



UPTOWN
DALLAS INC.

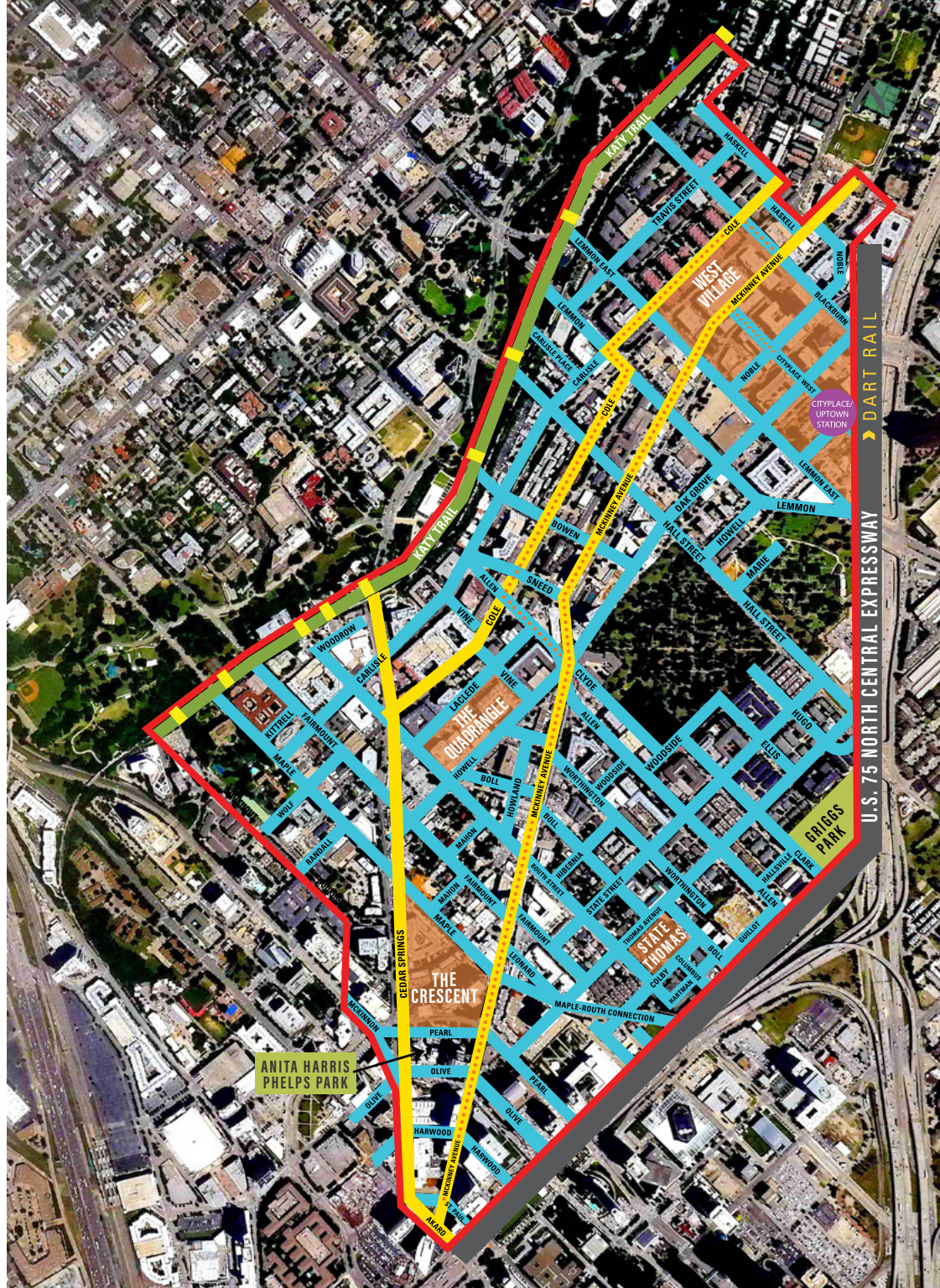
25

YEAR CELEBRATION

UPTOWNDALLAS.NET



UP TO YOU





UPTOWN DALLAS INC.

Since 1993, Uptown property owners have voted to enhance the Uptown district. By allocating a small assessment (4.5 cents per \$100), Uptown Dallas Inc. has been able to bring focus and engagement on new and supplemental services above and beyond the City of Dallas.

As the management company for the Public Improvement District (PID), Uptown Dallas Inc. emphasizes efforts in the following categories, making it the competitive advantage which makes Uptown the most sought-after, well-rounded, lifestyle district in Dallas.

PUBLIC SAFETY

CAPITAL IMPROVEMENTS

MAINTENANCE

MOBILITY & ACCESS

MARKETING & COMMUNICATIONS

FINANCE & ADMINISTRATION

Without Uptown Dallas Inc., it would be impossible to maintain all of the public improvements that make Uptown so unique. Our landscaped medians, lighted sidewalks, tree canopy and clean streets, the virtually graffiti-free district, and the McKinney Avenue Trolley simply could not exist without Uptown Dallas Inc.

— Joseph Pitchford, Managing Director, Crescent Real Estate Equities

WHERE WE'RE GOING

WHERE WE ARE,

For the past twenty-five years, Uptown has been Dallas' premiere live-work-play community. Today the district is home to more than 19,000 residents and is one of the most sought-after locations in all of DFW. Property values have increased ten-fold and with strategic projects from Uptown Dallas Inc., economic success will certainly continue.

WHERE WE'RE GOING

The future of Uptown is bright. Uptown Dallas Inc. recently developed a new strategic plan based on feedback from stakeholders and more than 1200 online survey responses. The results defined the following as top priorities for continued success:



CLEAN & SAFE

MOBILITY & ACCESS

PLACEMAKING

**MARKETING &
COMMUNICATIONS**

Uptown Dallas Inc. enables a collective group of property owners to create and maintain valuable public improvements in a way that individual property owners could never afford to do on their own.

— Neal Sleeper, President, Cityplace Company

UDI IMPACT:



- *The UDI Rover Program initiates additional security for the district as off-duty Dallas Police Officers patrol the neighborhood during peak times*
- *UDI partners with Block by Block, a clean streets and ambassador team that pick up trash and serve as additional eyes and ears for the neighborhood*
- *The creation of the Uptown Matching Grants Program has helped property owners repair a particular problem visible to the public realm*
- *More than 20 placemaking and public art installations*
- *8 sculptured Uptown javelins mark the entry points to the district*
- *Over 800,000 flowers and more than 1,000 trees have been planted*
- *The installation of more than 10 park benches have added to the community*
- *90 waste receptacles can be found throughout the district to assist in the clean streets of Uptown*
- *20,000+ cases of graffiti have been removed over the years, and typically within 24 hours*



CAPITAL IMPROVEMENTS

CAPITAL IMPROVEMENTS

A benefit of the Uptown Dallas Inc. PID is the ability to leverage internal funds to access much larger city, state and federal resources. These funds have helped develop and maintain projects like Griggs Park, Cedar Springs, McKinney Avenue street reconstruction, and support for the McKinney Avenue Trolley. Creating functional and beautiful public spaces adds to the property value and quality of life for Uptown residents and visitors.

TWO-WAY CONVERSION

MEDIANS

CROSSWALKS

PUBLIC ART & CULTURE

PLACEMAKING

EDUCATION



Uptown Dallas Inc. leveraged a small investment into over \$3.8 million from the City of Dallas Bond Program to pay for design and construction of a new multi-block median on Cedar Springs Road. It features pedestrian lights, new medians, brick crosswalks, and seasonal color.

— Robert Carrozza, President, Center City, Inc

MAINTENANCE

It's not just what you see, but what you don't see that makes Uptown unique. Uptown Dallas Inc. is vigilant in collecting and removing trash and graffiti throughout the district. Sweeping streets, planting seasonal floral, and tree maintenance are all important touches that add to the beautification of the Uptown district.



**CLEAN STREET
AMBASSADORS**

**UPTOWN MATCHING
GRANTS PROGRAM**

GRAFFITI REMOVAL

TRASH PICKUP

STREET REPAIR

MEDIANS

LIGHTING

**WORK CLOSELY WITH
THE CITY FOR SERVICES**

As a resident and business owner in Uptown, I have personally benefitted from Uptown Dallas Inc.'s efforts to not only beautify the neighborhood but provide safety enhancements. As a new homeowner, Uptown Dallas Inc. repaired a sidewalk in front of my home that was a hazard to pedestrians and added street lamps that light the walkways and streets.

—Yolanda Lawson, M.D., F.A.C.O.G.

PUBLIC SAFETY

Although the Uptown district has greatly increased in population, the crime rate has declined substantially since the creation of the PID. Uptown Dallas Inc. uses funding to provide supplemental services such as off-duty Dallas police officers to patrol the district during peak times.

● **UDI ROVER PROGRAM**

● **DECLINED CRIME RATE**

● **NIGHTTIME ECONOMY**



Uptown Dallas Inc. collaborates with the City of Dallas and the Dallas Police Department to add additional officers to the district. This has had a dramatic impact on reducing crime even while the population has increased.

— Kathryn Koons, President, Koons Real Estate Law

MOBILITY & ACCESS

MOBILITY & ACCESS

Uptown Dallas Inc. plays an important role in moving people safely and efficiently through Uptown. Our investment in the McKinney Avenue Trolley helps provide 5.2 miles of free transportation getting more than 635,000 annual riders to and from their destinations.

Uptown Dallas Inc. continues to research and plan for the future mobility in our district including ride share, bike share, scooter and other methods of transportation.

**MCKINNEY AVENUE TROLLEY
ANNUAL FUNDING**

**UPTOWN STATION /
CONNECTION TO DART**

**PEDESTRIAN FRIENDLINESS /
CROSSWALKS**

LIGHTING

RIDE SHARE

BIKE SHARE

BIKE LANES



It would be hard to imagine Uptown without the McKinney Avenue Trolley. Neither could exist without Uptown Dallas Inc.

— Phil Cobb, Founder, McKinney Avenue Trolley

MARKETING

The Uptown name is widely known as the premiere live-work-play district thanks to Uptown Dallas Inc. marketing and communication efforts. UDI plays an important role promoting Uptown and marketing the districts amenities and businesses through the Uptown Dallas Inc. website, social media channels, newsletters, public relations, community events and more.



UPTOWN REPUTATION

WEBSITE

SOCIAL MEDIA

NEWSLETTERS

PUBLIC RELATIONS

SPONSORSHIPS

COMMUNITY EVENTS

Uptown Dallas Inc. is an invaluable contributor that helps spread the word that Uptown is the best community in Dallas to live, work and play.

— Mike Turner, President, J. Elmer Turner Realtors, Inc.

GRIGGS PARK





Uptown Dallas Inc. is the competitive advantage to the Uptown neighborhood. With strategically utilized funds to enhance the public realm, Uptown quickly became Dallas' first live-work-play community. Today, Uptown continues to be the most sought-after neighborhood and the economic engine driving Dallas forward.

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