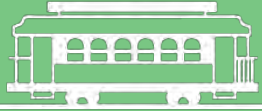


UPTOWN



DALLAS INC.®

SINCE 1993

UPTOWNDALLAS.NET
@UPTOWNDALLAS

OUR TEAM



Kathy Stewart
Executive Director



Michael Reeder
Director of Maintenance
of Public Spaces



Anita Simmons
Director of Marketing &
Communications



Chuck DeTufo
Director of Public Safety



Bailey Sanders
Project Manager



James Earehart
Block by Block Manager

BLOCK BY BLOCK



Phillip Hardy, Damian Hoadley, James Earehart, Johnny Rickett



UPTOWN
DALLAS INC.
SINCE 1993

WHO WE ARE

Uptown Dallas Inc. is the non-profit that manages and enhances the public improvements of the Uptown district. Funded by special assessments paid for and voted on by Uptown property owners, these assessment dollars pay for additional and supplemental services of public safety, capital improvement projects, maintenance, mobility, and engagement.



UPTOWN
DALLAS INC.



**591.8
ACRES**

**\$6.8
BILLION**

**93
WALKING
SCORE**

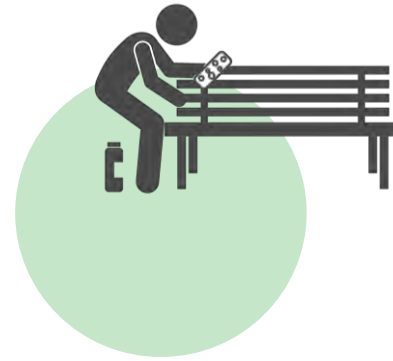
A LIFESTYLE DISTRICT

UPTOWN

DALLAS INC

2020 YEAR IN REVIEW

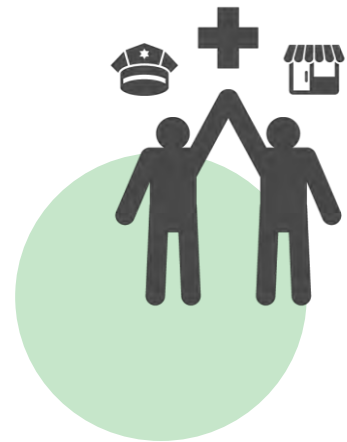
The pandemic presented several challenges, but UDI quickly made the pivot and began focusing our efforts on assisting the community, essential workers, and small businesses.



Cleaning public touch points, including benches, crosswalk buttons, trash bins and more.



Engaging with the community through mailers and interactive public art.



Supporting and promoting local businesses, healthcare workers and DPD.

KEVIN HICKMAN

Chairman of the Board

- UDI Board Member 7 Years
- Treasurer 2016-2020
- Vice-Chairman
- 2018 Chairman's Award
- MATA Committee Chairman
- Served on MATA board



BOARD OF DIRECTORS

**70%
OWNERS**

Commercial 30-40%
Residential 30-40%

**30%
RENTERS**

Commercial 20-25%
Residential 5-10%



UPTOWN
DALLAS INC.

BOARD OF DIRECTORS

The Uptown Dallas Inc. Board of Directors volunteer more than 2,200 hours each year to the organization.

John Ackerman
Michael Alost
John Armstrong
Robert Bagwell
Joel Behrens
Kelem Butts
Phil Cobb
Buddy Cramer
Kurt Day
Mark Dickenson
Sarah Dodd
Bob Edmonson
Matt Enzler
Whitney Farley
Judy Hearst
Pasha Heidari

Will Hendrickson
Kevin Hickman
Keith Hull
Mark Johnson
Jon King
Greg Kraus
Kylee Lambert
Yolanda Lawson
Noelle LeVeaux
Ramsey March
Paula Nemec
Kyle Noonan
Tony Page
Jud Pankey
Paula Peters
Joseph Pitchford

Zach Porter
Elliot Prieur
Phil Puckett
James Reeder
Ken Reese
Deborah Ryan
Matt Segrest
Scott Sherwood
Katy Slade
Neal Sleeper
Eric Soden
Seth Thatcher
Cheryl Thompson
Mike Turner
Robert Wright

David Blewett
Iman Cole
Kourtny Garrett
Rob Little
Larry McCoy
Vasavi Pilla



GOVERNANCE COMMITTEE

The Governance Committee guides UDI through policies, procedures, and fundamental standards.



CAPITAL IMPROVEMENTS COMMITTEE

The Public Realm/Capital Improvements Committee recommends programs and expenditures for improvements to the public space within or immediately adjacent to the Uptown district and oversees these items to completion.



TWO-WAY CONVERSION COMMITTEE

This Committee is overseeing the conversion of McKinney & Cole Avenues back to two-way streets. Uptown Dallas Inc. is in partnership alongside the City of Dallas, TXDOT and COG as this project gears up.



MAINTENANCE COMMITTEE

The Maintenance Committee utilizes best practices to keep the appearance of the Uptown district in pristine condition through landscaping, public right of way enhancements, as well as cleaning, hospitality, safety, and outreach.



MARKETING, OUTREACH & PLACEMAKING

The Marketing, Outreach and Placemaking Committee promotes, educates, enhances, and engages the Uptown district through marketing, communication, education, and art.



MCKINNEY AVE TRANSIT AUTHORITY

The MATA Committee supports and oversees the donation from Uptown Dallas Inc. while engaging with the trolley to ensure contractual obligations, conditions and goals are achieved.

ENJOY & EXPLORE

UPTOWN



UPTOWN DALLAS INC.
UPTOWNDALLASNET
TAG US @UPTOWNDALLAS



PUBLIC SAFETY COMMITTEE

The Public Safety Committee establishes, implements, and manages programs and processes which help ensure a safe, healthy, walkable environment throughout the Uptown district for property owners, residents, visitors, and business partners.



YOUNG LEADERSHIP COUNCIL

The Uptown Young Leadership Council works together to connect, engage, and bring a voice to the younger professionals of Uptown Dallas.



SECRETARY

Documents meeting minutes and active motions.



TREASURY

Oversees expenses, income, service plan, and auditing.

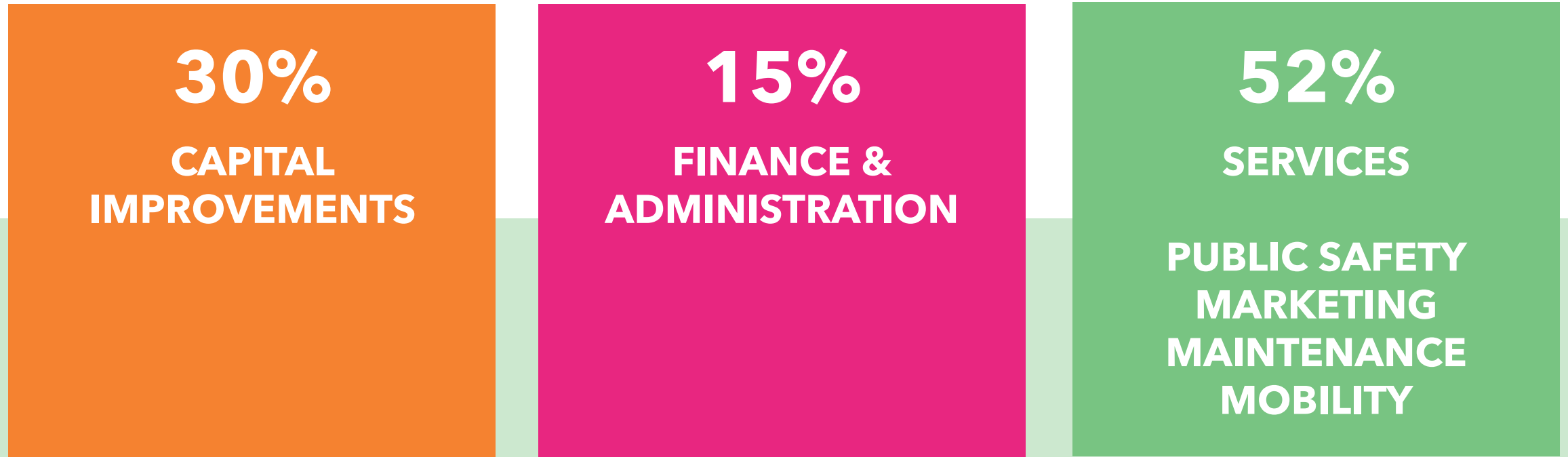
Exhibit B
UPTOWN PUBLIC IMPROVEMENT DISTRICT
SERVICE PLAN (2021-2025)

Income		2021	2022	2023	2024	2025
Net Assessments		\$2,967,045	\$3,263,750	\$3,590,124	\$3,949,137	\$4,344,051
Interest		\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Marketing Sponsorships/Other Income		\$45,000	\$50,000	\$55,000	\$55,000	\$60,000
Total		\$3,014,045	\$3,315,750	\$3,647,124	\$4,006,137	\$4,406,051
Expenditures						
Capital Improvements						
<i>(Median Landscaping, gateway markers, walking trails, parks, streetscape, Katy Trail)</i>	30%	\$904,214	\$994,725	\$1,094,137	\$1,201,841	\$1,321,815
Services						
<i>(Safety programs, maintenance & landscaping, trolley operations, traffic & parking, marketing and promotions)</i>	52%	\$1,568,713	\$1,725,750	\$1,898,215	\$2,084,901	\$2,293,006
Finance & Administration						
<i>(Staff Salaries & benefits, rent, office expenses, audit)</i>	15%	\$437,107	\$480,862	\$528,919	\$580,956	\$638,946
Insurance	0%	\$15,000	\$16,500	\$18,150	\$19,965	\$21,962
Contingency ¹	3%	\$89,011	\$97,912	\$107,704	\$118,474	\$130,322
Total		\$3,014,045	\$3,315,750	\$3,647,124	\$4,006,137	\$4,406,051

¹ Contingency funds: Allowance made for anticipated tax refunds due to protests by property owners; any unused funds will be spent in allowable budget categories.

FINANCIAL ALLOCATION

Assessment for the Uptown Dallas Inc. Public Improvement District is 0.045 cents per \$100



3% allocated to miscellaneous expenses



WELCOMES

**COMMANDER DEPUTY CHIEF
ISRAEL HERRERA**

NEW DEVELOPMENTS





Central Market

Central Market
REALITY INTO FOOD

Central Market
REALITY INTO FOOD

Central Market
REALITY INTO FOOD

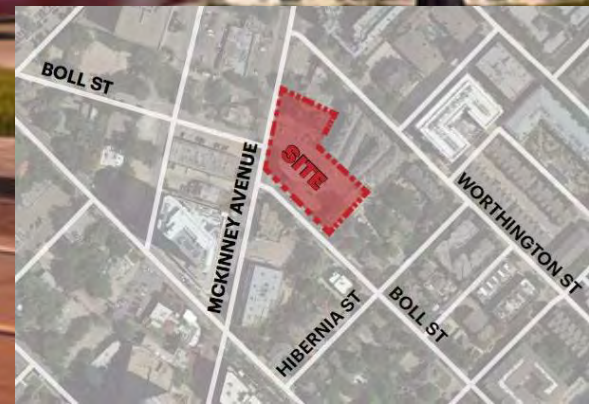
Central Market
REALITY INTO FOOD

OMNIPLAN

KDC

Central Market tower

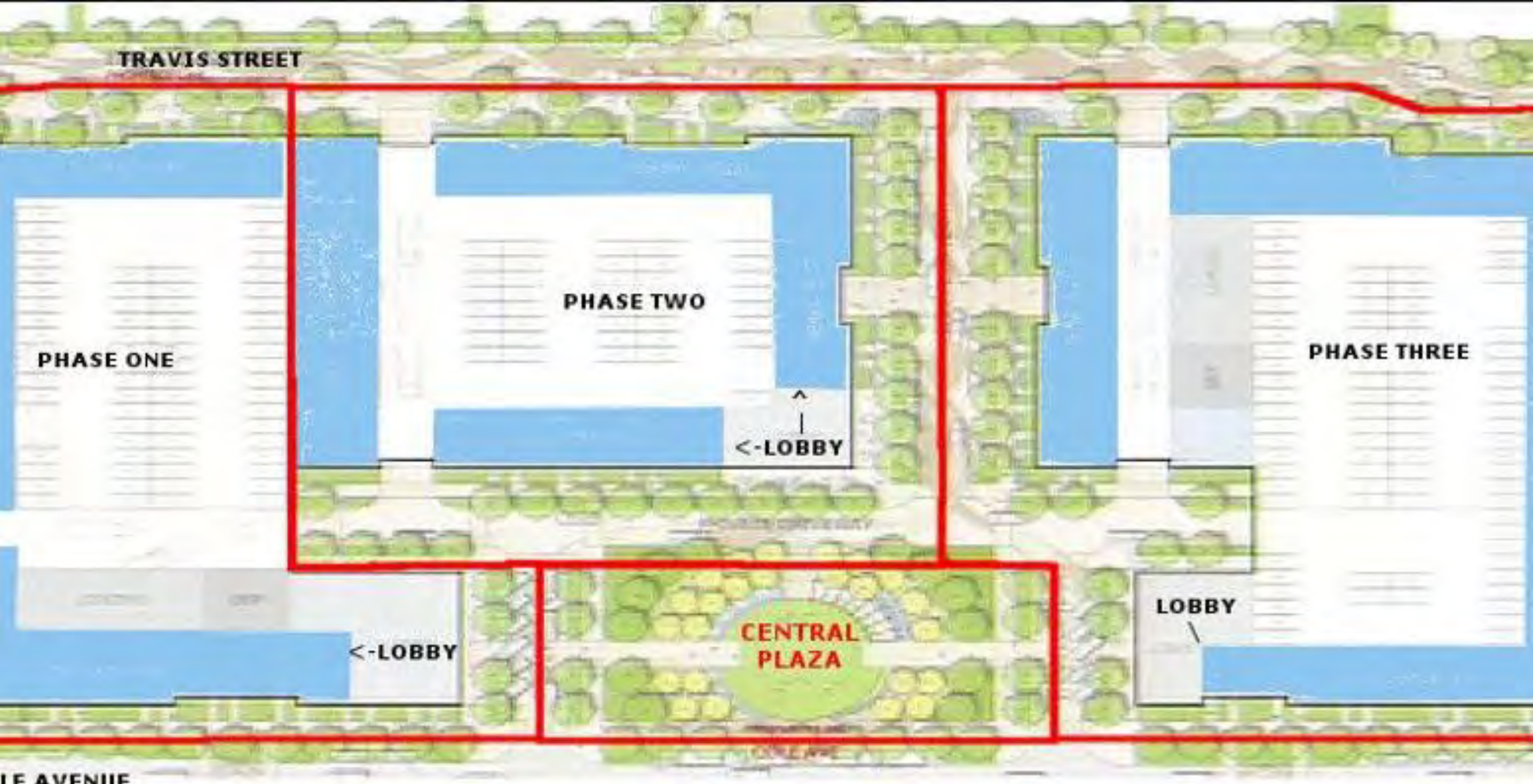












TRAVIS STREET

PHASE ONE

PHASE TWO

PHASE THREE

<- LOBBY

<- LOBBY

CENTRAL PLAZA

LOBBY

LE AVENUE

GABLES CITYPLACE SITE PLAN



CURRENT PROJECTS



ACTIVE PROJECTS

Dog Park - The addition of a dog park to the Uptown neighborhood is currently being considered by the City of Dallas in partnership with Uptown Dallas Inc.

ACTIVE PROJECTS

Programming - Uptown Dallas Inc. is currently seeking the management contract from the City of Dallas to more consistently program Griggs Park.





ACTIVE PROJECTS

Art Wall Project - Each month Uptown Dallas Inc. commissions a new local artist and unveils a new mural to the community.



ACTIVE PROJECTS

Historical Markers - Uptown Dallas Inc. will be installing 3 new historical markers by the end of the summer.

- Black Business District
- Little Mexico
- Transportation / Trolley

ACTIVE PROJECTS

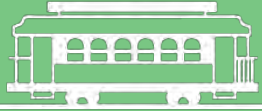
Two Way Conversion -
Adjusting McKinney & Cole
Avenues back to two-way
streets will calm traffic, allow
for pedestrian improvements,
and allow for additional
public amenities like pocket
parks/plazas.

Q&A



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