



June 2015

Downtown Dallas is at pivotal moment. Our collective efforts have revitalized the city's urban core, transforming it into a thriving destination brimming with commerce, culture, recreation and a burgeoning sense of place. Public and private interests have never been greater, creating new opportunities and a new list of "things to get done." Thoughtful and holistic planning is critical to ensuring we protect the assets we call ours today, and leverage them toward future success.

Downtown Dallas 360 has served as the guiding plan for Downtown since 2011. Authored as a public-private partnership between Downtown Dallas, Inc. (DDI), the City of Dallas, private interests and the community, it has established a collective vision and implementation strategy for Downtown:

Downtown Dallas is a complete urban center composed of distinct yet interconnected districts linked by an accessible transit network, each offering a unique and diverse combination of places to live, refreshing open spaces, bustling street activity, successful business and retail, and dynamic urban experiences for residents, workers and visitors alike.

Downtown Dallas 360 was created as a dynamic document, setting priorities and outlining tactics while establishing a process by which planning remains nimble and responsive to progress. Out of 67 action items in the 2011 plan, most of the boxes have been checked as "complete." Furthermore, significant developments have advanced that will have overlapping radii of impact in and around Downtown, emphasizing the need for coordination, connection, and an affirmation of what we want Downtown Dallas "to be." Therefore, beginning in June, DDI and the City of Dallas, along with our partners and the greater Downtown community, will launch the process of evolving Downtown Dallas 360 into strategies relevant to today through 2020.

As a key organization with interest in and commitment to Downtown, we invite you to be an integral part of the process as a partner organization. We are seeking partners who will participate at critical points in the plan's development by providing critical feedback, prioritization and technical input. We also ask that partners help to advocate for 360, and promote participation to your constituencies. Partner meetings will be held approximately every six weeks throughout the 12-month workflow, with opportunities for committee, volunteer and focus group participation in between.

A public kick-off event, including a presentation from consultants MIG, group discussion and an interactive neighborhood gallery and reception, will be held on Wednesday, June 17, from 6:00 – 8:00 p.m. at the Pegasus Room. An invitation with details has been provided. Should you choose to partner with us, we ask that you distribute the invitation to your membership list – we hope for any and all to attend!

Please respond with your willingness to become a partner organization to Megan Spooner, spooner@downtowndallas.com or 214-744-6651. Also, if you choose, please provide your logo for partner recognition on the 360 web site as we would love to recognize you. Questions about participation and process may be directed to Kourtney Garrett, garrett@downtowndallas.com or 214-744-6657.

We look forward to your participation!