

# Membership

Competitiveness



DOWNTOWN

DALLAS INC

Membership revenue allows Downtown Dallas, Inc. to **advance its mission** through support of **economic development, public policy, planning, advocacy & strategic marketing efforts.**

**As a member, your benefits include:**

**Opportunity for appointments to Downtown Dallas, Inc. committees, task forces and special project groups.**

Examples of recent committees include:

- Capital Improvements Committee
- Maintenance Committee
- Public Safety Committee
- Retail Committee
- Downtown Security Directors Association
- Housing Task Force
- Parking
- Downtown Dallas 360 Workgroups
- Marketing Focus Groups

**Discounted rates to Downtown Dallas, Inc. forums, luncheons and other programs and events**

**Inclusion in the Membership Directory**

**Opportunity to feature your business or profile in Downtown Dallas, Inc. e-blasts, newsletters, social media, and websites.**

**Opportunities for additional exposure through special event sponsorship and advertising programs**

**Access to new employee/new business welcome packages**

As a member, Downtown Dallas, Inc. staff is at your disposal to customize programs that help achieve your business goals Downtown. Our professional staff is happy to assist you in organizing programs like:

- Public Safety Seminars**
- Progressive Dinners**
- New employee orientation**
- Volunteer projects and events**
- PR opportunities and special announcements**

Downtown Dallas, Inc. works on a local, regional and national legislative level to advance Public Policy that improves the business climate and quality of life Downtown. Some of our recent work that has benefitted our members includes:

- Amending the City of Dallas Sign Ordinance to allow for multi-level signage on commercial office buildings to assist in corporate recruitment and retention**
- Expansion of the City of Dallas Supergraphics ordinance**
- Expansion of the City of Dallas Sign Ordinance to include Video Boards in the Main Street District**
- Creation of a “no tolerance” policy on panhandling, and enhancement of the Panhandling Ordinance to make panhandling illegal 24/7 throughout Downtown**

# Mission

Downtown Dallas, Inc. is the principal advocate, champion and steward of Downtown, affecting change by developing strategies, setting targets and mobilizing resources that:

**Stimulate** a vibrant and sustainable Downtown environment. **Improve** infrastructure. **Enhance** economic competitiveness. **Create** a culturally inclusive urban center. **Position** the area as a global destination.

Downtown Dallas, Inc.'s annual **Program of Work** is based on the following **Focus Areas**:

**Quality of Life**

**Economic Development**

**Housing**

**Maintenance & Capital**

**Improvements**

**Urban Planning**

**Transportation**

**Public Policy**

**Marketing & Events**

## More of what we do.



### Downtown Dallas, Inc...

**Over the last ten years has contributed over \$30 million to safety, maintenance and capital improvement programs in the Central Business District.**

**Funds and manages the Downtown Safety Patrol, a 45-member private security force dedicated to the CBD**

**Funds and manages the Clean Team, 11 employees keeping CBD streets clean and maintained**

**Managed and raised funds for the installation of more than 90 security cameras Downtown**

**Keeps you up to date with the latest Downtown news through e-blasts, newsletters, social media, and websites**

**Manages the maintenance and programming of seven Downtown parks**

**Produces and supports more than 40 events each year, ranging from educational forums to community festivals.**

**Launched the "Make a Bold Move" corporate recruitment campaign in partnership with the Mayor. In the last two years, more than 60 companies have relocated Downtown.**

Downtown Dallas, Inc.'s programs are funded in three primary ways: **(1) Membership.** Downtown Dallas, Inc. funds its public policy, advocacy, marketing and economic development initiatives through membership. This includes initiatives related to all 15 of Downtown's districts, which includes approximately a 1.5-mile radius around the CBD. **(2) Administration and management of the Downtown Improvement District, a Public Improvement District bounded by the "freeway loop."** A PID is a self-imposed assessment on specific properties, with the purpose of providing supplemental services above and beyond those of the City. Funding is allocated specifically to programs within the boundaries of the CBD, and for specific services related to safety, maintenance, capital improvements and communications. **(3) Program and event sponsorship.** DDI Members are given the opportunity to increase participation through sponsorship of special events and contributions to special DDI programs. These dollars are allocated for specific expenditures related to the particular initiative and often come with increased media, consumer and/or stakeholder exposure.



**DOWNTOWN  
DALLAS INC**

2200 Ross Avenue  
Suite 4600E  
Dallas, Texas 75201  
p 214.744.1270  
f 214.744.1986

For more information regarding Downtown Dallas, Inc.  
programs and membership, visit [downtowndallas.org](http://downtowndallas.org)