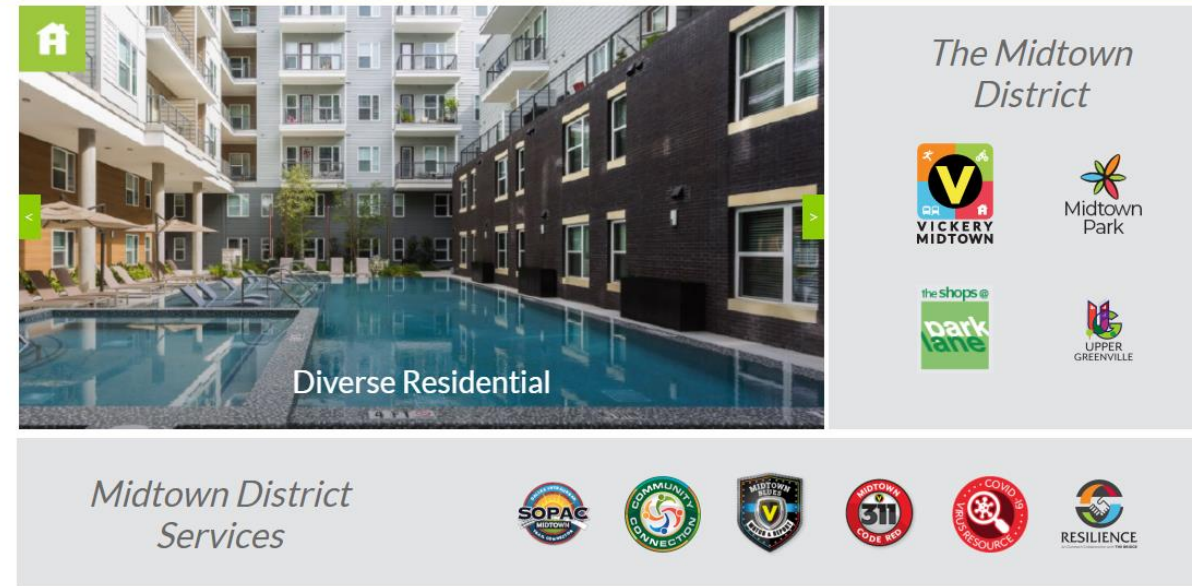
- Midtown Improvement District Encompassing District Title
- Individual boroughs: Vickery, Midtown Park, The Shops at Park Lane, Upper Greenville, Midtown Medical District
- Branding Standards
- Brochures and Mailers
- Currently in the process of rebranding the entire district with new banners for each borough, more trash receptacles with our brand, and Mural Art that define who we are
- Updated website with event calendar and portals for crime stats and Midtown 311 and community standards

7/26/2023



Add Vickery to your Device    

HOME ABOUT ▾ THE DISTRICT ▾ NEWS ▾ CONTACT



The screenshot shows the website's main navigation and content. At the top left is a home icon. The main header image is a photograph of a modern residential building with a swimming pool, labeled 'Diverse Residential'. To the right of this image is a section titled 'The Midtown District' which contains logos for the four boroughs: Vickery Midtown, Midtown Park, The Shops at Park Lane, and Upper Greenville. Below this is a section for 'Midtown District Services' featuring logos for SOPAC Midtown, Community Connection, Midtown Police, Midtown 311, COVID-19 Resource, and Resilience.

VICKERY MIDTOWN NEWS

[View All](#)



Marketing

Current and Forthcoming in 2023 – 2024

- Annual Report and Strategic Plan 2023
- Continued local area community identity building
- Monthly newsletter
- Website ongoing updates and enhancements
- Street banners and sign toppers
- Branding in wayfinding maps
- Branding in facilities/ops (e.g., trash receptacles)
- Media Relations with regular news announcements
- Improvement in Action updates
- Neighborhood and Midtown resident engagement (e.g., Transportation Study survey)
- Research and report updates
- Key topic brochures and fact sheets with updates
- Social media updates
- Community Connection/engagement – Resilience and more
- Special Events



Midtown
Park

THE SHOPS
AT PARK LANE



Marketing



Better Together.



MidtownDallasInc.com

Marketing

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.



Beautification and Branding

Murals

- Murals Underway pending City approval
- Walnut Hill Bridge Mural
- Greenville Ave Bridge Mural

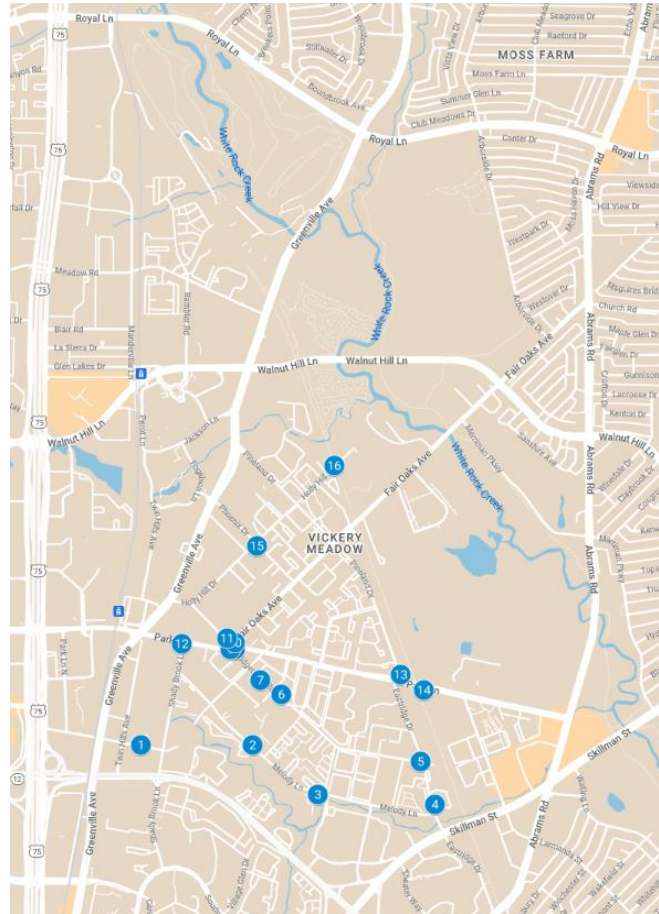


Beautification and Branding

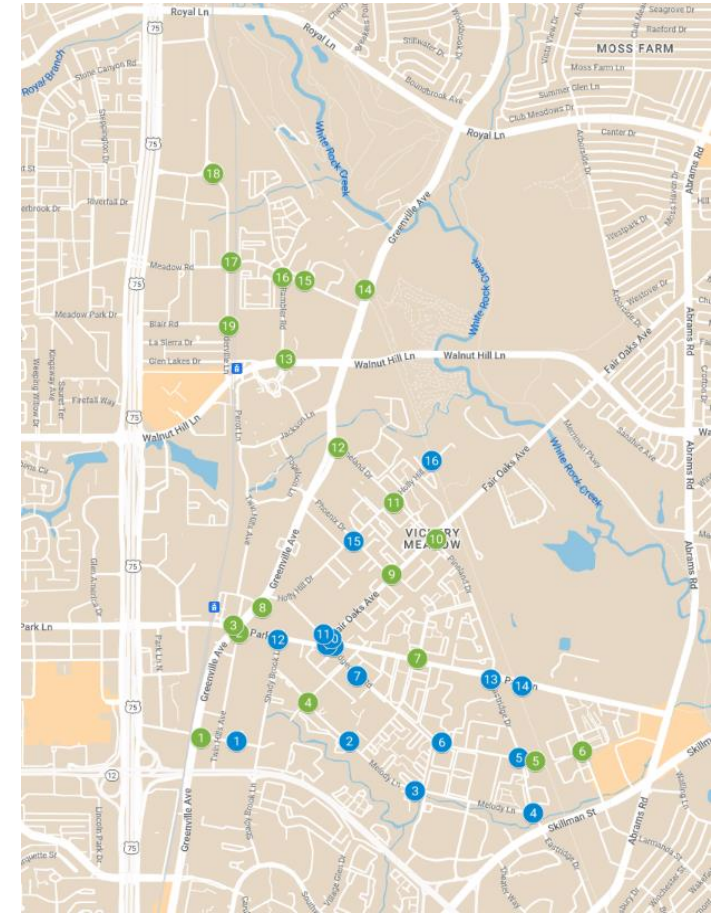
- New Trash stations expanding to brand district
- Rewrapping current compactor trash stations to exemplify branding



Current Receptacle Map



New Receptacle Map



Beautification and Branding

Midtown Borough Banners



Public Safety and Security

- Continued Midtown Blues Program
- Provide 7-day a week private patrol to augment City Policing services (24 hour on call)
- Track criminal activity and statistics to adjust security coverage to make the most effective use of budget
- Increased patrols on the SoPac Trail
- New security and police alliances
- CTA program currently underway from Owners and businesses



Resilience

Work in Progress:

- The Bridge Expert Counselors working with individuals experiencing homelessness in Midtown in key areas
- CTAs for issues management and patrol by Midtown Blues to support DP
- Midtown Blues Patrols daily focusing on homelessness
- The Bridge ongoing training and collaboration with Midtown Blues
- Weekly field teamwork between The Bridge and Midtown Blues
- This regular schedule sets our program in place for field work prior to opening brick and mortar location
- Construction plans and lease in progress for location at Vickery Justice Center, 6742 Greenville Avenue



Resilience

Work in Progress: Cards in distribution in contact with struggling

Are You Experiencing Homelessness?

Midtown Improvement District and its Public Safety and Community Standards Committee have established a special initiative with The Bridge Homeless Recovery Center of North Texas to create the Resilience program to aid individuals experiencing homelessness in the Midtown Improvement District and East Dallas. We want to help provide access to The Bridge's successful programs for care and programs that will allow individuals experiencing homelessness a path to having a home and financial stability. Our Midtown Blues team and Dallas Police Department Northeast Patrol will provide transportation to The Bridge for anyone needing their services.



1818 Corsicana St., Dallas, TX 75201 | 214.670.1101 | bridgenorthtexas.org
The Bridge by bus: take **ROUTE 35** or the express **ROUTE 207, 208, 283**.

DART Rail: Take the Red or Orange Lines from Park Lane Station (Park and Greenville) to St. Paul Station Downtown. Transportation can be provided to you to The Bridge in Downtown. Just ask DPD or Midtown Blues security team.

Providing access to The Bridge Homeless Recovery Center services at central campus.



Homeless Recovery Committed to You:

All services are provided **free** to our guests. Identification, drug testing and religious activities are **not required** to receive services. Criminal backgrounds **do not impact** your ability to receive day shelter services. Cigarette smoking is **allowed** in designated areas on campus. Our qualified and trained safety team screen guests for weapons and drugs to keep our **campus safe**.

On-Site Services at The Bridge Main Campus:

Day and night shelter
Meals, hygiene, storage, laundry, mail, phones, barbershop, and dog kennel
Primary health care, mental illness services, and chemical dependency help
Care management and counseling services
Education, employment, and income/benefits assistance
Housing placements and follow-up
Criminal justice and veterans' services
Library, computers, art, and other programs.

Entrance:
Northeast corner of
S St Paul St bridge
over I-30

**Day shelter
services:**
6 a.m. - 5 p.m.

**Night shelter
services:**
5 p.m. - 6 a.m.

Meals
Breakfast: 7:30 - 8:30 a.m.
Lunch: 12 - 1 p.m.
Dinner: 6 - 7 p.m.*

*Only available to guests who receive night shelter services at The Bridge.

Property Standards

311 Process and Landscaping/Maintenance District Improvements

- Advocate for Improvement in the district through community members
- Information is placed through COD compliance system on a daily
- Information is being mapped and followed up with as it is completed
- PID has been able to assist and direct City of areas of extreme distress
- Several areas of mass cleaning from code compliance have transpired
- PID has significantly expanded its maintenance contract perimeters in the district
- PID has replaced over 10 street light poles as well as updated lighting areas near Midtown Park area
- More street pole and lighting replacements underway



SOPAC Trail

- Trailhead Final Concepts Completed
- Security on patrol daily
- Topographical surveys completed for all four future trailhead location
- Park Lane Trailhead design initiated
- Finalizing new management agreement with City





SOPAC Trail- Park Lane Trailhead



Holly Hill



SOPAC Trail

Ridgecrest Park



Fair Oaks Park



Park Lane Bridge



Holly Hill

SOPAC Trail – Ridgecrest Park



HOCKER

SOPAC TRAILHEADS
Concept Design Presentation, Final - 02.10.2022

35

PERSPECTIVE_ Fair Oaks Trailhead Rendering



HOCKER

SOPAC TRAILHEADS
Concept Design Presentation, Final - 02.10.2022
20



Community Engagement

- Host/Co-Host 3 annual events each year
- Host/Co-Host Back2School, NNO, and Festival of lights
- Welcomed new Board member, Patrica Ramirez (Vickery Library Manager)
- Assist in sponsoring various other events to bring community together
- Plans to sponsor scholarships to graduation seniors in upcoming years
- Midtown Plaza is expected to be completely renovated before 2024





Community Engagement

Continued Pictures of community events



MID Economic and Fiscal Impact Study

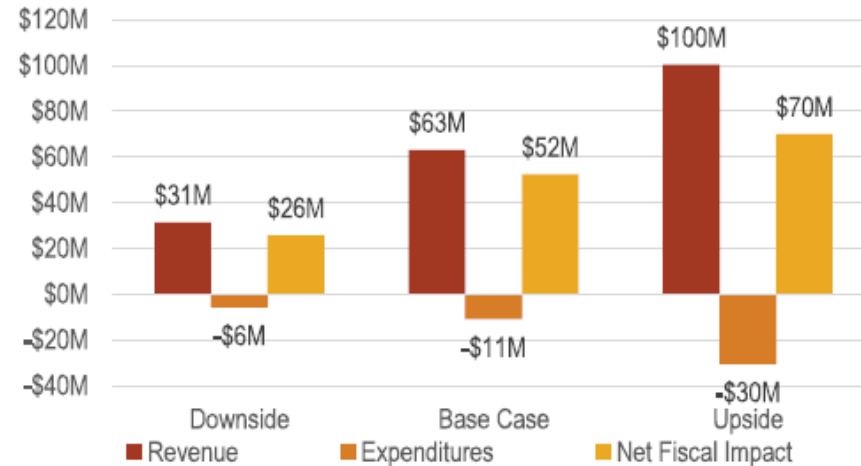
- RCLCO's analysis found that the MID's ample supply of large, prime parcels with dated structures positions the district to capture an outsized share of development activity over the next 25 years.
- RCLCO's analysis found strong structural demand for residential and commercial land uses in the district over the next 25-years which has the potential to drive walkable, connected, mixed-use development in the district.
- To meet projected demand for various land uses, the district must experience additional investment and support to spur its evolution into a dynamic mixed-use neighborhood, including megablock busting, infrastructure investment, and developer incentives.



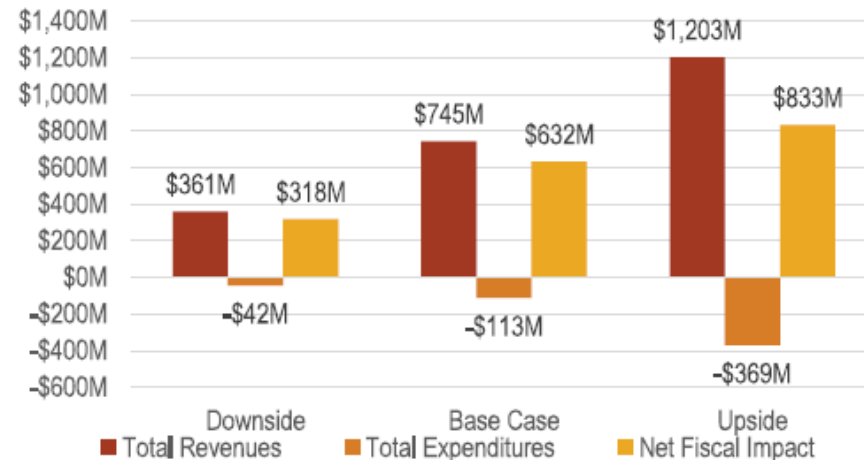
MID Economic and Fiscal Impact Study

- Investments, upzoning, and incentives are likely to significantly boost the city’s revenues from the MID
- The graphics show the fiscal impacts generated under each redevelopment scenario. RCLCO's analysis found that investments and policy changes which increase redevelopment activity in the MID have a significant positive fiscal impact for the City of Dallas.
- RCLCO also found that by investing in infrastructure, providing incentives, and upzoning the district, the positive fiscal impact for the city can be greatly increased, likely offsetting the cost of investment and incentives needed to generate the positive impacts.

Summary of Revenue, Expenditures, & Net Fiscal Impact at Build Out (2048)
Midtown Improvement District; 2023 - 2048

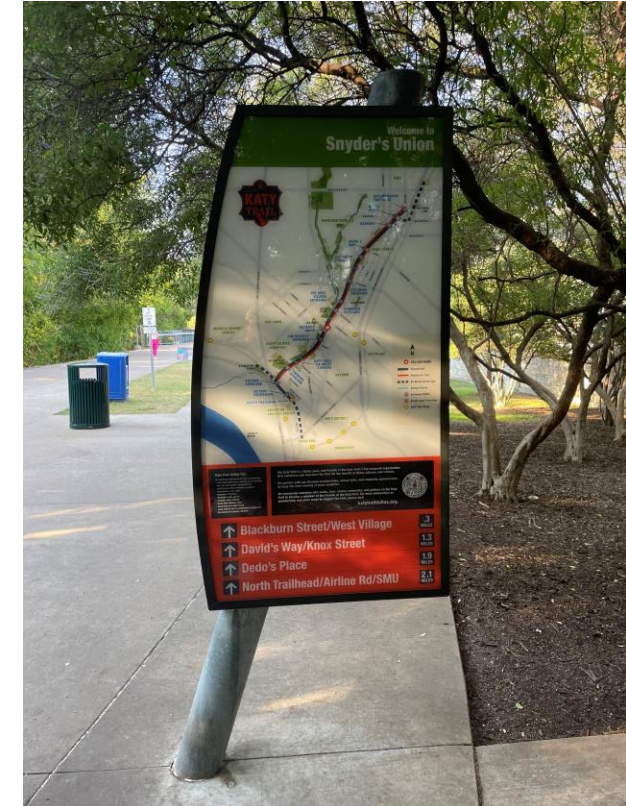
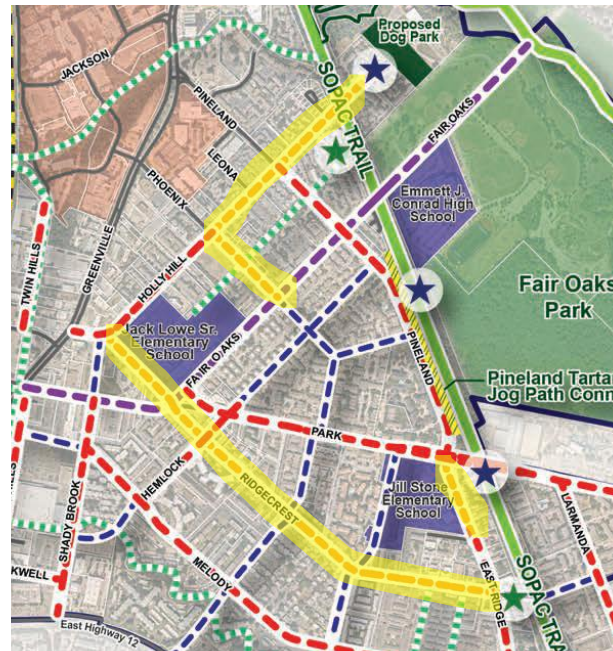


Summary of Cumulative Revenue, Expenditures, & Net Fiscal Impact
Midtown Improvement District; 2023 - 2048



Cap Ex Project Updates

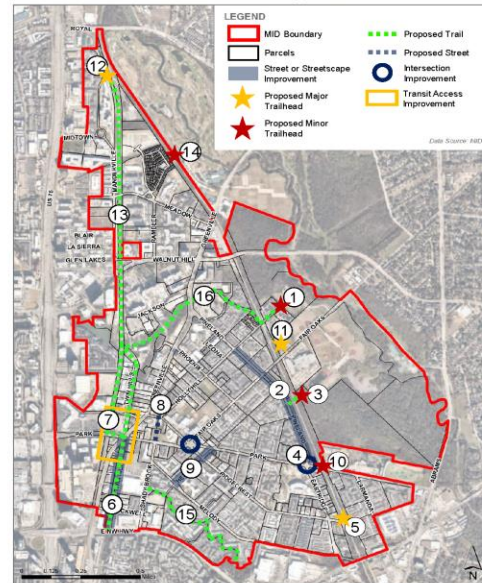
- Holly Hill and Phoenix
- Ridgecrest
- Jill Stone Sidewalk
- Midtown Plaza
- Bridges of Midtown
- SOPAC/MID Wayfinding Signage
- Strategic Mobility Study/MID3IP



Strategic Mobility Study

MID STRATEGIC MOBILITY STUDY MIDTOWN

Current and Planned MID Projects



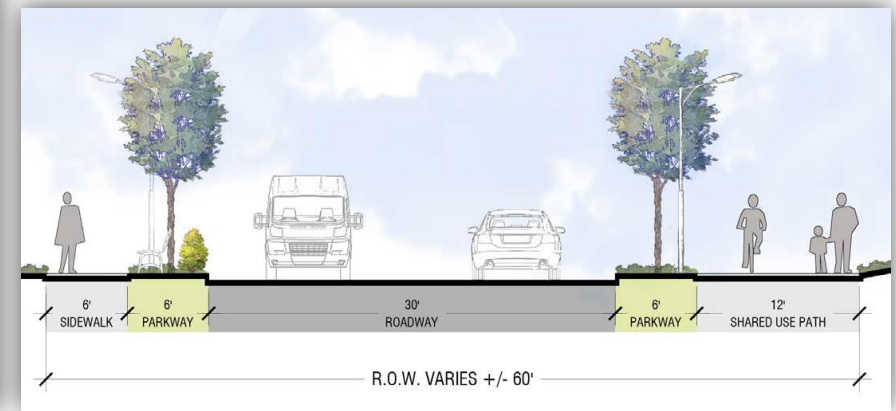
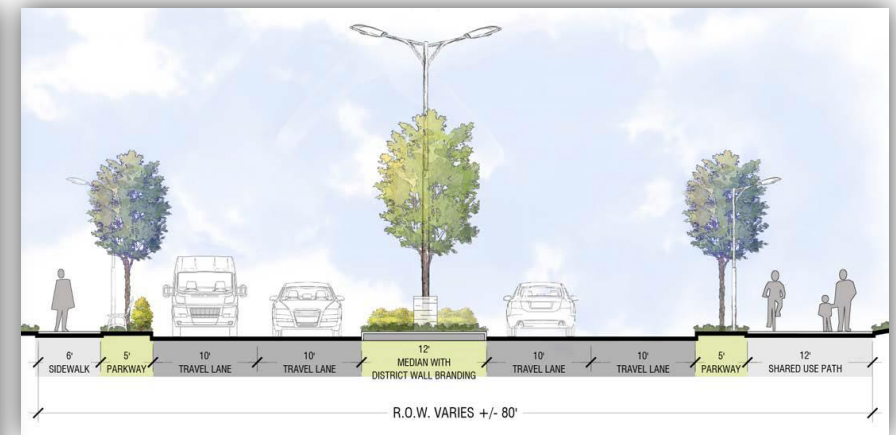
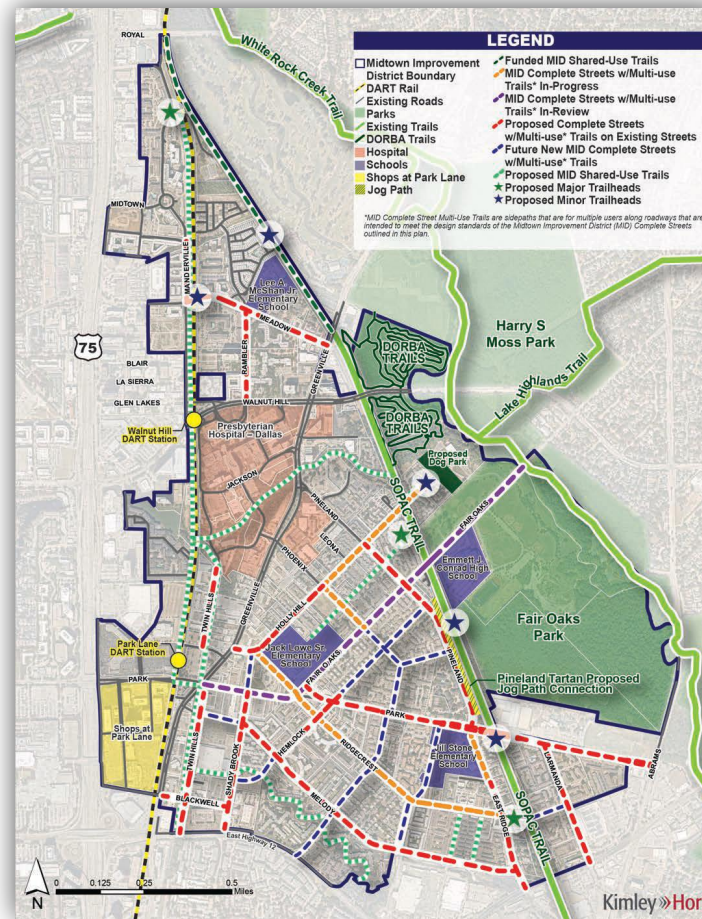
Project Number	Street Name	Project Type	Description
1	Holly Hill Dr.	Proposed Minor Trailhead	Proposed trailhead
2	Pineland Dr.	Street or Streetscape Improvements	3-lane conversion Proposed sidewalk improvements
3	Pineland Dr.	Proposed Trail/ Proposed Minor Trailhead	Trail connection Trailhead
4	Eastridge Dr./Park Ln.	Intersection Improvement	Enhanced pedestrian crossing is planned to be installed
5	Ridgecrest Rd.	Proposed Major Trailhead	Trailhead will be placed here
6	Twin Hills Ave.	Street or Streetscape Improvement	This roadway becomes heavily congested due to the light at Twin Hills Ave./E NW Hwy. Roadway needs resurfacing Sidewalk connections
7	Park Lane DART Station	Transit Access Improvement	Need to strategize a way to move people from Greenville Ave. to the DART station
8	Potential Roadway Connection	Street or Streetscape Improvement	An extension of Holly Hill Dr. to Park Ln. should be made here High priority project
9	Hemlock Ave.	Street or Streetscape Improvement	This road needs to be reconfigured into a complete street with a road diet Reconfigure ditches and street parking 10' sidewalk is needed High priority project
10	Park Ln.	Proposed Minor Trailhead	Connections to SOPAC trail is needed here
11	Fair Oaks Park	Proposed Major Trailhead	Connections to SOPAC trail is needed here
12	Midtown Park	Proposed Major Trailhead	Connections to SOPAC trail is needed here
13	DART Rail Line Alignment	Proposed Trail	Trail in Oncor Easement (west side) Trail Connection
14	Future SOPAC Trailhead	Proposed Minor Trailhead	Trailhead Slightly south of 20
15	Future Trail	Proposed Trail	Future trail connection
16	Future Trail	Trail or Trailhead Improvement	Future trail connection

- Community Engagement
- Development of MID Incremental Infrastructure Implementation Plan (MID3IP)



MID Incremental Infrastructure Implementation Plan (MID3IP)

1. Executive Summary
2. Introduction
3. Project Analysis and Methodology
4. Street Improvement Projects
5. Trail Improvement Projects
6. Intersection and Transit Improvement Projects
7. Implementation and Priority Projects



MID3IP

Street Improvement Projects

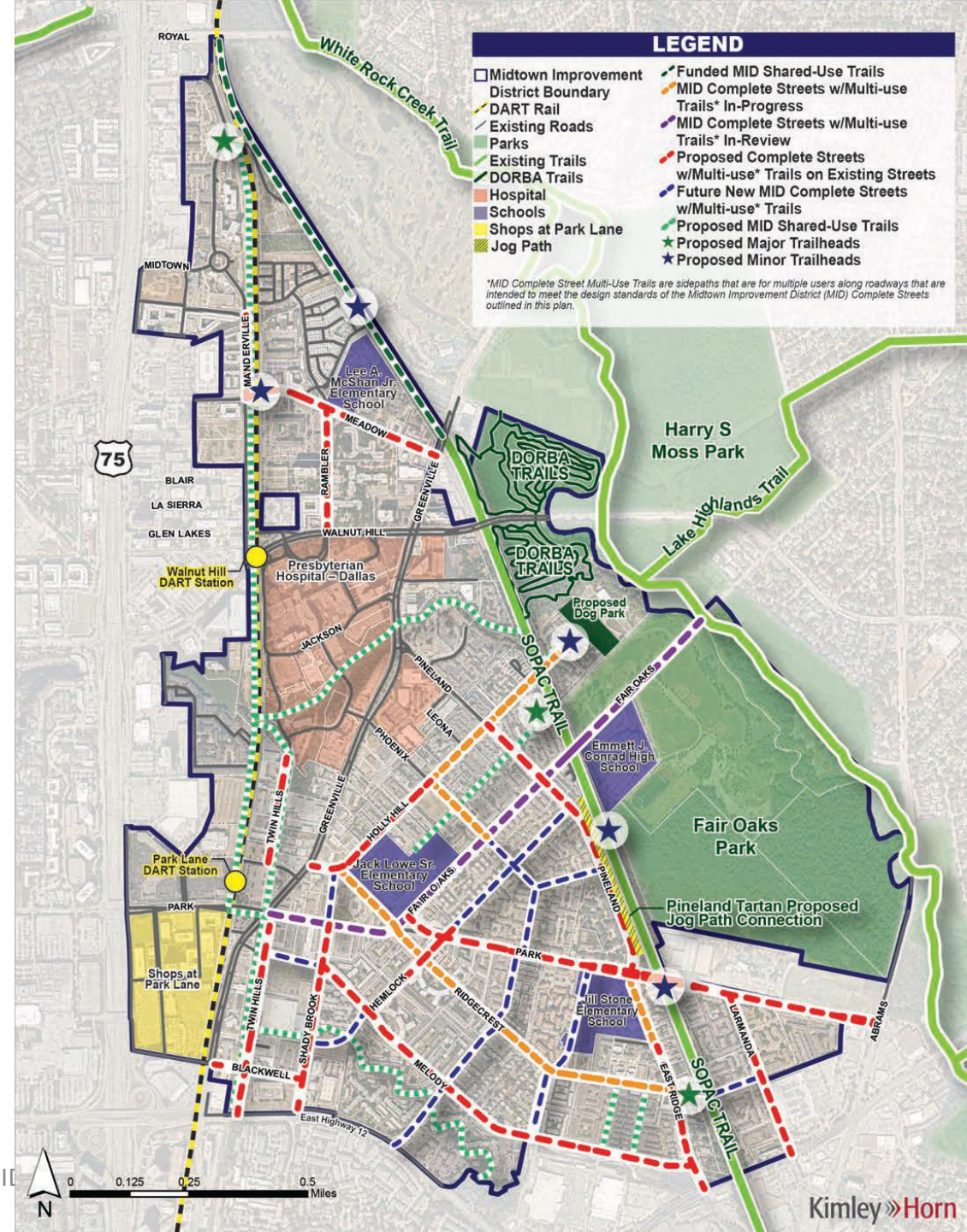
- MID Existing and Funded Complete Streets with Multi-Use Trails
- Proposed Complete Streets with Multi-Use Trails on Existing MID Streets
- Future New MID Complete Streets with Multi-Use Trails
- Full Future MID Complete Streets Roadway Network Vision

Trail Improvement Projects

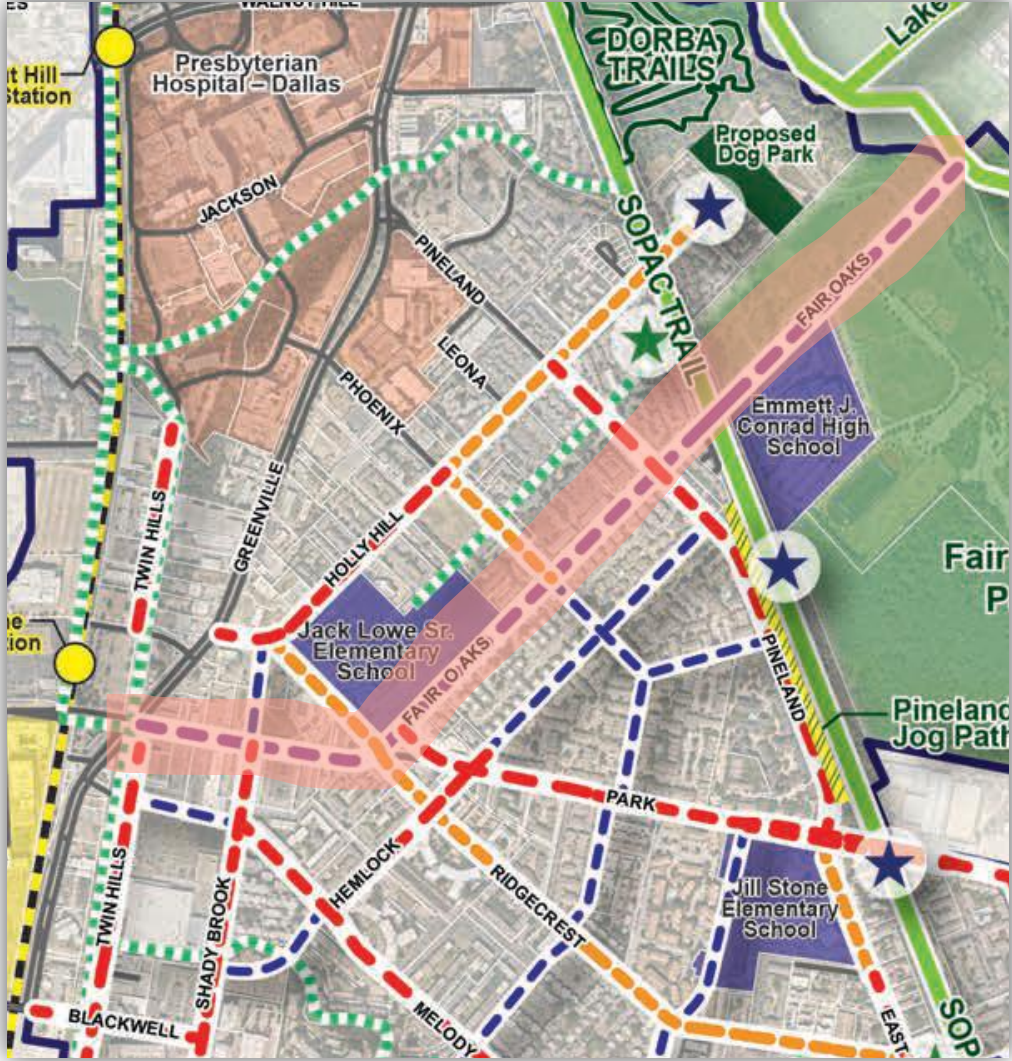
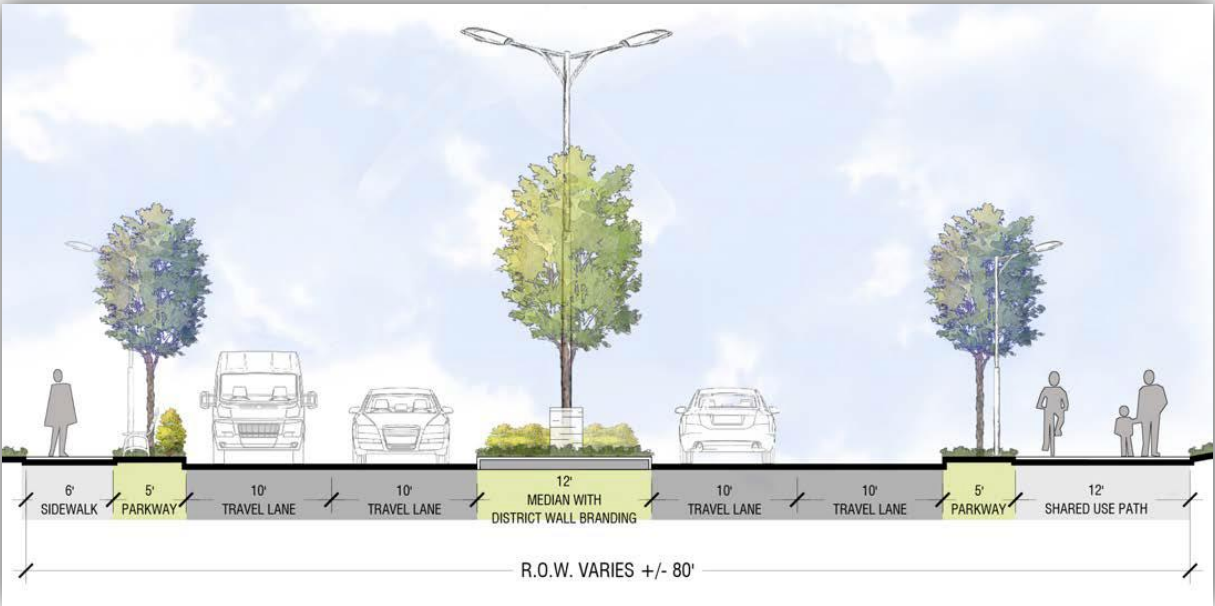
- Existing and Funded Multi-Use Trails
- Proposed Multi-Use Trails and Trailheads
- Full Future MID Complete Trail Network Vision

Intersection and Transit Improvement Projects

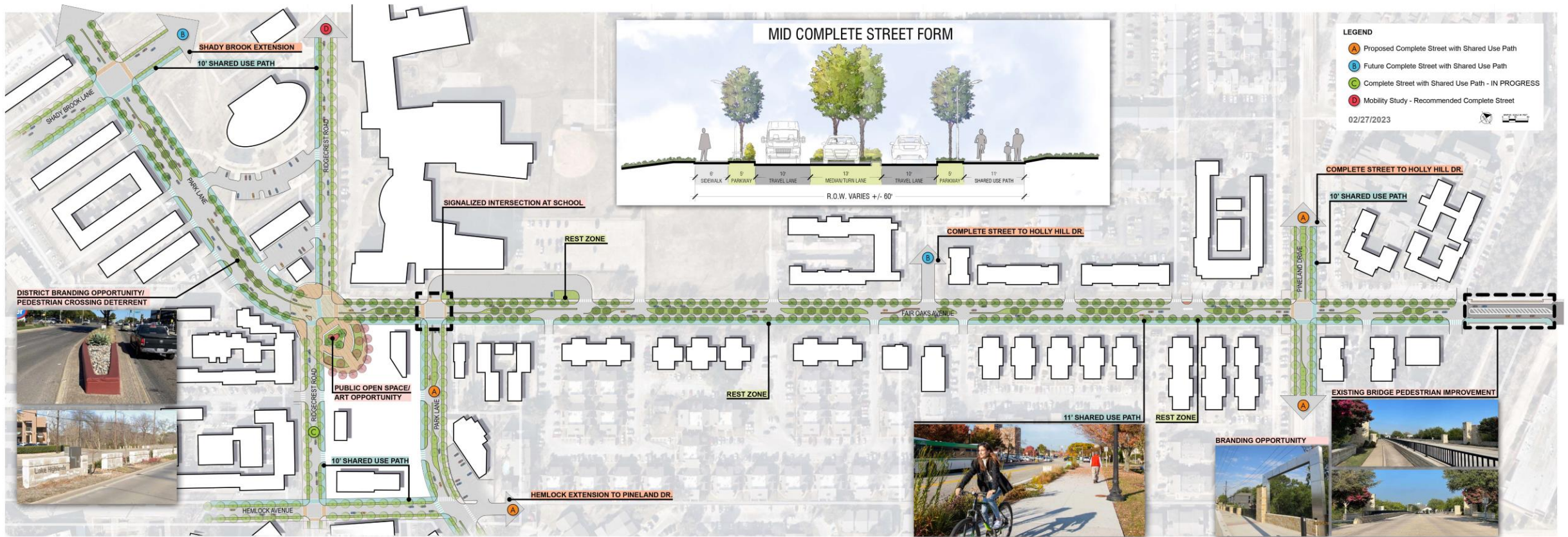
- Intersection Improvements
- Transit Improvements



MID3IP- Park Lane and Fair Oaks

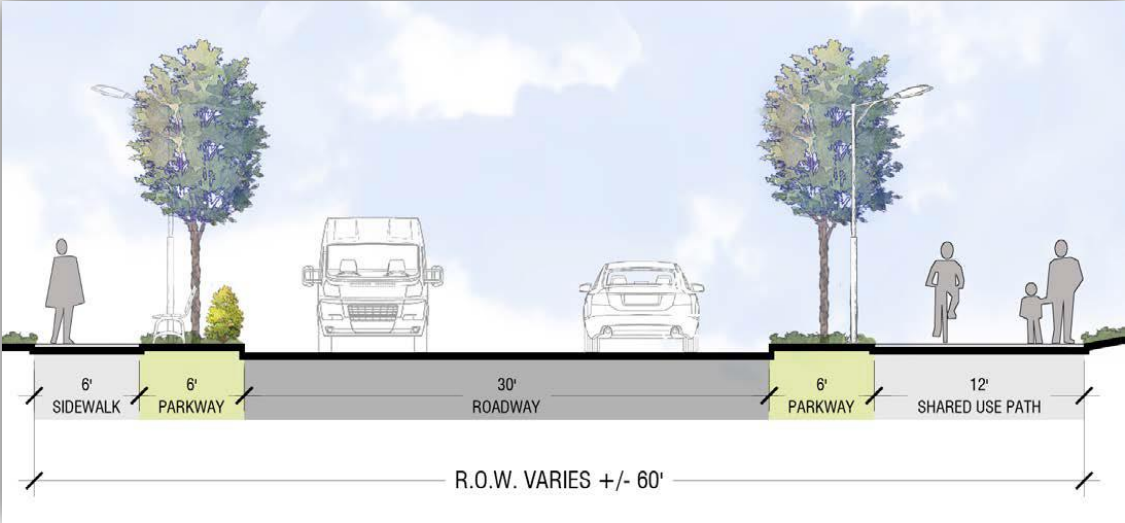


MID3IP- Park Lane and Fair Oaks



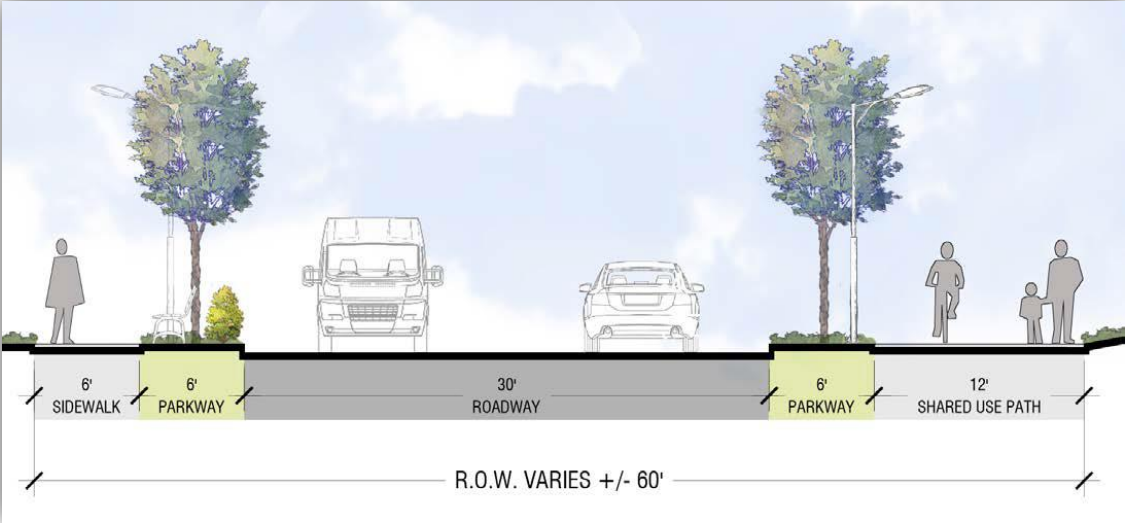
MID3IP- 2024 Bond Proposals

Shady Brook Extension and MID Complete Street



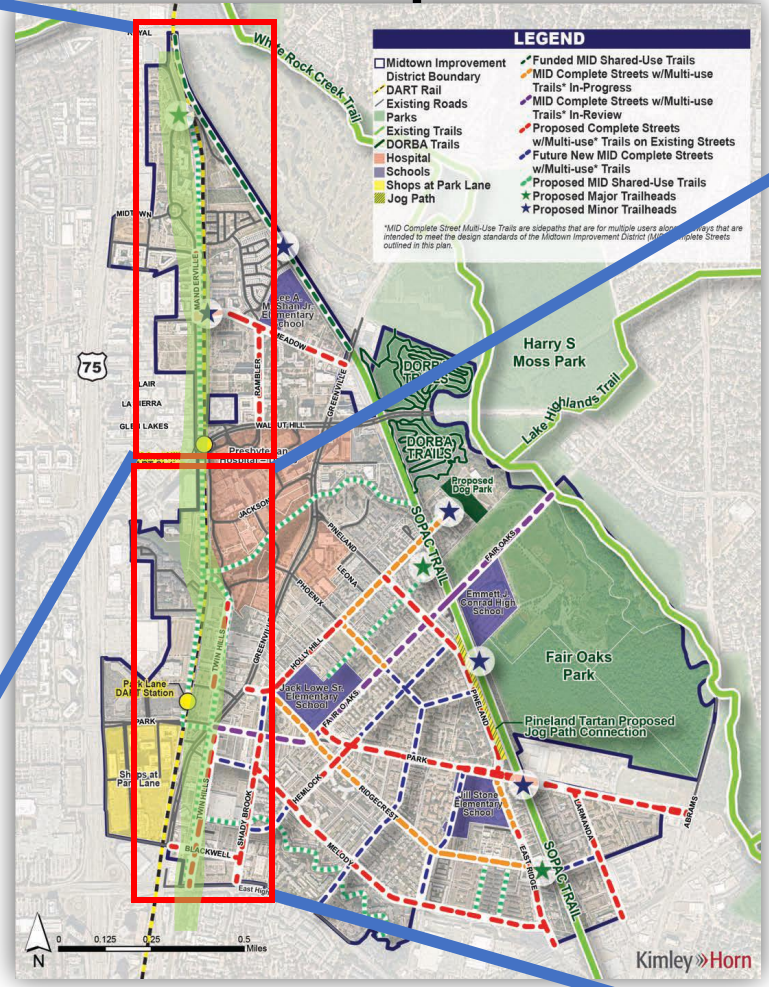
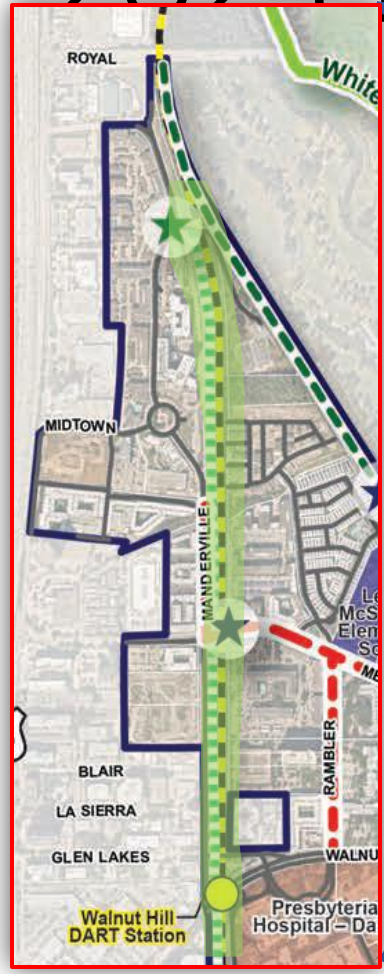
MID3IP- 2024 Bond Proposals

Hemlock Complete Street

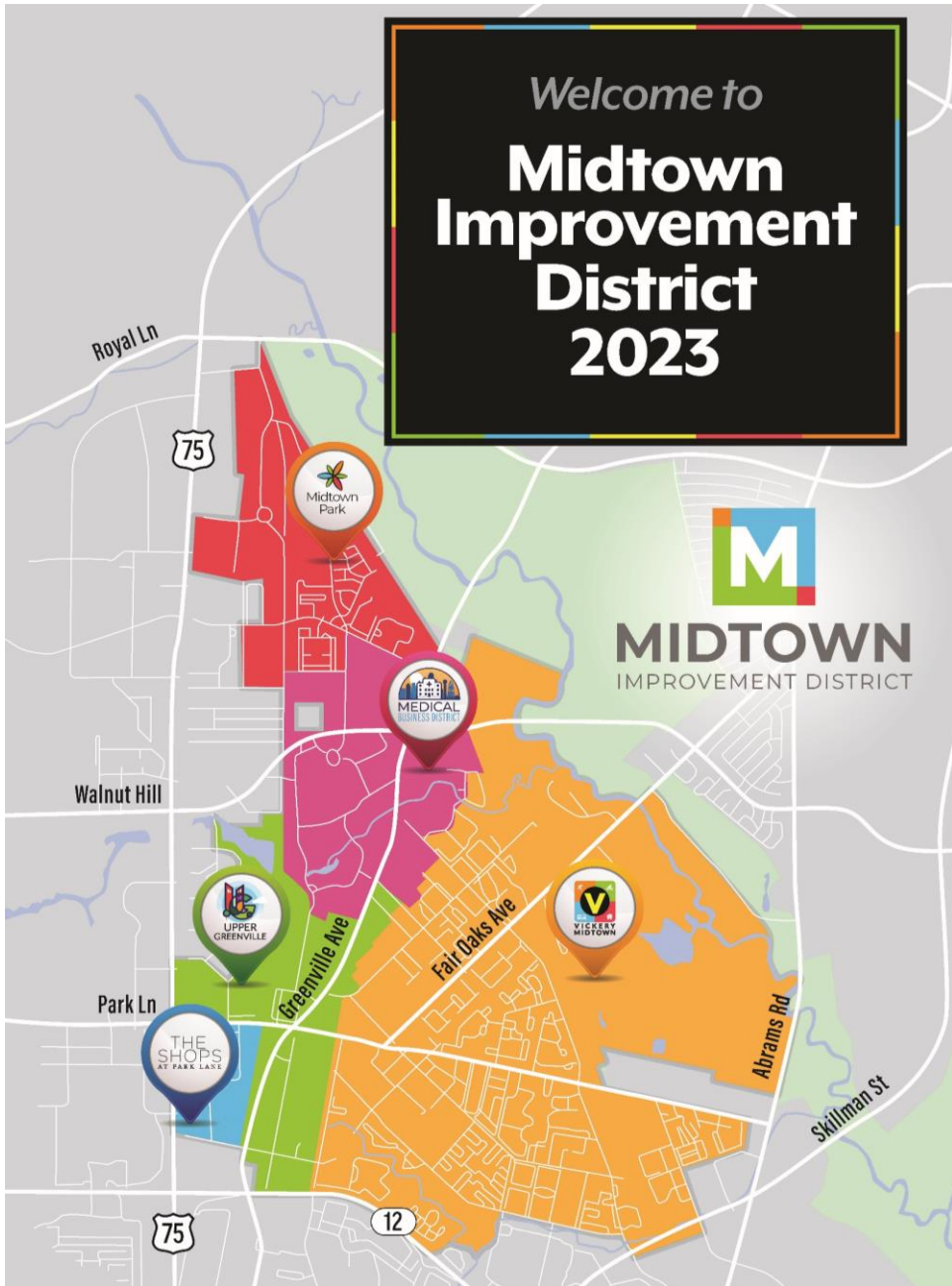


MID3IP- 2024 Bond Proposals

Midtown Central Bike Trail



Welcome to
**Midtown
Improvement
District
2023**



Q&A



Join A Committee!

- Capital Improvement and Economic Development
- SoPac Trail
- Beautification
- Public Safety
- Property Standards
- Resilience
- Community Engagement
- Marketing and PR
- Finance and Fundraising