Improvement in Action

WELCOME TO MIDTOWN'S 2025 ANNUAL MEETING PRESENTATION

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Agenda

- Welcome to Midtown
- 2024 Infrastructure Update
- 2024 Committee Updates
  - Safety & Security
  - Property Standards
  - Marketing & Community Engagement
  - Capital Expenditures
  - Sopac Trail
- Councilmember Gay Willis Office
- Q&A
- Adjournment

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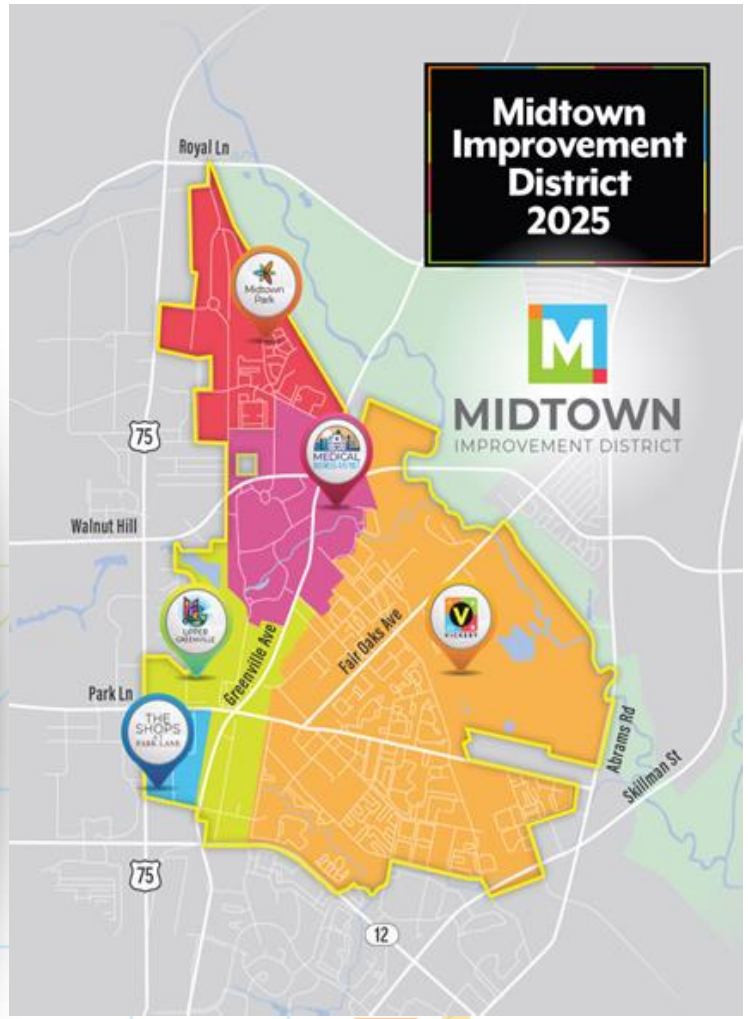
32 Years of Improve

- Over 2500 properties
- $1.25 Billion in assessed value
- Continuously defining Boroughs
- Boroughs defined as: Midtown Park, Medical, Shops of Park Lane, Upper Greenville, and Vickery



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Service Plan and Assessment

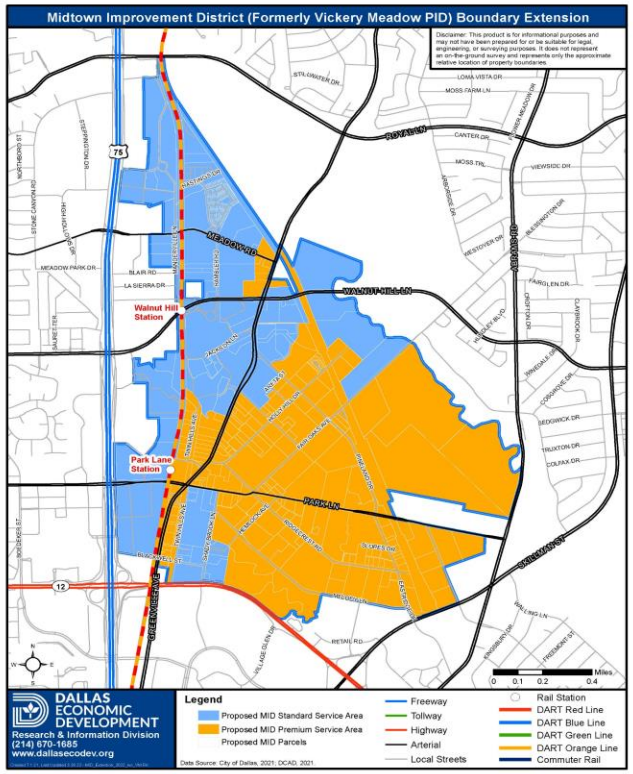

EXHIBIT B
MIDTOWN IMPROVEMENT DISTRICT
FINAL SERVICE PLAN 2025-2029

	*%	2024 Adopted	*%	2024 Amended	*%	2025 BUDGET	2026 BUDGET	2027 BUDGET	2028 BUDGET	2029 BUDGET
REVENUES:										
Net Assessment		$1,525,839		$1,525,839		$1,650,605	$1,973,037	$2,454,670	$2,906,114	$3,401,362
Interest Income		$3,150		$55,000		$36,078	$14,301	$0	$0	$0
Surplus Carried Forward		$957,472		$1,424,242		$934,242	$370,319	$0	$0	$0
TOTAL REVENUE		$2,486,461		$3,005,081		$2,620,925	$2,357,656	$2,454,670	$2,906,114	$3,401,362
DISBURSEMENTS:										
Public Safety & Security [1]	22%	$457,752	22%	$457,752	22%	$495,182	$591,911	$736,401	$871,834	$1,020,409
Capital Improvements [2]	40%	$834,909	40%	$834,909	41%	$913,614	$759,497	$466,387	$552,162	$646,259
Property Standard & Operations [3]	11%	$228,876	11%	$228,876	11%	$247,591	$295,955	$368,200	$435,917	$510,204
Community Outreach, Cultural Enhancement & Marketing [4]	11%	$228,876	11%	$228,876	10%	$231,085	$295,955	$368,200	$435,917	$510,204
Business Recruitment & Economic Development [5]	3%	$61,034	3%	$61,034	4%	$82,530	$78,921	$98,187	$116,245	$136,054
Administrative Expenses [6]	11%	$228,876	11%	$228,876	11%	$247,591	$295,955	$368,200	$435,917	$510,204
Insurance & Audit Expenses	1%	$30,517	1%	$30,517	1%	$33,012	$39,461	$49,093	$58,122	$68,027
TOTAL DISBURSEMENTS	100%	$2,070,840	100%	$2,070,840	100%	$2,250,605	$2,357,657	$2,454,670	$2,906,114	$3,401,362
ENDING FUND BALANCE	27%	$415,621	61%	$934,241	22%	$370,319	$0	$0	$0	$0

Notes:

* The % for each service category is calculated by dividing each category $ amount by total expenditures.

[1] Safety and security Initiatives, including by not limited to neighborhood safety database, SOPAC Trail & neighborhood security patrols, crime prevention

[2] Building and public space improvement including but not limited to, sidewalks, new landscaping enhancements, complete streets programing, low impact development features, net zero initiatives, transportation enhancements, neighborhood planning studies, district identification and wayfinding signage, design & construction services, and other district improvements. This service plan category has numerous planned projects as described below in Exhibit C. Many of these are projects were planned for previous years, but met delays causing budget surplus. As they are completed, they are expected to draw this surplus down to zero by 2025.

[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 programing, youth development activities, seasonal events; Marketing and promotion activities including but not limited to website, advertising, 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 operating a business

[6] Office Management & Items Required by PID Contract

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Public Safety & Security

7 Days, 20-hours of Patrol, 10 Hr. shifts
Monthly man hours 608, Yearly 7,300
95 Miles average per day , 2,890 mi monthly, 34,675 mi yearly
Combined total man hours 1,216 monthly 14,600 Yearly
Combined total mileage 10,6106 monthly and 127,385 yearly

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Property Standards

- Utilized $240.4K in 2024 on Property Standards
- PID has been able to assist and direct City of Dallas areas of extreme distress, resulting in numerous mass encampment cleanups
- Improved areas include but not limited to: Fair Oaks, Parklane, Hemlock, Shady Brooks, Twin Hills, and Skillman.
- MID has significantly expanded its maintenance contract perimeters in the district totaling at 104.7K
- MID has replaced 172 streetlights throughout the MID and maintain monthly usage
- Total annual contribution of $17k for lighting

Midtown's 2025 Resilience Wins

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456
Neighbor Engagements

45
Transports

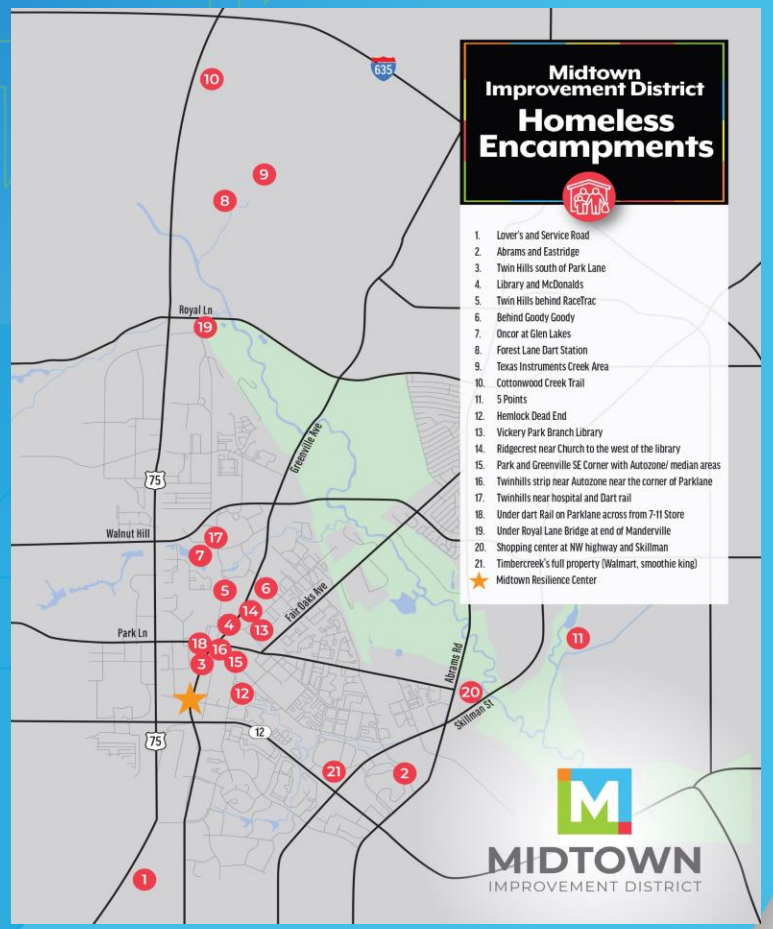
208
Enrollments in Street Outreach

90
CAS Enrollment

Hundreds
Of Bottles Of Water, Snacks and Hygiene Kits Issued

64
Bus Passes Issued

Countless
Lives Changed



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Marketing

- **Current and Forthcoming in 2024 – 2025**
- Annual Report and Strategic Plan 2024
- Monthly newsletter
- Website ongoing updates and enhancements
- 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

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Beautification & Branding

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Beautification & Branding

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Community Engagement

- Will host 6 annual events each year beginning in 2025
- Held 4 annual events in 2024
- Will Host 2 Seasonal Literacy Fairs, Back2School, NNO, and New Annual Health Fair
- Held 3nd Annual Christmas FunFest as continued use for Midtown Plaza
- Last Year's Funfest held live performances from DISD school Booker T High School

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Community Events

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Cap Ex Project Updates

- Strategic Mobility Study/MID3IP
- Midtown Plaza
- SOPAC Trail
- Park Ln/Fair Oaks

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MID3IP

Street Improvement Projects

a. MID Existing and Funded Complete Streets with Multi-Use Trails

b. Proposed Complete Streets with Multi-Use Trails on Existing MID Streets

- c. Future New MID Complete Streets with Multi-Use Trails

d. Full Future MID Complete Streets Roadway Network Vision

Trail Improvement Projects

a. Existing and Funded Multi-Use Trails

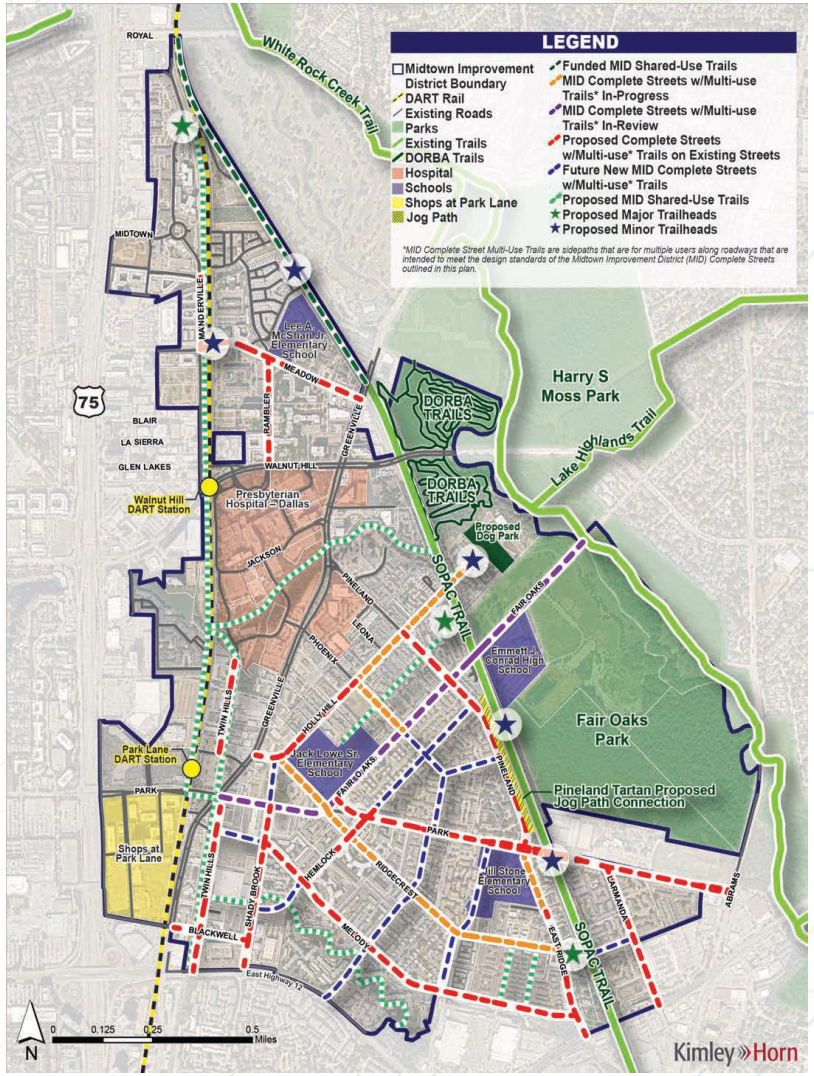
b. Proposed Multi-Use Trails and Trailheads

c. Full Future MID Complete Trail Network Vision

Intersection and Transit Improvement Projects

a. Intersection Improvements

b. Transit Improvements



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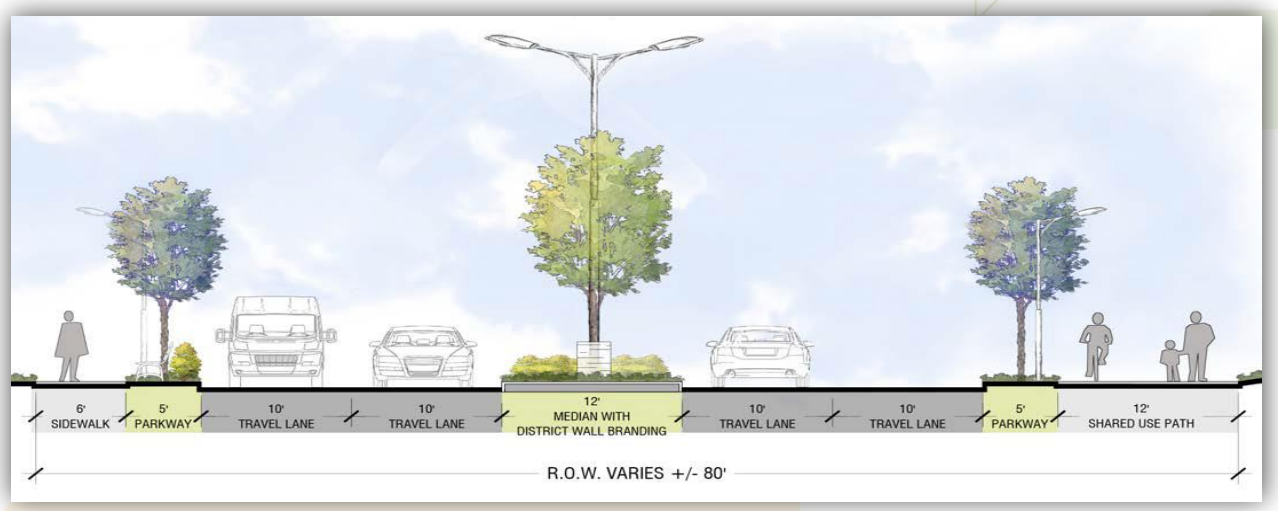
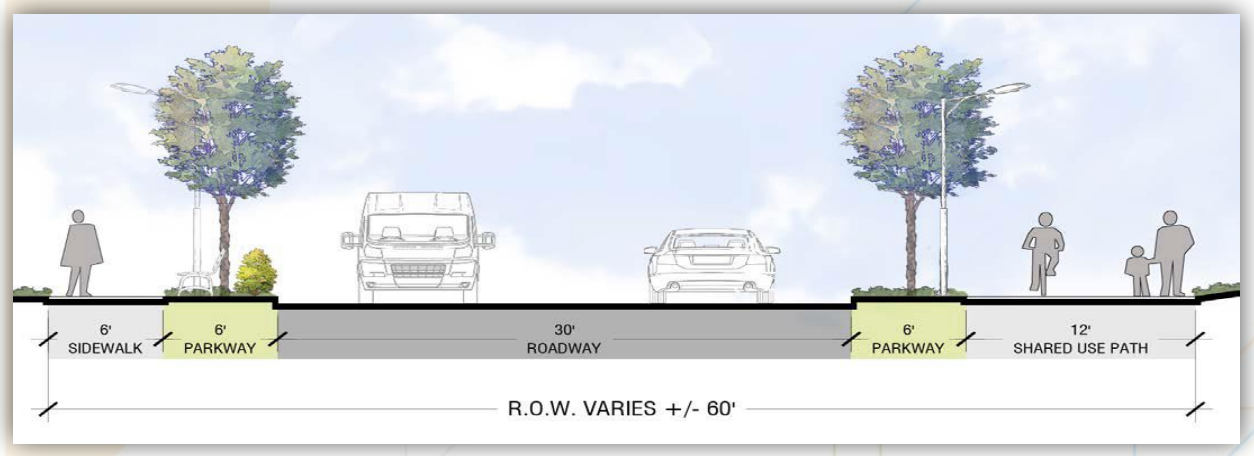
MID Incremental Infrastructure Implementation Plan (MID3IP)





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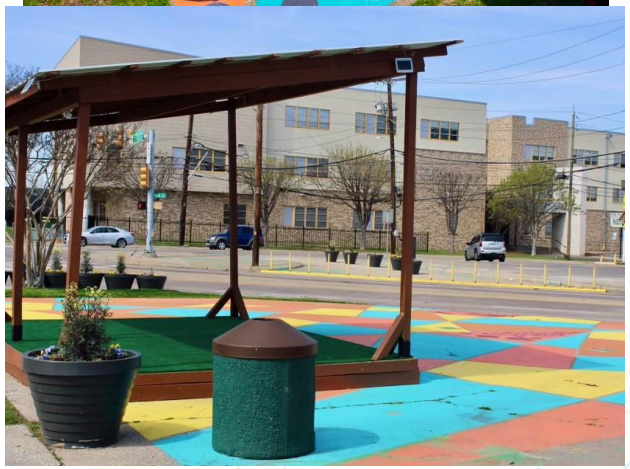
Midtown Plaza



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SOPAC Trail

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

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SOPAC Trail- Park Lane Trailhead

DALLAS INTRAURBAN SOPAC MIDTOWN TRAIL CONNECTOR

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SOPAC
MIDTOWN
TRAIL CONNECTOR

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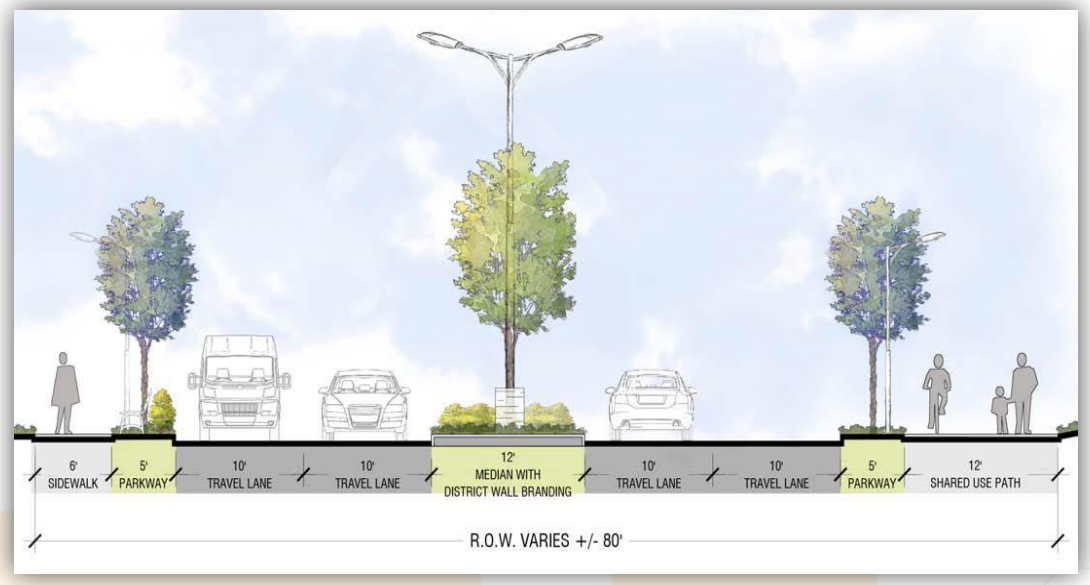
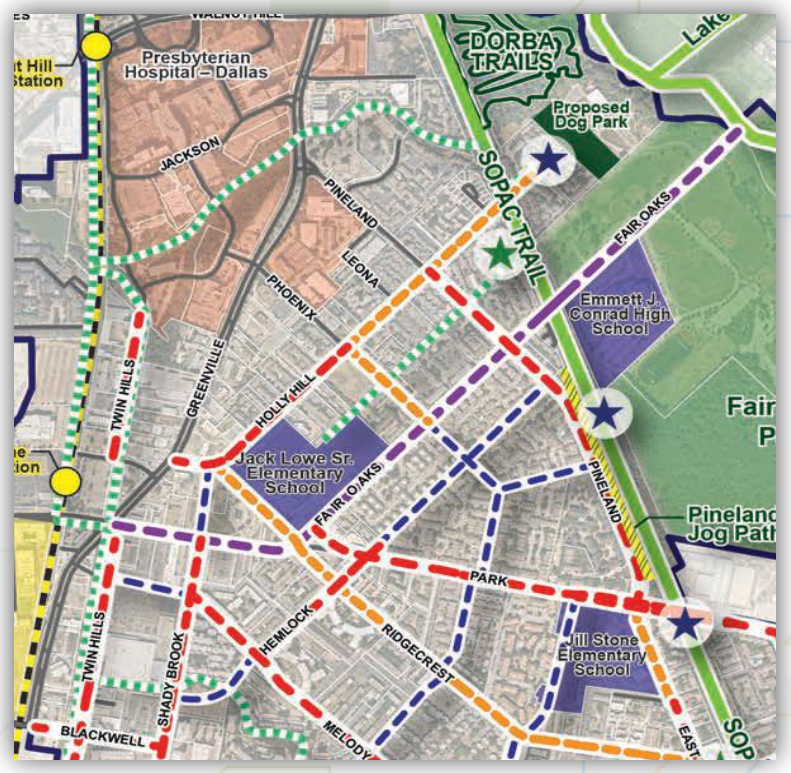
MID3IP- Park Lane and Fair Oaks





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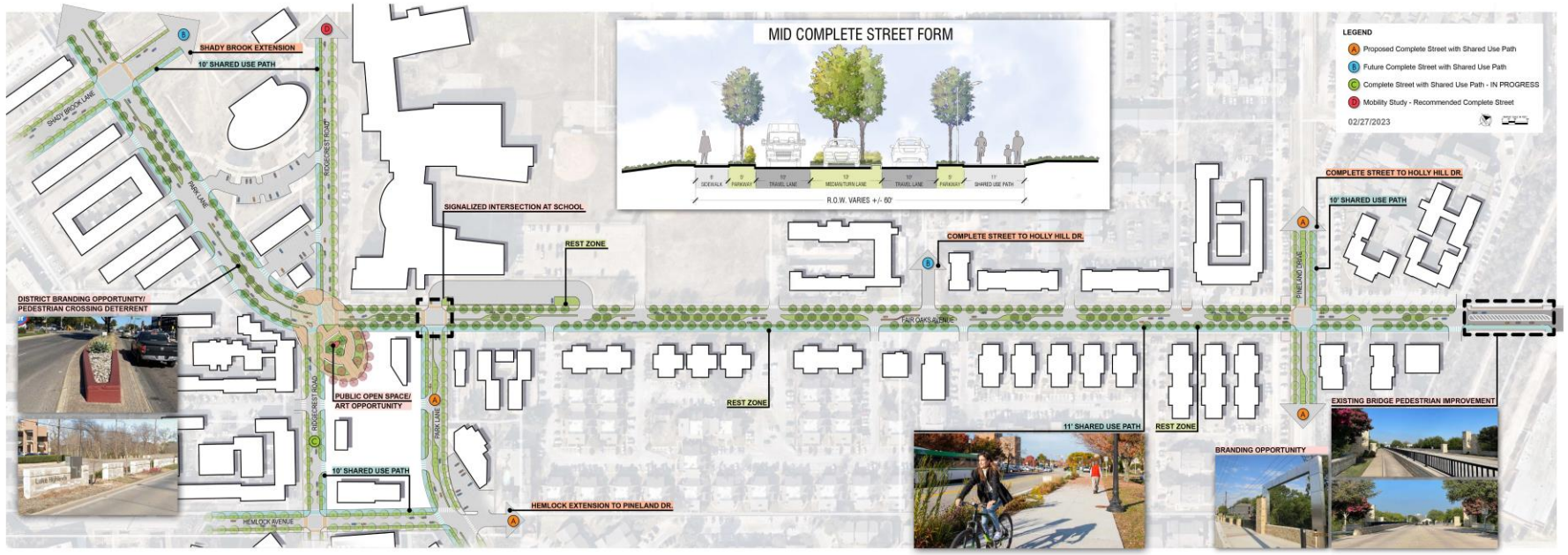
MID3IP- Park Lane and Fair Oaks

MID Five Point & Fair Oaks Avenue Conceptual Streetscape

MIDTOWN IMPROVEMENT DISTRICT Kimley»Horn



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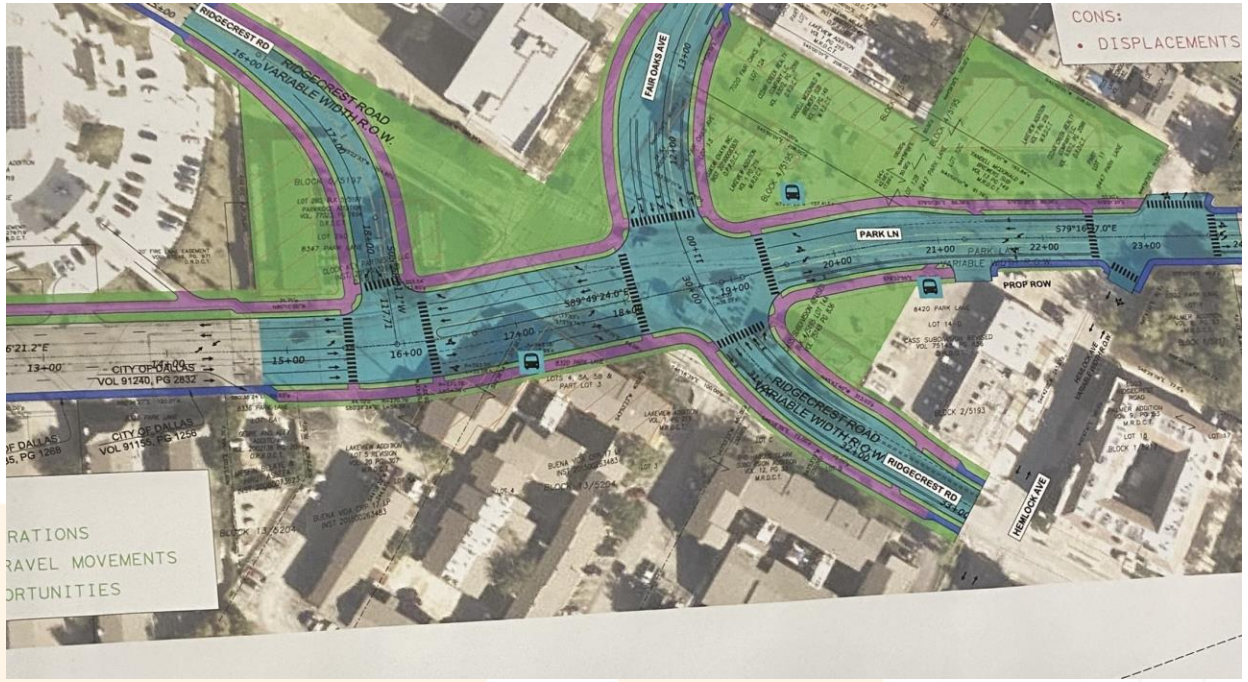

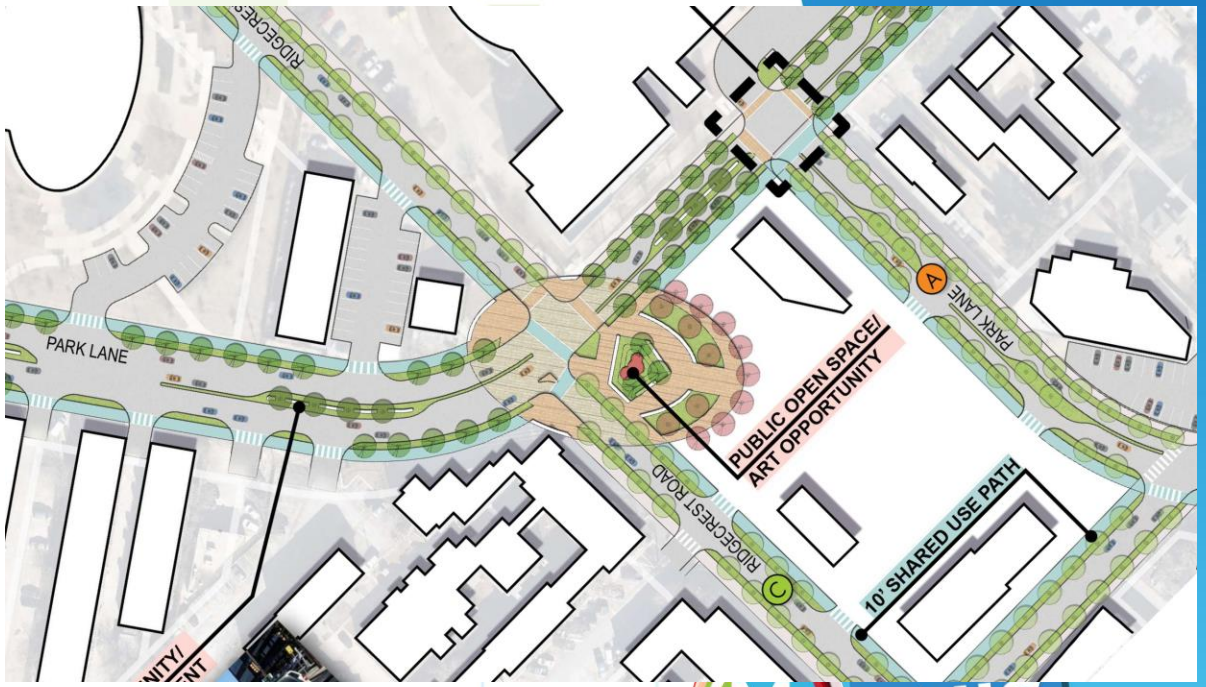

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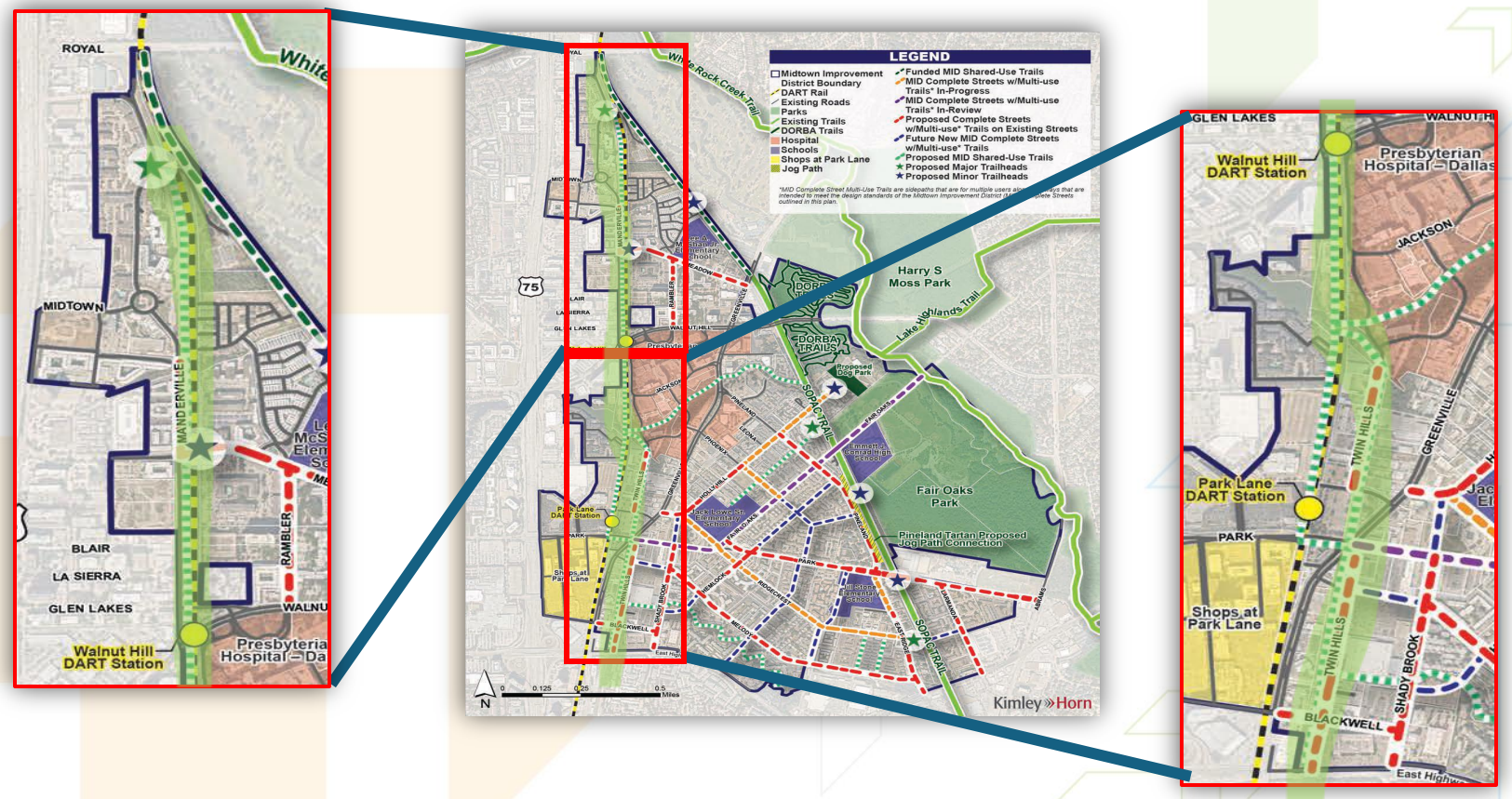
Midtown Central Bike Trail



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2025 Strategic Goals

- Implement installations of 2 of the 4 approved and budgeted Trail Heads(Designs for 1st Trail head have been completed and submitted, MID Under contractual negotiations for SQPAC Trail Management Contract; Completion Of Contract is the expected start date of Construction)
- Develop Economic Development strategy to release new programs structured for business memberships (programs to include additional security measures, reports, etc.)
- Initiate the design process for the new bike trail on Oncor's transmission line property
- Further develop safety alliances/nets in the District for preventative safety measures (Include DD, Texas Health, DIS, and Heartland Patrol and Security)
- Create a funnel of resources to decrease homelessness encampments within the district (Including inspections of the district with Council, City Officials, and DPD)
- Further develop functioning Internship Program that trains collegiate students the structure of Nonprofit, City Leadership, and more

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Welcome D13 Councilmember Willis

City of Dallas

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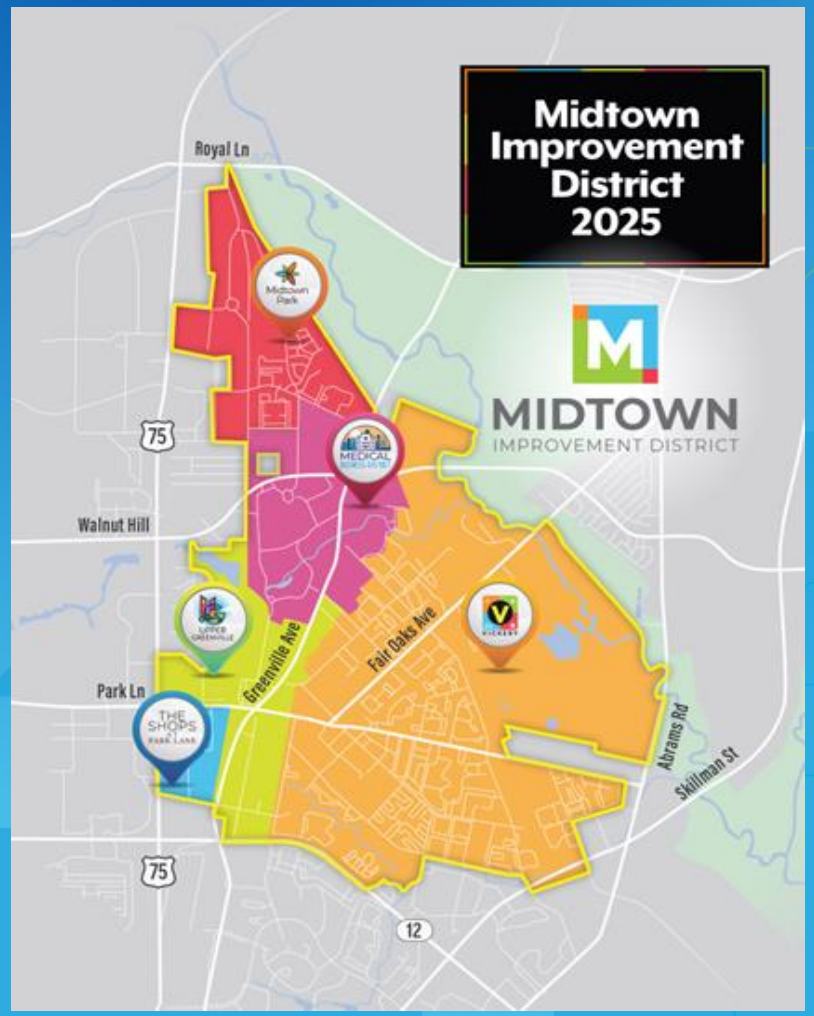

Q&A

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IMPROVEMENT DISTRICT

Thank you for your time.
Discover more at MidtownDallasInc.com

972.373.4043 | MidtownDallasInc.com | community@midtowndallasinc.com

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