



grow South

YEAR 6 PROGRESS REPORT



ACCELERATORS

strategies to reach long-term goals

ADVISORY COUNCIL

Areas of Focus



- Held over 20 presentations to real estate professionals
- Created a map highlighting the available commercial real estate
- Created the collective approach to capitalize on the over 60,000 students enrolled in higher learning institutions in southern Dallas

COLLECTIVE IMPACT

3 Areas of Focus



INFRASTRUCTURE

- Integrated Health Clinic board formed
- Two generation education/workforce project

WORKFORCE

- Workforce coalition formed (14 members)
- Ten mini opportunity fairs in apartment complexes

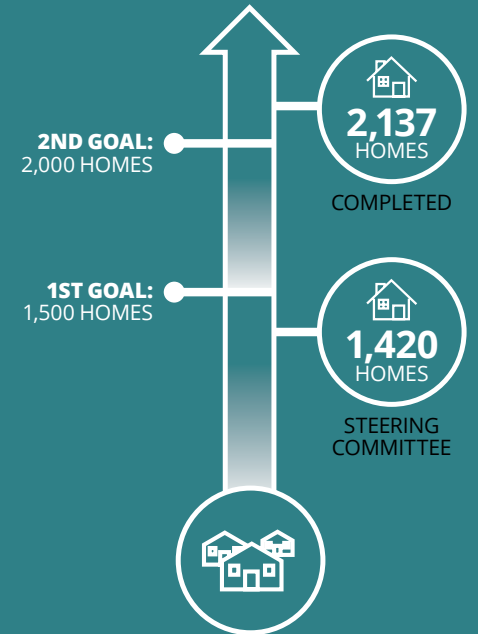
SCHOOLS

- All schools held or gained distinctions
- Over 150 new parents added to Parent/Teacher Organizations

LANDLORD INITIATIVE

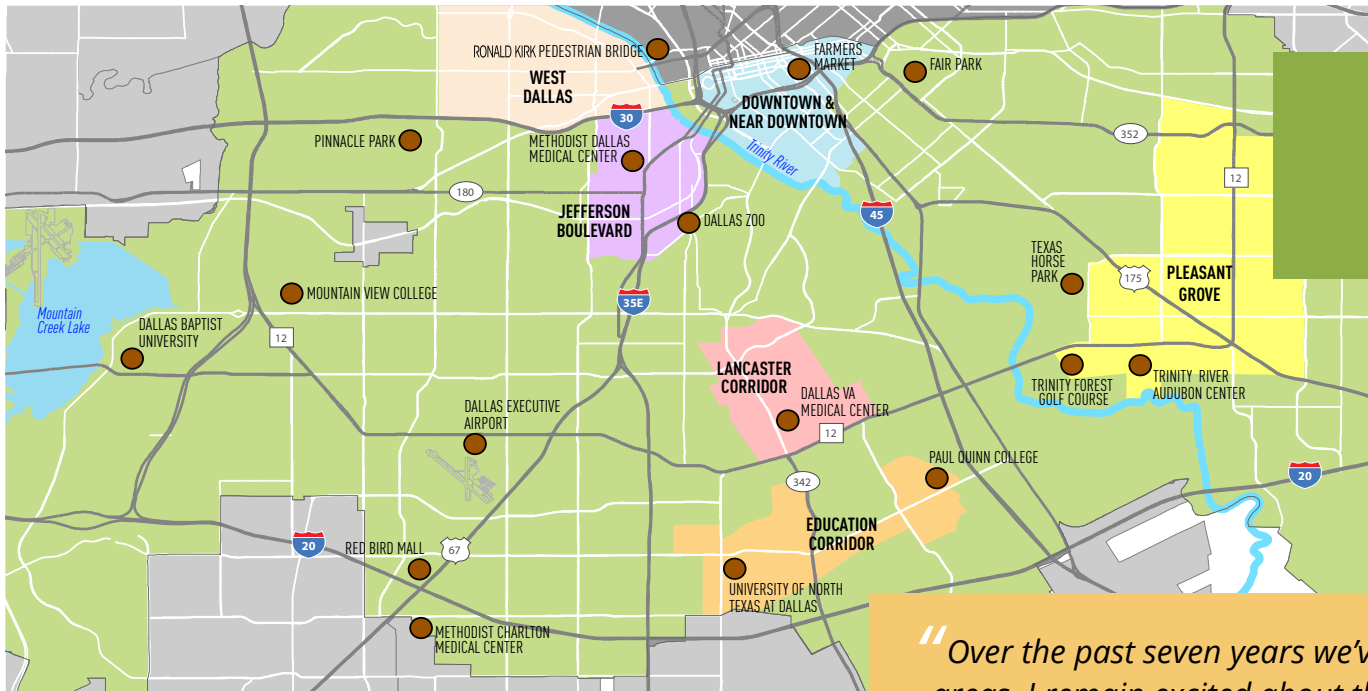


SINGLE-FAMILY HOUSING





Southern Dallas Areas of Focus



“Over the past seven years we’ve seen tremendous progress in some areas. I remain excited about the possibilities that lie ahead in others.”

- MAYOR RAWLINGS

10-POINT PLAN

YEARLY GRADE FOR 2017

A STRENGTHEN NEIGHBORHOODS

- ▶ More Neighborhood Pride
 - AmeriCorpsVISTAs
 - 1,100 volunteers mobilized
 - 54 community events
 - 1,400 volunteer hours
 - 2 new neighborhood associations
- ▶ 15 new GrowSouth Challenge Grant projects announced
- ▶ 19 VISTA Members

A CULTURE OF CLEAN

- ▶ Significant progress with animal control
 - 17% more cases opened
 - 77% more citations issued
 - 60% increase in intake of stray animals
- ▶ Demolished 180 houses - 1,255 total since 2012

A STRENGTHEN SCHOOLS

- ▶ Over 40,000 youth served through City of Learning
- ▶ Dallas County Promise started
- ▶ Dallas Mayor’s Education Initiatives southern Dallas participation:
 - 52% of MSRC participants
 - 72% of MBSF attendees
 - 69% of MIFP interns

A DEBUNKING MYTHS

- ▶ Over 5,000 bi-weekly GrowSouth Newsletter subscribers
- ▶ GrowSouth video viewed by over 200,000 attendees of Byron Nelson Golf Tournament
- ▶ Launch of Pleasant Grove NOW! Initiative

B PRIVATE INVESTMENT FUND

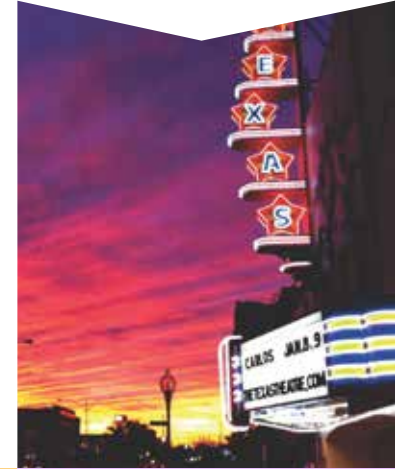
- ▶ Over \$8 million invested in projects
 - Red Bird Mall
 - Kessler Woods
 - GrowSouth Shark Tank projects
- ▶ Hired Deloitte to evaluate capital needs in southern Dallas



- ▶ Texas Capital Bank opened first bank in West Dallas
- ▶ 50 new homeowners in Los Altos/La Bajada
- ▶ Over 350 new residential units



- ▶ University TIF approved by City Council
- ▶ UNT-D first resident hall opened
- ▶ Wheatland Road infrastructure improvements underway
- ▶ New single-family infill homes in Runyan Springs neighborhood
- ▶ New 600,000-sq.-ft. LogistiCenter industrial warehouse



B DOWNTOWN/NEAR DOWNTOWN

B WEST DALLAS

C LANCASTER CORRIDOR

B+ EDUCATION CORRIDOR

B JEFFERSON CORRIDOR

- ▶ 700 housing units opened
- ▶ New amenities throughout the Cedars
- ▶ Farmers Market continues to grow



- ▶ Patriots Crossing-no movement
- ▶ New 10,000-sq.-ft. two-story office/retail space
- ▶ Urban League building in limbo
- ▶ Two multi-family renovations for over \$1million each

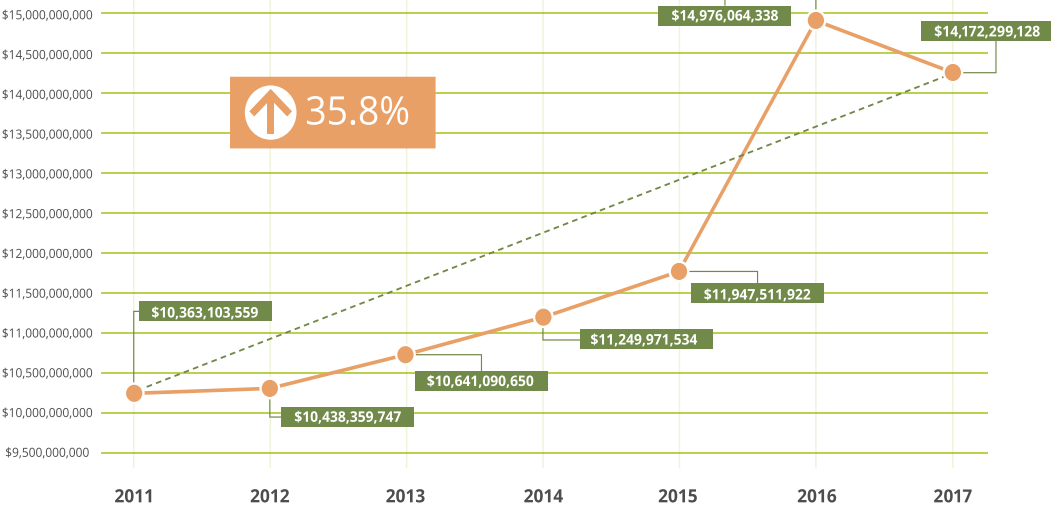


- ▶ Jefferson Main Street project construction underway
- ▶ Mercado Artesanal opened
- ▶ Several new businesses opened

GrowSouth is Mayor Mike Rawlings' economic development plan for southern Dallas. The plan started with ten goals that focused on people, investments and locations to drive economic growth.

In 2015, after working in southern Dallas for four years, we decided to accelerate our growth by adding four overlaying initiatives, known as accelerators. This plan facilitated tremendous growth over the past seven years for many parts of southern Dallas. As we evaluate our progress, we know that there are still opportunities to grow and develop.

Tax Base Increase in Southern Dallas



Trends in Southern Dallas

