

Improvement in *Action*

**2024 Results Report
2025 Annual Goals and Strategic Plan**



Raising the bar...

For the Midtown Improvement District and its neighborhoods of Midtown Park, Vickery, Upper Greenville, The Shops at Park Lane and the Medical Business District.



Improvement in Action

Active Public
Safety Committee
with daily collaboration



\$515,000

Annual
Public Safety
Expenditure

7,300

Patrol Hours
in 2024

127,385

Patrol Miles
in 2024



Midtown Blues Community Public Safety Team Up:

A United, Cohesive Public Safety Program

An annual investment of \$515,000 with 20/7 patrols has major impact on improving safety within the district, on the SoPac Trail and district wide patrol.

Historical Part 1 crimes (murder and non-negligent homicide, rape, robbery, aggravated assault, burglary, motor vehicle theft, larceny theft and arson) are lower than they were since the inception of the Public Improvement District. (Source: Dallas Police Department Crime Reports).

Here's how Midtown Blues works. Our private security Midtown Blues team monitors Dallas Police Department Dispatch and responds to calls dispatched within PID boundaries. When not responding to calls, Midtown Blues proactively patrols the PID in an effort to curb illegal and criminal activity. Patrols are now performed 20 hours each day via security officers in marked cars.

In a platform that launched in 2023, Midtown District members can contact Midtown Blues at 972-263-6800, 24 hours a day, 7 days a week for response and support.

Additionally, Midtown Blues has teamed up with Dallas Police Department Northeast Patrol, DART Police, Dallas ISD, Texas Health police teams and The Shops at Park Lane private security for a comprehensive approach to public safety that brings all entities together to study and work to resolve public safety issues. The Public Safety Committee of these entities meets every other week to connect and problem solve.



Midtown Blues 24/7 Hotline

We maintain a 24/7 security hotline, (972) 263-6800, that allows our property owners and property managers to share concerns and questions with us so that our Midtown Blues can assist and bring in Dallas Police to help strengthen safety.



Keeping District Standards High with Midtown 311

Midtown Improvement District is the community's advocate for improvement.

We are calling for input from the community and will file on the community's behalf, lending expert interaction with City of Dallas for implementation.

Our Midtown 311 platform allows residents and businesses to report property standard issues on-line to the MIDTOWN CODE RED 311 application. The report is handed off to our internal code specialist who then files a verified 311 report to the City of Dallas. We follow up with the 311 issues until the matters are resolved.

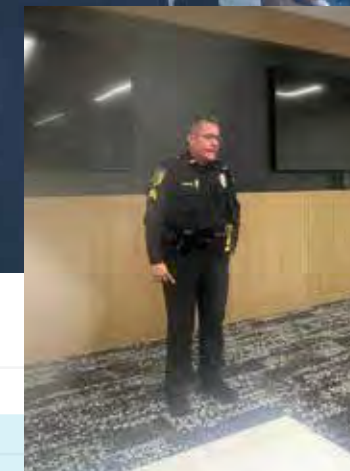
We will continually be collecting and aggregating data to study and evaluate areas of growth AND areas of need in our District.

Midtown 311 handled 226 cases for the community reported by residents and business in 2024.



Midtown Shares: Emergency Public Information Resource

Community information, support and relief information provided during emergencies and crises.





Resilience in partnership with The Bridge Homeless Recovery Center

Homelessness and encampments of individuals experiencing homelessness continue to be at the forefront of Midtown Improvement District's initiatives, working with The Bridge Homeless Recovery Center, City of Dallas Office of Homeless Solutions, Dallas Police Department and all property owners to humanely and effectively manage and find solutions for this social and public safety challenge across our City. Concentration of homelessness and panhandling continues in Midtown's high traffic intersections and in greenspace and wooded areas behind and amidst residential and commercial properties.

Midtown Improvement continues our innovative, hyper-local program to aid individuals experiencing homelessness in partnership with The Bridge Homeless Recovery Center, with support from City of Dallas, and the Office of Homeless Solutions. A grant has been provided for a local facility for Resilience by the Moody Foundation. To help mitigate this chronic problem since 2022 we have had Bridge counselors in the field working with struggling individuals. The counselors have enrolled many of these individuals in The Bridge programs; these results of healing require time consuming, detailed work with each individual person and their situation. 300-plus individuals have registered in The Bridge rehab and housing programs as a result.

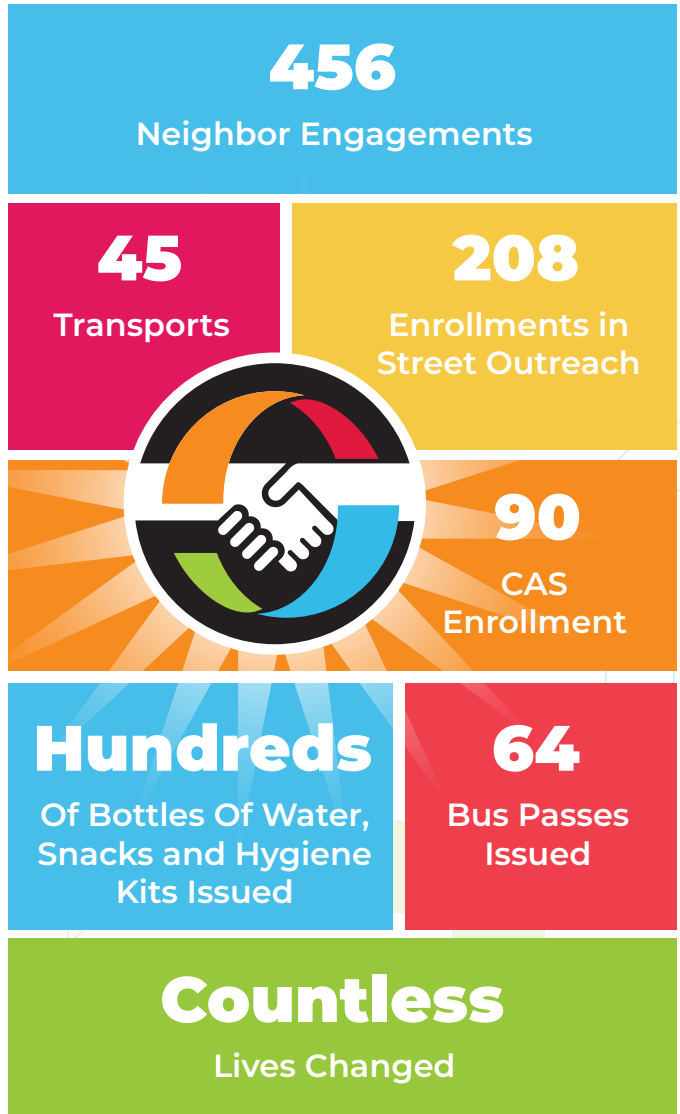


RESILIENCE
An Outreach Collaboration with **THE BRIDGE**

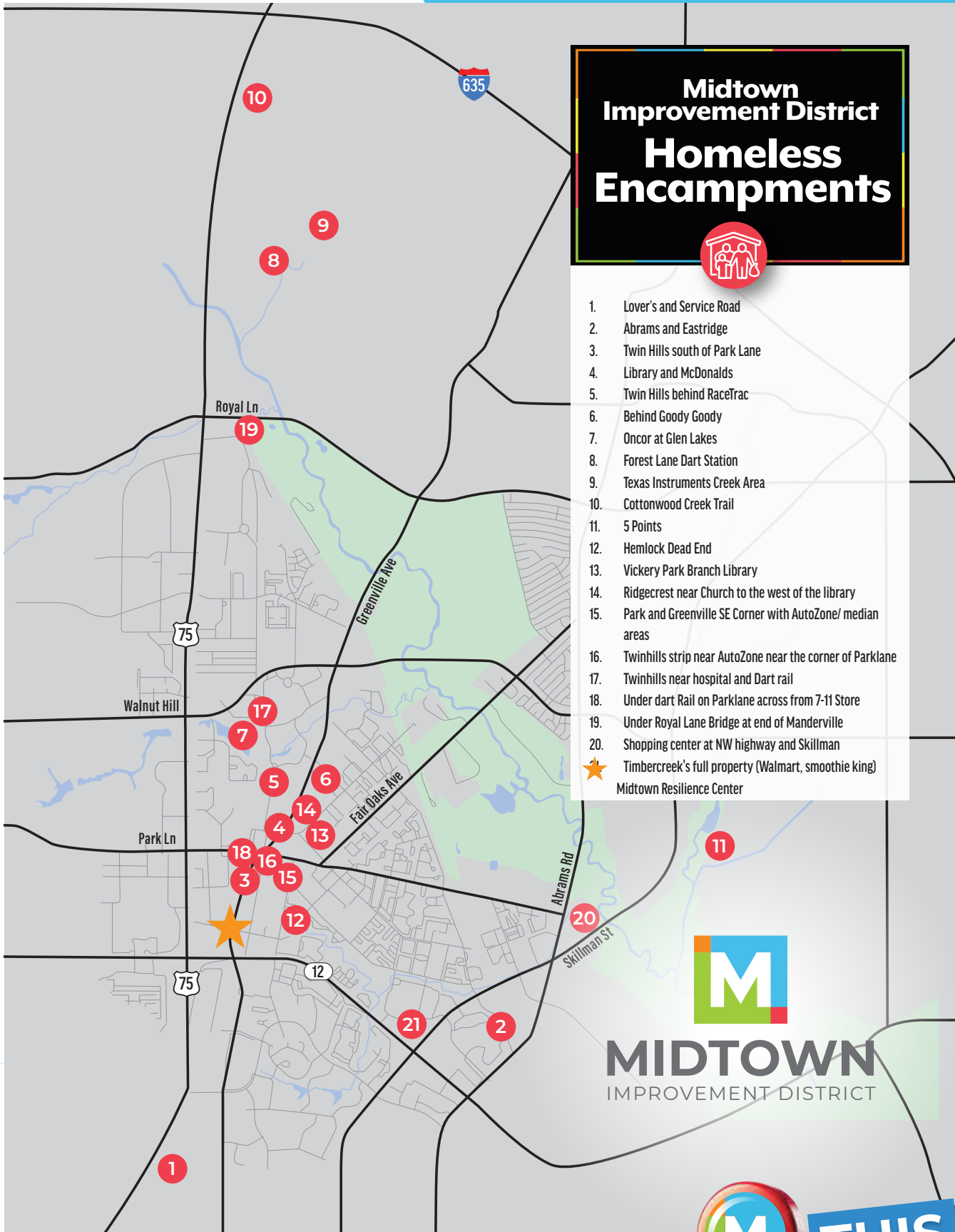


Midtown and The Bridge Homeless Recovery Center In-field Counseling Wins

Expert counselors connect on a weekly basis year round with individuals experiencing homelessness in Midtown. Here are the profound results of their detailed work with these individuals who are struggling to get them care and healing.



We show this encampment map to share with the community the wide reaching challenges we have as a district to assist and humanely and safely resolve and provide care for individuals experiencing homelessness in Midtown.



Improvement in Action

Research-based
infrastructure planning
and implementation
to benefit all



Midtown Improvement District
3IP
INCREMENTAL
INFRASTRUCTURE
IMPLEMENTATION PLAN



Midtown 3IP Incremental Infrastructure Improvement Plan

2024 and early 2025 have seen added progress driven by the Midtown 3IP. The Midtown 3IP is a research-based living strategic plan that will guide Midtown's improvements for decades to come. The City of Dallas continues to recognize the value of our research-based planning.

In 2024, the City of Dallas adopted the Midtown 3IP's recommendation to re-engineer traffic at Five Points at Fair Oaks and Park Lane.

As the population continues to grow in Dallas, the Midtown Improvement District is taking leadership in ensuring that the 1,000-plus acres encompassing beloved neighborhoods of Dallas have a strong infrastructure for the future for everyone.

The leading and innovative programs currently underway at the Midtown Improvement District are focused on the future connectivity of multi-modal transportation alternatives within the District and the economic and fiscal impact of appropriate Land Use Planning for future redevelopment within the District. To better identify, quantify, qualify, and prioritize its initiatives in this regard for the next several decades, Midtown Dallas, Inc. has directly sponsored collaborative studies. Midtown Dallas, Inc. purposefully chose a collaborative approach to the study inputs by empaneling each study with Dallas City Council, appropriate City of Dallas departments, TIF Board representative, industry professionals and select representative Property Owners from the District.

More studies are forthcoming from Midtown Dallas Inc.



The Foundations of the MID 3IP

Working with nationally highly acclaimed Kimley Horn firm and the City of Dallas, the District conducted an extensive community survey and analysis of the current transportation assets and resident and business needs and interests. This study and internal input serve as a foundation for the Midtown Improvement District Incremental Infrastructure Implementation Plan (MID3IP), a living strategic plan that will guide capital improvement projects in Midtown for decades to come. This plan will ensure that the District's transportation and mobility infrastructure will serve a growing community and endure through time.

The District's complete street model design is guiding how it approaches the improvement of the area to support pedestrian culture, providing everyone with wider, safer sidewalks and bike paths to access the District's unique amenity of The SoPac Trail. The latest report is available at midtowndallasinc.com.



Fair Oaks & Park Five Points Update

In order to manage better, safer vehicular traffic, pedestrian safety and thru-traffic this intensely busy Dallas intersection is being re-engineered.



MID Economic and Fiscal Impact Study

Midtown Improvement District has been an advocate for strong business growth with \$1.25 billion investment since 2006. One-third of the existing housing stock is currently being renovated. 1,200-plus housing units have been added to the marketplace in our District since 2023.



An Economic & Fiscal Impact Study was completed in 2023 to assess the long-term prospects of the area on behalf of property owners, City of Dallas, residents and businesses of Midtown. In order to help clarify the long-term potential of the Midtown Improvement District and justify Public Investment in the area, the District hired a nationally renowned third-party consultant, RCLCO, to complete an Economic and Fiscal Impact Study for the District. For oversight of the process, Midtown created an Advisory Panel which included City of Dallas Officials, City Council, MID Board Members and Industry Professionals. The results of the study are available at midtowndallasinc.com

MID and its Board of Trustees believe that the results of this study, coupled with the proposed projects of the MID3IP will assuredly be the driving influence in the future health and sustainability of the District.



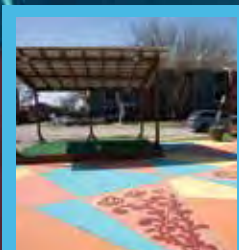
2024 WIN for Midtown

Fair Oaks and Park Lane Reconfiguration
Adopted by City of Dallas in 2024
Construction launch date to be announced

Improvement in Action

Improvement Wins with Placemaking, Beautification and Operations

Placemaking Branding Visibility



Midtown Plaza



Midtown Murals



Banners



Waste Management



SoPac Pillars



Continually Distinctive Maintenance, Improvements and Placemaking in Midtown

MID spent a total of \$240,400 for Property Standards for the 2024 year in the realms of maintenance, light repairs on Manderville, Rambler, and Midtown Park, landscaping and beautifying commercial ROW retaining walls throughout the district at Five Points Greenville Ave, three SoPac Trail entrances, Park Lane, Pineland Rd, Royal Lane, and Twin Hills Rd. Expenditures also included the shopping cart pick up program, as well as additional Beautification art added to the previously mentioned ROW retaining walls. Substantial funds were spent on the utilization of MID trash receptacles and monthly payments for the lease and emptying of the trash receptacles. Due to a severe weather, graffiti tags, and major homeless shift to the MID area, the district had a larger issue this year with debris, graffiti, and trash pickup.

Midtown Improvement District is continually placing the Midtown brand and its vibrant, colorful energy in physical locations across the 1,000 acre district in appealing ways, including:

- A beautiful covered stage, branded container for event vending and hosting and new durable furniture (benches and seating) installed in Midtown Plaza at Park and Fair Oaks.
- Midtown Street toppers finalized for installation across Midtown.
- All waste management receptacles completely Midtown branded in 2024 and 2025.
- Colorful neighborhood banner placement and maintenance and care through intense weather and storms of 2024 and 2025.
- Painting bridges and retaining wall structures throughout the district to create uniformity and protect from graffiti.
- Painted SoPac underpass at Fair Oaks Bridge structures and branded them the Midtown Dallas SoPac Trail.



Park Lane

We are working with the City of Dallas on the design of \$8 million in improvements on Park Lane, along with additional investment projects.



Dallas Park Land Management

As of April 2025, we have completed a new management agreement with City of Dallas for MID to manage and improve the SoPac Trail in Midtown.



Ridgecrest Petition

The \$7.2 Million Ridgecrest Petition was initiated by the MID to secure property owner support and funding to complete and redesign of Ridgecrest as a Complete Street. We have received the 65% design plans from the City of Dallas.

This is the heart of Midtown with more than 30,000 residents who call Midtown home.



Neighborhoods in Midtown

This center of commerce is a tremendous asset for our District, providing our residents with accessible, high quality retail, restaurant and entertainment amenities.



Midtown Plaza

As part of the overall continuation of this Project SafeNeighborhood - launched initiative, we have taken over the Better Block project at Five Points in Midtown and continue to enhance this new community space.



Dallas Public Library - Vickery Park Branch

We support and work closely with Vickery Park Branch to host events and support their programs for the community.

The growing residential district with premium multi-family, town home and single family communities, as well as acclaimed medical institutions, is bringing vibrancy and growth to our district.



Beautification and Waste Management

Management and maintenance of key areas through pick up, removal and management of public refuse across the District. You'll see our branded waste management receptacles everywhere that are convenient and cheerful.



Bridges of Midtown Improvement District

Murals and facade improvements are being made on highly visible bridges including Greenville Avenue over Northwest Highway, Meadow Road and Greenville and Walnut Hill at Greenville.

These improvements bring aesthetic value to the area and also contribute to vibrancy for our District and community. More coming in 2025 and beyond.

The historic Greenville Avenue of Dallas' northern section features diverse businesses from retail, to healthcare to office.



Improvement in Action

Capital Improvements and Economic Development and Community Outreach



SoPac Trailheads

First Trailhead at Park Lane
Construction Launch Date Q4 2025



New SoPac Trailheads

Midtown Improvement District is taking leadership to design and install beautiful trailheads all along the SoPac Trail in Midtown. These landmarks will feature monument signage, placemaking and locators for key cross streets of the SoPac. They will also feature maps, rest stops and recreation around fun and wellness for all ages.

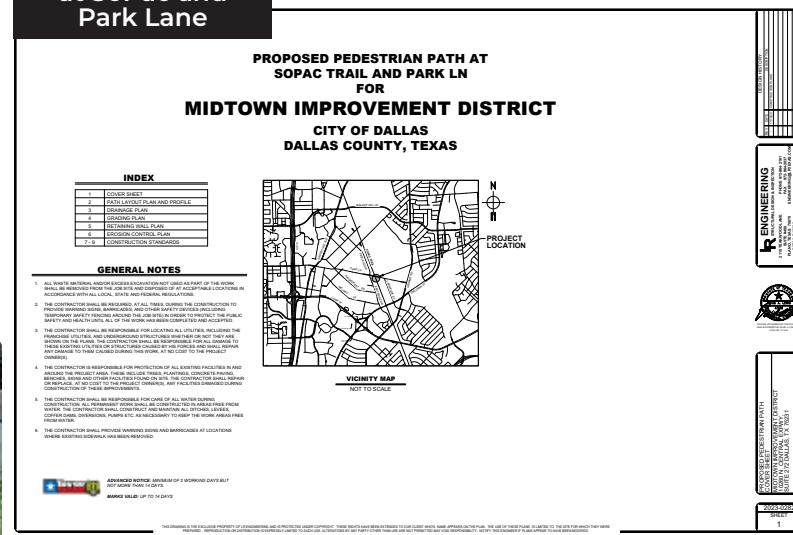
Designs for the Trailheads will be announced in 2025.

Construction on the first Trailhead at Park Lane and SoPac will begin in Q4 2025.

Plan for Holly Hill and SoPac trailhead



Pedestrian path re-engineering at SoPac and Park Lane



Capital Improvements

MID spent a total of \$193,600 for Capital Improvements for 2024 calendar year. That number being significantly lower than what we budgeted due to the holdup of the SoPac Trail contract in regards to constant overturn at various City offices. We are pleased that the SoPac Trail contract has finally been completed as of April 2025. Capital projects included creating uniformity amongst the retaining walls in the district to rid various graffiti, finalizing of the Mural on the Greenville SoPac Bridge, and re-branding, murals, and furniture of Midtown Plaza.

\$193,600

Capital Improvements
expended in 2024



Business Recruitment and Economic Development

MID spent no funding towards economic development in the second quarter, as this entire year was used to strategize on College Intern program, complete research on Business Development in addition to public Improvement District's nonprofit organization.

Much of this service category was utilized for planning and for the District Management Database being created by District 360.



Community Outreach

The district spent a total of \$230,100 in 2024 on community outreach. MID hosted in 2024 its first ever solo Back to School Fair in which over 5,000 free items were distributed to residents and youth in the district. The event was held at the Vickery Park Library on August 3rd and had an attendance of over 500.

During the 2024 year, MID met with more leaders in the community surrounding safety and homelessness. MID also partnered with multiple stakeholders in the district this year to provide support for back to school event and homelessness initiatives. Those stakeholders included Half Price Books, Costco, McDonalds, Texas Health, DART, DISD, The Shops of Park Lane and more.

During the 2024 year Midtown Improvement District hosted many of its own free community events in Midtown

\$230,100

Community Outreach
expended in 2024



Streetlight Reporting

Midtown Improvement District is honored to have been able to fund and maintain and manage more than 172 streetlights in Midtown Improvement District.

Our website has a platform to report streetlight outages on Midtown Improvement District streetlights that are on Meadow, Minglewood, Rambler, Manderville and Midtown Boulevard.

If you see an outage on any other streets in Midtown Improvement District which belong to ONCOR, we've got a platform for the community to file a Midtown Code Red 311 report as well. Please report ONCOR light on our Midtown 311 app platform.



Improvement in Action

Community Events For Youth and Families

During the 2024 year major high attendance events were hosted and funded by Midtown Improvement District with more than 10,500 items given away to youth and families during the 2024 year. This year MID hosted its own events to gain a more distinctive presence in the District, and garnered donations from District stakeholder brands to give away to youth and families.

Successful Programs Funded by Midtown Improvement District in 2024



Back to School Fair – August 2

Costco donated 350 book-bags and MID purchased 150 additional bags to make 500. Each book bag contained a notebook, 2 folder, 2 packs of paper, pencil, a pencil holder, a stress ball, hand sanitizer, and hydration tumblers. Totalling at over 5,000 items in give aways not including 40 Old Navy Gift Cards with \$50 each on them donated by The Shops at Park Lane and Old Navy! MID also provided free meals to everyone invited with 100 items donated from McDonald's and the remaining crowd being fed by MID with food purchased from local businesses.



National Night Out – October 1

MID honored all of the Dallas Police Officers, DART Police Officers, Dallas ISD Police Officers, Texas Health Police Officers and all Private Security and Public Safety Officers in the district with 250 stainless steel tumblers customized to their organization's logo and MID's logo as well as each officer's name on individual tumblers to showcase our continued partnerships. MID also gave away 2,500 items to attendees, including hydration tumblers, glow sticks, keychains, and stress balls.



10,500

Items given away to Youth
and Families in 2024





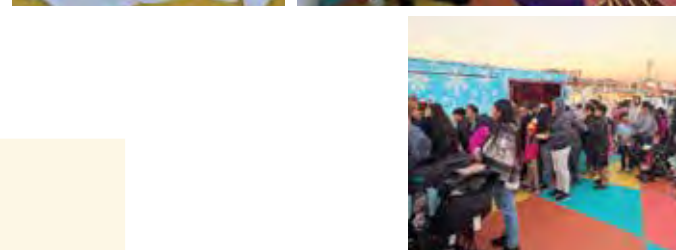
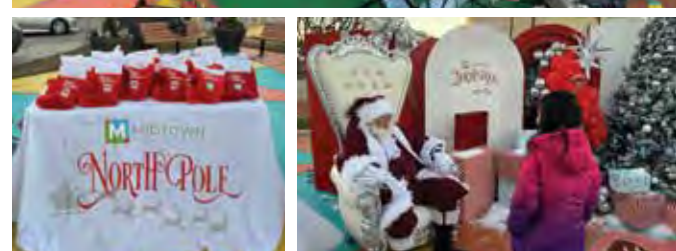
First Annual Literacy/Safety Fair BOOK IT Oct 23

MID held its first Annual literacy fair at the Midtown Plaza in the center of Five Points with more than 10 cases of books given away from a generous donation from Half Price Books and free afterschool snacks purchased by MID from Monarca Fruiteria and So Icy refreshers. During this event we were able to provide the children from Jack Lowe and Jill Stone Elementary and Sam Tasby Middle Schools with information about safety and books to increase literacy in the area. This was attended by 500 youth.



Midtown North Pole Holiday Fun Fest and Christmas Concert December 18

MID hosted a generous holiday event in 2024 with a live Jazz/Christmas Concert performance from students of Dallas ISD's Booker T. Washington High School for the Performing and Visual Arts. We gave away 500 stockings filled with 5 branded gifts free to the families. Food purchased by MID was served free to all attendees. Santa visited with children and families for photos. The event also featured holiday face painting for youth.



2025 Midtown Funded and Presented Events

In 2025, MID is preparing for its 2nd annual Literacy Fair where we will distribute educational coloring books in addition to the unlimited free books we are providing to students donated by Half Price Books. At this Book Fair we will have Dallas Fire and Rescue hosting a spot to teach about the various ways to avoid, put out fires, and overall fire safety. We will also have face paint and free afternoon snacks for the students.

All events from 2024 will be hosted again in 2025 to continue MID's active involvement and giving in the District. New in 2025 we will be hosting our first annual Health Fair in partnership with Texas Health in November. During this Health Fair we will have 1001 give aways of coats, turkeys, canned goods, and health screenings all for free!

Spring into Books - May 7

Back to School Fair - August 2

National Night Out - October 7

Fall Book It - October 22

1001 Donations Health Fair - Nov 22

**Midtown North Pole
Holiday Fun Fest - Dec 18**

Midtown Dallas, Inc. 2025 Goals

Community Engagement

- New location for MID Office and Resilience
- Include Retail tenants in the community planning/events
- Continue to expand the branding of Midtown
- Continue Book Fair and literacy programming with the Library and Half Price Books
- Continue Festival of Lights support programming with the community
- Add Health Fair with Texas Health involvement in November as annual event
- Continue programming of Midtown Plaza

Public Safety

- Increase commitment of Private Security hours and coverages
- Expand the CTA program with individual property owners
- Continue to lead with Community Security meetings with all interested parties including DPD
- Continue program of direct participation in National Night Out
- Expand the Midtown Blues movement to the general populace

Property Standards

- Add a field representative and contract maintenance administrator to the MDI staff.
- Further develop Midtown Code Red 311 programming and reporting
- Expand field maintenance commitment to the District

Capital Improvements

- Promote individual projects of the MID3IP
- SoPac Trail Trailhead at Holly Hill
- Sidewalks for Greenville Avenue for DART connectivity
- SoPac Trail Trailhead at Park Lane
- Jill Stone Sidewalk
- Holly Hill/Shadybrook Connection
- Hemlock Complete Street
- Develop and Define Midtown Central Transit Trail
- Commit to Maintenance Contract for the Ridgcrest Petition.

Economic Development

- Solicit Tenant participation within the District
- Promote Midtown Branding through PR initiatives
- Develop a grant-writing capability





Committees

The Midtown Improvement District has several active committees that engage with community and implement the programs for the District.

- Public Safety and Community Standards
- Beautification and Public Realm
- SoPac Trail
- Resilience, partnership with The Bridge Homeless Recovery Center
- Community Engagement
- Economic Development
- Marketing
- Finance
- Capital Expenditures

MID Staff & Board of Trustees

Shannon Freeman
Co-Executive Director

Nick Palles
Co-Executive Director

Fran Gallagher
Marketing and PR Director (contract)

Susie Hughes
Compliance Manager (contract)

Board of Trustees

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Executive Committee, President

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Executive Committee, Treasurer

Roger Albright

Tanya Brooks

Sabrina Bunks

Jane Costello

Mason Ice

Lynn McBee

W. Sandy Spurgin

Cara Talafuse

Ken Wright

Get Involved

Please reach out to us to share your suggestions. We love hearing from you!

Contact

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