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UPTOWN DALLAS INC.
3600 MCKINNEY AVENUE, STE 210
DALLAS, TEXAS, 75204
214-871-2825

Dear Uptown Property Owner:

The Uptown Dallas Inc. Public Improvement District (UDI) is proud to be celebrating its 25th anniversary year. Since initiation in 1993, Uptown Dallas Inc. has maintained one of the lowest assessment rates of 4.5 cents per \$100. We strategically utilize these revenues to supplement public safety, construct public infrastructure improvements and improve common areas. Projects have included Griggs Park, the ongoing support of the McKinney Avenue Trolley, the maintenance of Cedar Springs medians, Anita Phelps Park, and public art installations like the crosswalk art at Lemmon and McKinney. Most recently, UDI has secured \$8 million in bond funding to convert McKinney and Cole Avenues to their original two-way neighborhood street design.

Since 1993, Uptown's property value has increased more than ten-fold from \$525 million to \$5.5 billion. Uptown Dallas Inc. has become the competitive advantage for enhancing the public realm and making Uptown a desirable place to live, work and play.

This year, 2018-2019, the Uptown PID is up for reauthorization and we need your help to continue this exceptional work. In 2017 we engaged with Progressive Urban Management Associates (PUMA) to develop a strategic plan which sets forth a vision and priorities for the future of Uptown. After much research, discussion and an online survey, Uptown stakeholders' top concerns were listed as:

1. Safety & Security
2. District Competition & Evolution
3. Marketing & Communication
4. Placemaking & Urban Design
5. Mobility: UDI's Role in the MATA Trolley
6. Mobility: Pedestrian Environment
7. Mobility: Parking

Uptown Dallas Inc. is already underway in addressing these priorities and we will be focusing on nighttime safety support, addressing mobility and continuing to foster a collaborative community through events and marketing in the months and years to come.

We hope you can continue to see the value our organization brings to Uptown and ask that you provide your support by signing and returning the included petition. Should you have any questions, please call our office at 214-871-2825.

Thank you for your continued support!

Handwritten signature of Judson Pankey in black ink.

Judson Pankey
2018 Chairman of the Board

Handwritten signature of Noelle LeVeaux in blue ink.

Noelle LeVeaux
Interim President & Executive