

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 6, 2024

24-0013

ECONOMIC DEVELOPMENT COMMITTEE
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE
MAYOR PRO TEM TENNELL ATKINS, PRESIDING

PRESENT: [7] Atkins, Narvaez, *West, Arnold (**1:21 p.m.), *Bazaldua, Stewart, Ridley

ABSENT: [0]

The meeting was called to order at 1:06 p.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

After all business properly brought before the committee had been considered, the meeting adjourned at 3:06 p.m.

Chair

ATTEST:

City Secretary Staff

Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials for this meeting are filed with the City Secretary's Office as EXHIBIT C.

***Note: Members of the Committee participated in this meeting by video conference.**

**** Note: Indicates arrival time after meeting called to order/reconvened.**

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 6, 2024

EXHIBIT A

RECEIVED

2024 MAY - 2 PM 6:33

**CITY SECRETARY
DALLAS, TEXAS**

City of Dallas

*1500 Marilla Street,
Council Chambers, 6th Floor
Dallas, Texas 75201*

Public Notice

2 4 0 4 5 6

POSTED CITY SECRETARY
DALLAS, TX



Economic Development Committee

May 6, 2024

1:00 PM

2023 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
ECONOMIC DEVELOPMENT Atkins (C), Narvaez (VC), Arnold, Bazaldua, Ridley, Stewart, West	GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT West (C), Blackmon (VC), Mendelsohn, Moreno, Resendez
HOUSING AND HOMELESSNESS SOLUTIONS Moreno (C), Mendelsohn (VC), Gracey, West, Willis	PARKS, TRAILS, AND THE ENVIRONMENT Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West
PUBLIC SAFETY Mendelsohn (C), Stewart (VC), Atkins, Moreno, Willis	QUALITY OF LIFE, ARTS, AND CULTURE Bazaldua (C), Resendez (VC), Blackmon, Gracey, Ridley, Schultz, Willis
TRANSPORTATION AND INFRASTRUCTURE Narvaez (C), Gracey (VC), Atkins, Mendelsohn, Resendez, Schultz, Stewart	WORKFORCE, EDUCATION, AND EQUITY Schultz (C), Arnold (VC), Bazaldua, Blackmon, Resendez, Ridley, Willis
AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS Atkins (C), Mendelsohn, Moreno, *Ridley, *Stewart	AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS Mendelsohn (C), Gracey, Johnson, Schultz, Stewart
AD HOC COMMITTEE ON JUDICIAL NOMINATIONS Ridley (C), Resendez, West	AD HOC COMMITTEE ON LEGISLATIVE AFFAIRS Mendelsohn (C), Atkins, Gracey, Narvaez, Stewart
AD HOC COMMITTEE ON PENSIONS Atkins (C), Blackmon, Mendelsohn, Moreno, Resendez, Stewart, West, Willis	AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION Gracey (C), Blackmon, Johnson, Moreno, Narvaez, Resendez, Schultz

(C) – Chair, (VC) – Vice Chair

* Updated:2/22/24

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

General Information

The Dallas Council Committees regularly meet on Mondays beginning at 9:00 a.m. and 1:00 p.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council Committee agenda meetings are broadcast live on bit.ly/cityofdallastv and on Time Warner City Cable Channel 16.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

Información General

Los Comités del Concejo de la Ciudad de Dallas se reúnen regularmente los lunes en la Cámara del consejo en el sexto piso del Ayuntamiento, 1500 Marilla, a partir de las 9:00 a.m. y la 1:00 p.m. Las reuniones de la agenda del Comité del Consejo se transmiten en vivo por la estación de bit.ly/cityofdallastv y por cablevisión en la estación *Time Warner City Cable Canal 16*.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisará al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

Handgun Prohibition Notice for Meetings of Governmental Entities

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."

The City Council Economic Development Committee meeting will be held by videoconference and in the Council Chambers, 6th Floor at City Hall.

The public may attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person.

The following videoconference link is available to the public to listen to the meeting and Public Affairs and Outreach will also stream the Economic Development Committee on Spectrum Cable Channel 95 and [bit.ly/cityofdallastv](https://dallascityhall.webex.com/dallascityhall/j.php?MTID=mef795f182c8dd1bea5d056a1316f98b0):

<https://dallascityhall.webex.com/dallascityhall/j.php?MTID=mef795f182c8dd1bea5d056a1316f98b0>

Call to Order

MINUTES

- A. [24-1525](#) Approval of Minutes of the March 26, 2024 Special Called Joint Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention and Council Economic Development Committee

Approval of the April 1, 2024 Economic Development Committee Meeting Minutes

Attachments: [Minutes](#)
[Minutes](#)

BRIEFING ITEMS

- B. [24-1514](#) FY 24-25 Budget Briefings: Convention & Event Services, Planning & Urban Design
[Rosa Fleming, Director, Convention & Event Services]
[Andrea Gilles, Interim Director, Planning & Urban Design]

Attachments: [Presentation](#)
[Presentation](#)

- C. [24-1515](#) Media Production Development Zone South Side Studios Dallas, LLC
[Heather Lepascka, Assistant Director]

Attachments: [Presentation](#)

- D. [24-1519](#) Development Services Monthly Technology and Metrics Review
[Andrew Espinoza, Director/Chief Building Official, Development Services]

Attachments: [Presentation](#)

- E. [24-1520](#) Small Business Center Partnership with Small Business Administration
[Joyce Williams, Director, Small Business Center]

Attachments: [Presentation](#)

BRIEFING MEMOS

- F. [24-1521](#) D CEO's 2024 Commercial Real Estate Awards
[Kevin Spath, Interim Director, Office of Economic Development]

Attachments: [Memorandum](#)

- G. [24-1522](#) Dallas Business Journal's 2024 Best Real Estate Deals
[Kevin Spath, Interim Director, Office of Economic Development]

Attachments: [Memorandum](#)

UPCOMING AGENDA ITEMS

- H. [24-1523](#) Upcoming Agenda Item for Proposed Amendments for Shops at RedBird
Project Development Agreement, as amended
[Kevin Spath, Interim Director, Office of Economic Development]

Attachments: [Memorandum](#)

ADJOURNMENT

EXECUTIVE SESSION NOTICE

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 6, 2024

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 6, 2024

Item A: Approval of Minutes of the March 26, 2024 Special Called Joint Meeting of the Council Ad Hoc Committee on Professional Sports Recruitment and Retention and Council Economic Development Committee

Approval of the April 1, 2024 Economic Development Committee Meeting Minutes

Councilmember Ridley moved to adopt the minutes as presented.

Motion seconded by Councilmember Narvaez and unanimously adopted. (Arnold absent when vote taken)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 6, 2024

BRIEFING ITEMS

Item B: FY 24-25 Budget Briefings: Convention & Event Services, Planning & Urban Design

The following individuals briefed the committee on the item:

- Jack Ireland, Chief Financial Officer, City Manager's Office;
- Rosa Fleming, Director, Convention & Event Services; and
- Andrea Gilles, Interim Director, Planning & Urban Design

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 6, 2024

BRIEFING ITEMS

Item C: Media Production Development Zone South Side Studios Dallas, LLC

The following individual briefed the committee on the item:

- Heather Lepeska, Assistant Director, Economic Development

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 6, 2024

BRIEFING ITEMS

Item D: Development Services Monthly Technology and Metrics Review

The following individuals briefed the committee on the item:

- Andrew Espinoza, Director/Chief Building Official, Development Services; and
- Vernon Young, Assistant Director, Development Services

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 6, 2024

BRIEFING ITEMS

Item E: Small Business Center Partnership with Small Business Administration

The following individuals briefed the committee on the item:

- Joyce Williams, Director, Small Business Center;
- Ahmad Goree, Assistant Director, U.S. Small Business Administration; and
- Herbert Austin, District Director, U.S. Small Business Administration

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

MAY 6, 2024

BRIEFING MEMOS

Item F: D CEO's 2024 Commercial Real Estate Awards

Item G: Dallas Business Journal's 2024 Best Real Estate Deals

Item H: Upcoming Agenda Item for Proposed Amendments for Shops at RedBird Project Development Agreement, as amended

The committee discussed the items.

MINUTES OF THE CITY COUNCIL COMMITTEE
MONDAY, MAY 6, 2024

EXHIBIT C



City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 24-1514

Item #: B.

FY 24-25 Budget Briefings: Convention & Event Services, Planning & Urban Design
[Rosa Fleming, Director, Convention & Event Services]
[Andrea Gilles, Interim Director, Planning & Urban Design]

Convention and Event Services

Economic Development Committee
May 6, 2024



City of Dallas

Rosa Fleming, Director
Convention and Event Services

Purpose



Tourism and hospitality promotion through direct delivery/implementation, contract, asset, and/or debt service management of the following venues and entities:

- Kay Bailey Hutchison Convention Center Dallas (KBHCCD) and correlate OVG management agreement
- KBHCCD Master Plan
- Omni Dallas Hotel
- Eddie Bernice Johnson Union Station (EBJUS)
- The Black Academy of Arts and Letters (TBAAL)
- Dallas Farmer's Market – Shed 1
- American Airlines Center
- Pioneer Plaza & Cemetery
- Visit Dallas
- Dallas Convention Center Hotel Development Corporation (DCCHDC)
- Hotel Occupancy Tax ordinance and applicable distribution

- *Briefing reflects FY 2024-25 Planned Budget as developed Summer 2023*
- *The starting point of every Budget Development process (February – September) is the Planned Budget from prior year*
- *Revenue and expenditure assumptions will change prior to CMO recommendation on August 13, 2024*



Purpose



Regulatory and permit authority oversight of the:

- Office of Special Events
 - Management of outdoor temporary activity (parades, runs, etc.) through the implementation of Chapter 42A
- Commercial Promoters Registrations
 - Management of promoter registrations through the implementation of Chapter 38A
- Fair Park Area issuance of Temporary Parking Licenses
- Nighttime Economy and Responsible Hospitality Unit



Role of the Department / Fact Sheet



Mission

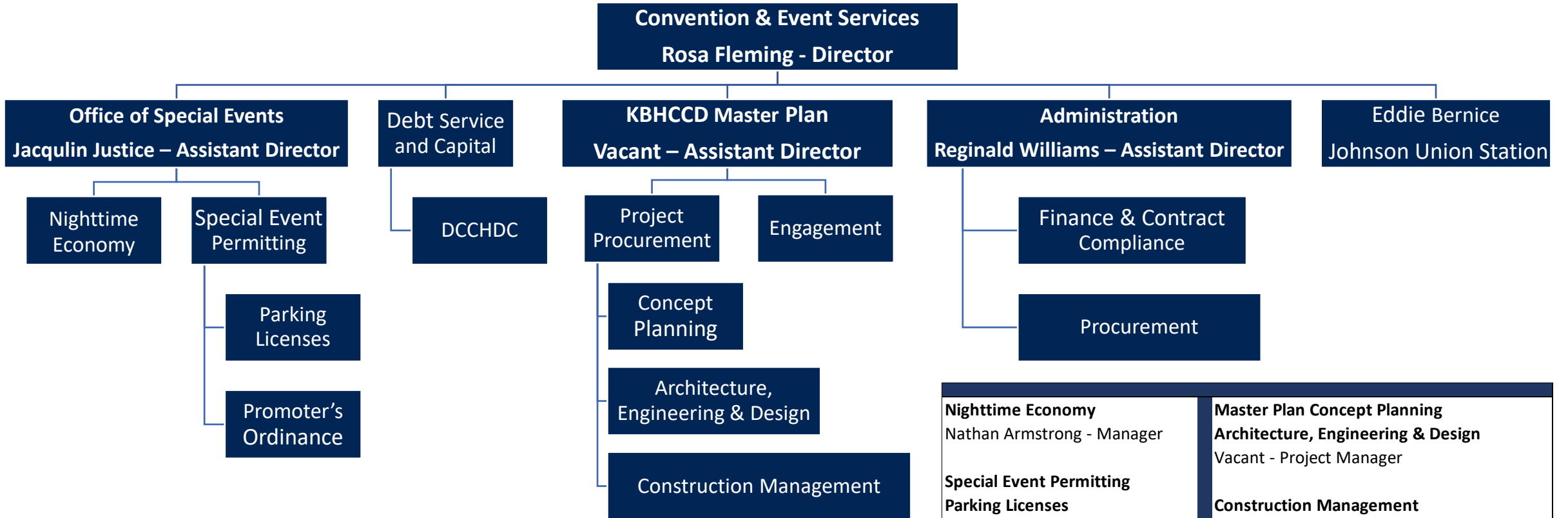
Serve as an economic engine for the City of Dallas through efficient management, marketing, and promotion of the Kay Bailey Hutchison Convention Center Dallas (KBHCCD), other venues, and contracts. Directs the Office of Special Events (OSE) and the KBHCCD Master Planning process, while providing quality customer experiences.

Department Goals

- Progress from concept to implementation phase of the KBHCCD Master Plan by (1) awarding Project Management/Owner's Representation contracts, (2) releasing solicitations and awarding Architecture, Engineering and Design Services, Constructability Review, and Construction Management, (3) complete revenue bond sales and other financial transactions necessary for project development, and (4) complete hiring of the internal CES Master Plan division.
- Fully staff, onboard, and develop processes to establish the Nighttime Economy and Responsible Hospitality Unit.



CES Organizational Chart



Nighttime Economy Nathan Armstrong - Manager	Master Plan Concept Planning Architecture, Engineering & Design Vacant - Project Manager
Special Event Permitting Parking Licenses Promoter's Ordinance Laura Flores - Manager	Construction Management Vacant - Project Manager
Project Procurement Liza Murphy - Manager	Master Plan Engagement Operations Engagement Catherine Cuellar / Sandra Bowie - Managers
Finance Contract Compliance Anne Lockyer - Manager	Capital Eddie Bernice Johnson Union Station Stephen Thompson - Manager

*Debt Service and DCCHDC fall under the Director



Total Budget



Service	FY 2024-25 Budget
Dallas Convention Center	\$115,304,746
Office of Special Events	\$1,214,911
Convention Center Debt Service Payment	\$19,337,000
Convention Center Master Plan	\$717,446
Eddie Bernice Johnson Union Station	\$1,286,032
Total	\$137,860,135



Position Overview



Positions	FY 2024-25 Budget	Change
General Fund	0	-
Enterprise Fund	40.2	2.3%
Grant, Trust, and Other Funds	0	-
Total	40.2	2.3%

- **Enhancement (FY25):** Reimburse Development Services for personnel costs incurred to expedite permitting and inspection process for KBHCCD Master Plan ~\$700k



Budget Summary by Service



Service	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
Dallas Convention Center	\$115,464,345	\$114,758,565	\$126,517,614	\$115,304,746
Office of Special Events	\$844,345	\$1,148,142	\$1,148,142	\$1,124,911
Convention Center Debt Service Payment	\$19,335,104	\$19,333,500	\$19,333,500	\$19,337,000
Convention Center Master Plan	-	\$664,635	\$764,735	\$809,785
Union Station	\$945,349	\$1,241,156	\$1,241,156	\$1,286,409
Total	\$136,589,143	\$137,145,998	149,218,098**	\$137,860,135

*January 2024 Forecast

** FY24 forecast expenses include \$10M capital construction transfer from operating fund balance approved in midyear ordinance



Operating Expense and Revenue



	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
Personnel Services	\$2,241,583	\$4,294,325	\$3,757,290	\$4,520,728
Supplies - Materials	3,201,096	3,254,984	3,258,976	3,460,359
Contractual – Other Services	121,150,314	129,596,689	142,201,832	129,879,048
Capital Outlay	0	0	0	0**
Reimbursements	(131,927)	0	0	0
Department Expense Total	\$136,607,178	\$137,145,998	\$149,218,147	\$137,860,135
Department Revenue Total	\$148,963,599	\$137,145,998	\$139,218,098	\$137,870,135

* January 2024 Forecast

**CES capital outlay is funded through Capital Construction Fund 0082



Revenue Overview



Operating

- City's local hotel occupancy tax (HOT) rate is 13% of the room rate charged within city limits
- Alcohol and Mixed Beverage Taxes
- Event Revenues
- Office of Special Events revenues

Debt Service

- 2% Brimer Bill (split 80/20 - KBHCCD and Fair Park with collections through 2054)
- Project Financing Zone (collections continue through 2052)



Performance Measures



Measure	FY 2022-23 Actual	FY 2023-24 Target	FY 2023-24 Forecast*	FY 2024-25 Target
Percentage of pro-forma based revenue increase (OVG360)	25%	25%	Paused until 2029**	Paused until 2029**
Percentage of client survey respondents rating their overall experience at KBHCCD as “excellent” or “good”	90%	90%	90%	90%
Percentage of permit holder survey respondents who rated their overall experience with the Office of Special Events as “excellent” or “good”***	80%	80%	80%	80%
Number of planned safety repairs completed	36	36	12	12
Percentage of Kay Bailey Hutchison Convention Center Master Plan contract awards to M/WBE firms	-	37%	57%	50%
Number of hospitality and tourism internships	-	4	4	8
Percentage completion of the KBHCCD Master Plan	-	-	13%	33%

*FY 2023-24 – 1Qtr Report





Summary of Services, Programs and Activities



Specialized Programs: Eddie Bernice Johnson Union Station

- Intentional integration of KBHCCD Master Plan Component 2: Eddie Bernice Johnson Union Station Multi-modal Transit Hub
- Aligns with CECAP, Vision Zero, Complete Streets
- Partners: Amtrak, DART, Leasing Contractors



Summary of Services, Programs, and Activities



Specialized Programs: Tourism and Hospitality Internship Program

- 10-week paid internship program
- Rotations within City departments and partner organizations, including OVG, VisitDallas, American Airlines Center, Omni Dallas Hotel and SMEs
- Career development pathway in tourism and hospitality management, and college credit
- Aligns with Racial Equity Plan progress measure, CECAP





Specialized Programs: Nighttime Economy

- Responsible Hospitality Conference – April 18-20
- Proactive outreach to industry shown to decrease costs to City departments like DFR, DPD, Code, the City Attorney's Office and others by fostering voluntary compliance
- Publication of initial nighttime revenue generation study
- Aligns with Economic Development Plan, Vision Zero, CECAP, Budgeting for Equity





Specialized Programs: KBHCCD Master Plan

- Added Master Plan service, realigned existing services to support KBHCCD Master Plan
 - City Plan Alignment: Budgeting for Equity, Racial Equity Plan, Complete Streets, the Comprehensive Environment and Climate Action Plan, (CECAP), Vision Zero, Economic Development Policy, Forward Dallas, and Council policy guidance from the Ad Hoc Committee on Professional Sports Recruitment and Retention and Economic Development Committee
- Budget Initiative Tracker – Component 1 progress





Update on Budget Initiatives



Update on Budget Initiatives

KBHCCD Master Plan Progress

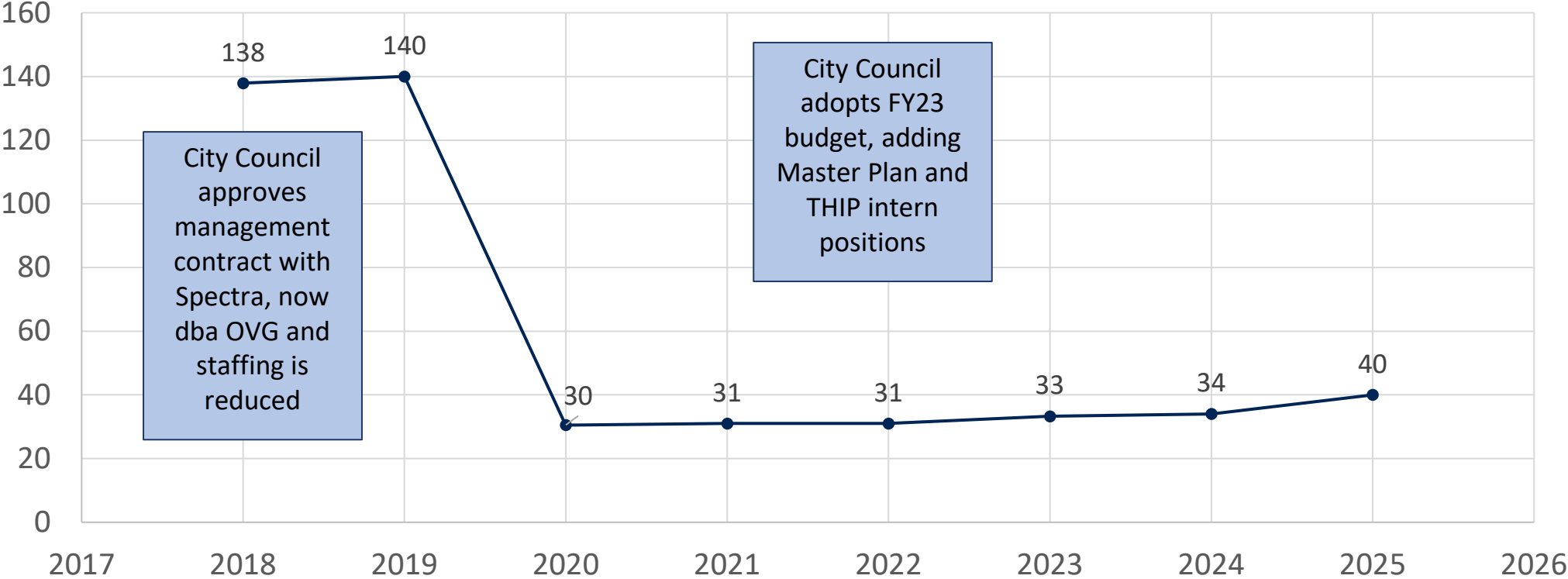
- Historic M/WBE participation on project management contracts
- Transition from concept to implementation
 - Architecture, Engineering Design and Pre-Construction solicitations under review
 - Owner or Rolling Owner Controlled Insurance Program (OCIP/ROCIP) pilot approved April 24, 2024
- Dallas Wings user agreement solidified to anchor the Dallas Memorial Auditorium



Appendix A: CES Staffing



CES FTEs (2018-2025)



Convention and Event Services



City of Dallas

Economic Development Committee
May 6, 2024

Rosa Fleming, Director
Convention and Event Services



City of Dallas

Planning & Urban Design

Economic Development Committee
May 6, 2024

Andrea Gilles, Interim Director
Andreea Udrea, Assistant Director
Arturo Del Castillo, Assistant Director
Planning & Urban Design

Purpose



- Provide an overview of Planning + Urban Design
- Highlight department program, services, and activities

- *Briefing reflects FY 2024-25 Planned Budget as developed Summer 2023*
- *The starting point of every Budget Development process (February – September) is the Planned Budget from prior year*
- *Revenue and expenditure assumptions will change prior to CMO recommendation on August 13, 2024*



Role of the Department / Fact Sheet



Mission

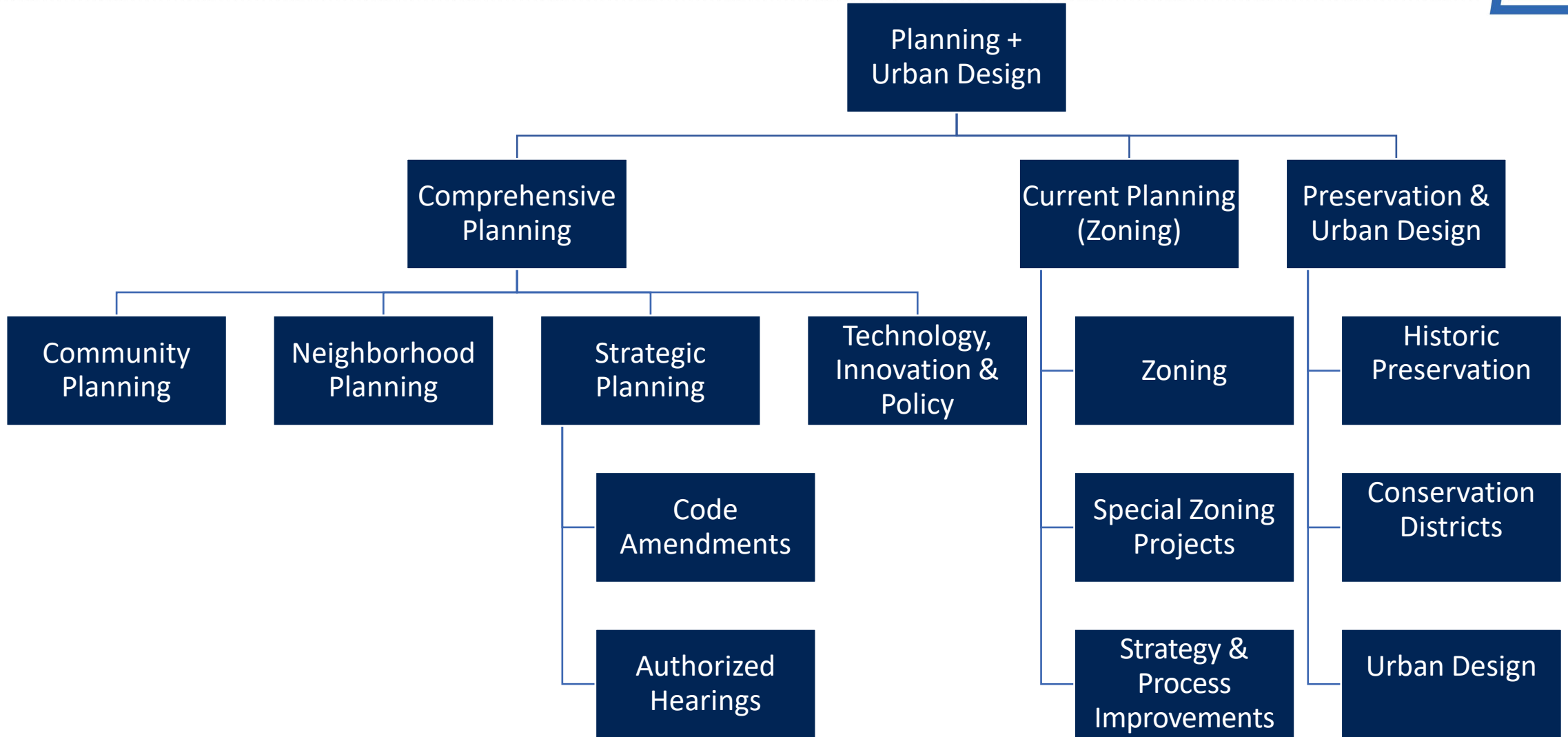
Serve the public interest with compassion, integrity, and inclusivity through community-based planning that guides the future of Dallas.

Department Goals

- Complete an equitable ForwardDallas land use plan update
- Prepare amendments to the Development Code that improve customer service and support adopted City policies
- Complete equitable and inclusive community engagement for the Historic and Cultural Preservation Strategy
- Target 50% of engagement for ForwardDallas and Development Code updates in census tracts with majority Black and Hispanic residents
- Continue process improvements to automate and modernize the zoning change process for better efficiency and customer service



Organizational Chart



Total Budget – All Funds



Service	FY 2023-24 Budget	FY 2024-25 Planned
General Fund	\$10,587,421	\$10,374,816
Reimbursement from Enterprise Fund	(2,563,388)	(2,563,388)
Total	\$8,024,033	\$7,811,428

- The change in funding between FY 2023-24 Budget and FY 2024-25 Planned is due primarily to a \$500,000 allocation for the Historic Resources Survey in FY 23-24
- Changes are also attributed to addition of full-year funding for two positions added in FY 23-24 and citywide adjustments to compensation, employee health benefits, pensions, ITS changes, etc.



Position Overview



Positions	FY 2023-24 Budget	FY 2024-25 Planned	Change
General Fund	72	72	0

- No changes are planned in the authorized position count



Budget Summary by Service



Service	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
Comprehensive Planning	\$4,446,168	\$5,937,472	\$5,675,607	\$6,185,302
Current Planning (Zoning)*	(27,386)	0	0	0
Preservation & Urban Design	274,969	2,086,561	2,070,026	\$1,626,126
Expense Total	\$4,693,751	\$8,024,033	\$7,745,633	\$7,811,428

*January 2024 Forecast

* Budget of ~\$2.5 million (reference slide 5). Expense incurred in General Fund and reimbursed through Enterprise Fund.



Operating Expense and Revenue



Service/Division	FY 2022-23 Actual	FY 2023-24 Adopted Budget	FY 2023-24 Forecast*	FY 2024-25 Planned Budget
Personnel Services	\$5,322,031	\$7,391,605	\$6,848,193	\$7,637,690
Supplies - Materials	42,783	132,831	130,571	129,892
Contractual – Other Services	813,941	3,062,985	3,216,382	2,607,234
Capital Outlay	19,922	0	0	0
Reimbursements	(1,504,926)	(2,563,388)	(2,449,513)	(2,563,388)
Department Expense Total	\$4,693,751	\$8,024,033	\$7,745,633	\$7,811,428
Department Revenue Total	\$0	\$37,300	\$15,800	\$37,300

*January 2024 Forecast





Historic Preservation First Year of Revenue Collection

- Demolition Permit
 - Certificate of Appropriateness Fee
 - Unauthorized Cover Up Fee
-
- The last cost of service study for Historic Preservation was conducted in 2019.





Current Planning (Zoning)

- Fees for Current Planning (Zoning) are collected by Planning & Urban Design but deposited into Enterprise Fund accounts.
 - Zoning Application Fees
 - Development Plans and Minor Amendments Fees
 - Zoning Sign Notification Fees
 - Print, Map, and Copy Sales
- The last cost of service study for Current Planning (Zoning) was conducted in 2019 when the function was under Development Services.



Performance Measures



Measure	FY 2022-23 Actual	FY 2023-24 Target	FY 2023-24 Forecast*	FY 2024-25 Target
Percentage of zoning change requests increasing housing density	100%	80%	66.7%	80%
Percentage of zoning change requests with CPC and Council decision following staff recommendation	88.3%	90%	97.3%	90%
Percentage decrease in zoning change requests	60%	15%	33%	15%
Percentage of zoning requests following the CPC schedule	0	90%	In progress	90%
Percentage decrease of average process time	0	10%	In progress	10%
**Percentage of engagement/public meetings in majority Black and Hispanic neighborhoods	69.3%	50%	90%	50%

*FY 2023-24 – 1Qtr Report

**Equity-focused measure that aligns to the City's Racial Equity Plan





Summary of Services, Programs and Activities



COMPREHENSIVE PLANNING

- **Future Land Use Planning**
 - Citywide: ForwardDallas & Area, Neighborhood & Corridor Plans
 - ✓ 2 in process: ForwardDallas & S Dallas/Fair Park Area Plan
- **Code amendments**
 - ✓ 6 in process: Parking, Impervious Cover, State Law Compliance, School Uses, NSOs, Parkland Dedication
- **City-initiated rezonings (Authorized Hearings)**
 - ✓ 5 in process: (1) Floral Farms Area & (4) West Oak Cliff Area
- **City Plan Commission and its Subcommittee Support**
 - ✓ Comp Land Use Plan (CLUP); Zoning Ordinance Advisory (ZOAC)
- **GIS Mapping, Technology and Data Analytics**





CURRENT PLANNING (Rezoning)

- Administers the Dallas Development Code
- Reviews and processes rezoning applications through the public hearing process (general zoning changes, planned development districts, specific use permits, etc.: apprx. 350 applications/year)
- Ensures all rezoning activities follow the Dallas Development Code, state law, all applicable codes and laws, and other city plans and policies
- Ensures that all activities are conducted to promote and protect the public interest, in an equitable manner
- Supports all functions of the City Plan Commission (CPC)





PRESERVATION AND URBAN DESIGN

- **Conservation Districts**

- New & Expanded Districts:
 - ✓ 18 CDs; 1 adopted 4/24/24; 2 in process; 4 in queue
- Building Permit Review
- Code Compliance

- **Historic Preservation**

- Landmark (historic) Designation
 - ✓ 21 Districts; 132+ Buildings; 10 potential cases in progress
- Certificates of Appropriateness: apprx. 700 applications/year
- Historic Districts Tax Incentive Programs
 - ✓ 92 in program; 6-8 added/year
- Supports functions of the City Landmark Commission
- Historic Resource Surveys
- New Historic & Cultural Preservation Strategy (4/2024)





PRESERVATION AND URBAN DESIGN

- **Urban Design**

- Leads city's Urban Design strategy for public spaces & private development's relationship to public spaces
- Provides urban design guidance to City departments and Tax Increment Financing (TIF) Boards
- Supports the Urban Design Peer Review Panel (UDPRP): apprx. 16 projects reviewed/year (154 total projects reviewed since program's inception in 2013)





Budgeting for Equity

- Reform Development Code to make development more accessible, sustainable and suitable based on identified needs
- Address environmental justice through Development Code Reform to manage areas that have been identified through the ForwardDallas Plan, CECAP, community input and other city department initiatives.
- Provide enhanced training opportunities for CPC to build equity awareness and knowledge base to improve decision-making and equity outcomes.
- Post rezoning request presentations on public webpage to provide early and easy access to information by interested parties.





Update on Budget Initiatives



Update on Budget Initiatives

Successes

- ForwardDallas at CPC
- South Dallas/Fair Park Area Plan/PD595 in process
- Dallas Development Code Update
- Adoption of Historic Cultural and Preservation Strategy
- Adoption of South Winnetka Heights CD
- West Oak Cliff Area Plan Authorized Hearings all in process
- Zoning almost fully staffed & improved staff retention
- Staff augmentation with on-call contract
- Cleared rezoning cases backlog– back to normal timeframe
- Progress on migration to an electronic platform to process rezoning requests (full migration expected 2025)





Challenges & Opportunities

- Working with an increasingly complex and outdated Development Code and processes that limit efficiencies
- Still on paper-based applications
- Staff recruitment for highly specialized staff for the rezoning review, city-initiate rezonings, code amendments, and community engagement
- Risk of losing historic preservation funding for resources survey due to lack of staff capacity to administer





City of Dallas

Planning & Urban Design

Economic Development Committee
May 6, 2024

Andrea Gilles, Interim Director
Andreea Udrea, Assistant Director
Arturo Del Castillo, Assistant Director
Planning & Urban Design



City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 24-1515

Item #: C.

Media Production Development Zone South Side Studios Dallas, LLC
[Heather Lepaska, Assistant Director]

**Media Production Development Zone
South Side Studios Dallas, LLC**

**Economic Development Committee
May 6, 2024**

Heather Lepaska
Assistant Director
Office of Economic Development



City of Dallas

Overview



- Background
- Proposed Project
- Next Steps





Background: Media Production Development Zone Act

The Media Production Development Zone Act (Act)

- Approved by the State of Texas in 2009 (Chapter 485A, Texas Government Code)
- Administered by the Texas Film Commission
- Allows for a two-year sales and use tax exemption for the construction, maintenance, expansion, improvement, or renovation of a media production facility at a qualified media production location in a media production development zone
- Act requires City Council to approve a Zone (Media Production Development Zone) and specific projects (Qualified Media Production Location) for projects to be considered for state designation





Background: Media Production Development Zone Act

- At any one time, legislation allows for designation of:
 - 10 State MPDZs
 - 5 Regional MPDZs
 - 3 Qualified Media Production Locations per MPDZ
- Zone expires 5 years after the date the last qualified media production location was designated within the zone's boundaries
- Three existing zones designated to date:
 - Fort Worth (one TIF district designated as an MPDZ)
 - Austin (citywide)
 - Midlothian (citywide)

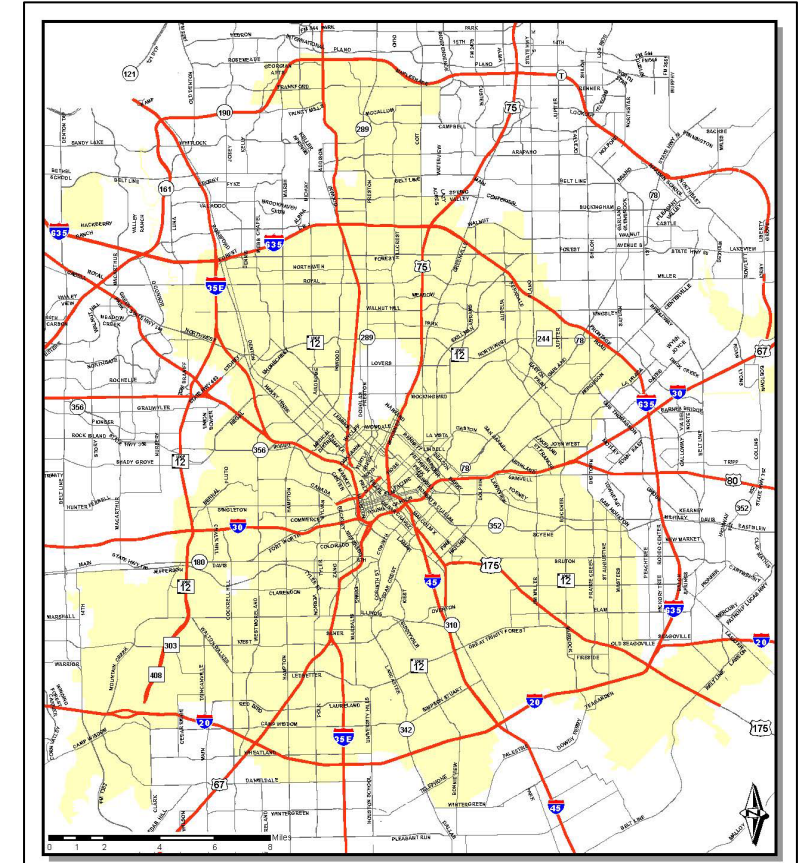


City Approvals



City Council will be asked to designation both the Media Production Development Zone (MPDZ) and a Qualified Media Production Location (QMPL)

- The MPDZ must have adequate workforce, infrastructure, facilities, or resources to support the production and completion of moving image product
- The QMPL must be within the designed MPDZ and be built, renovated or improved to serve as a media production facility

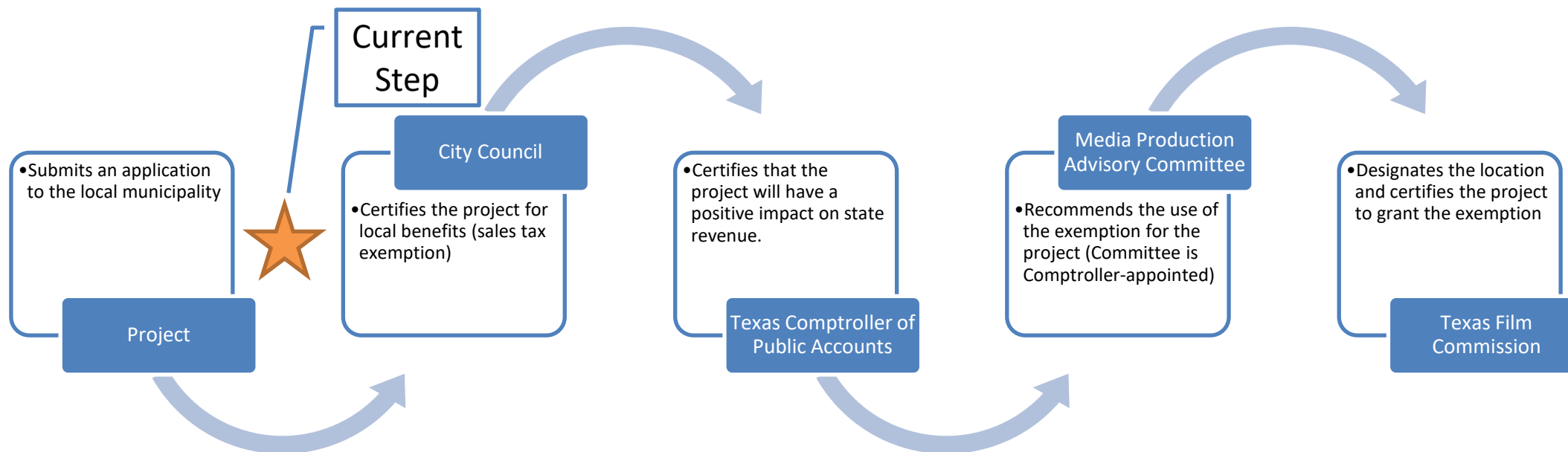


Proposed Dallas Media
Production Development Zone





Background: Process



- More detailed process map available in the Appendix



Proposed Project – South Side Studios Dallas, LLC (SSSD)



- Located at 2901 Botham Jean Blvd., Dallas, TX 75215 on 11 acres
- Existing production studio facility in south Dallas and Dallas' leading filming space for feature film and TV including Queen of the South (USA), The Chosen (TBN), Dallas (reboot) (TNT), and Prison Break (Fox)
- Existing facilities include the West Stage Building (approx. 70,000 SF) which contains stage space and production offices, and the Forest Building (approx. 50,000 SF) consisting of additional offices, a mill area, wardrobe storage, and prop shop



Proposed Project – South Side Studios Dallas, LLC



Project Owner: South Side Studios Dallas

- Joint venture (founded in 2023) between Matthews Holdings Southwest (owner) and Talon Entertainment Finance

Project: Renovate the West Building into a state-of-the-art, purpose-built Studio Production Facility consisting of 3 separate sound stages plus additional improvements in the Forest building

- Includes new roofs, soundproofing and HVAC; West Building will be renovated to create three stages totaling 43,035 sf, one with an LED virtual production wall installed, production offices, hair/make-up rooms, “green rooms”, and a commissary

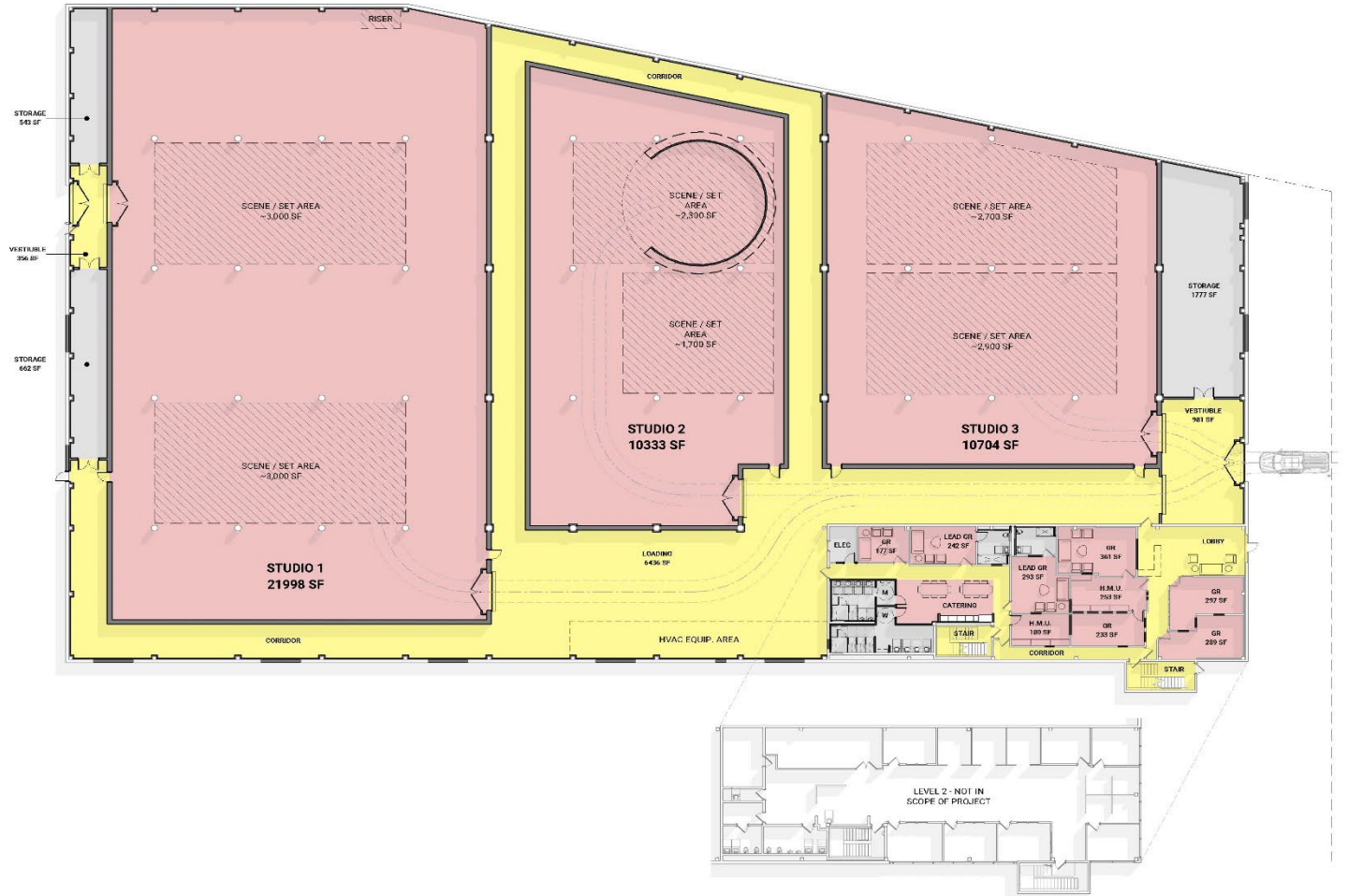
South Side Studios Dallas will serve as the studio's operator, overseeing the leasing of soundstages, production and post-production spaces and other support facilities



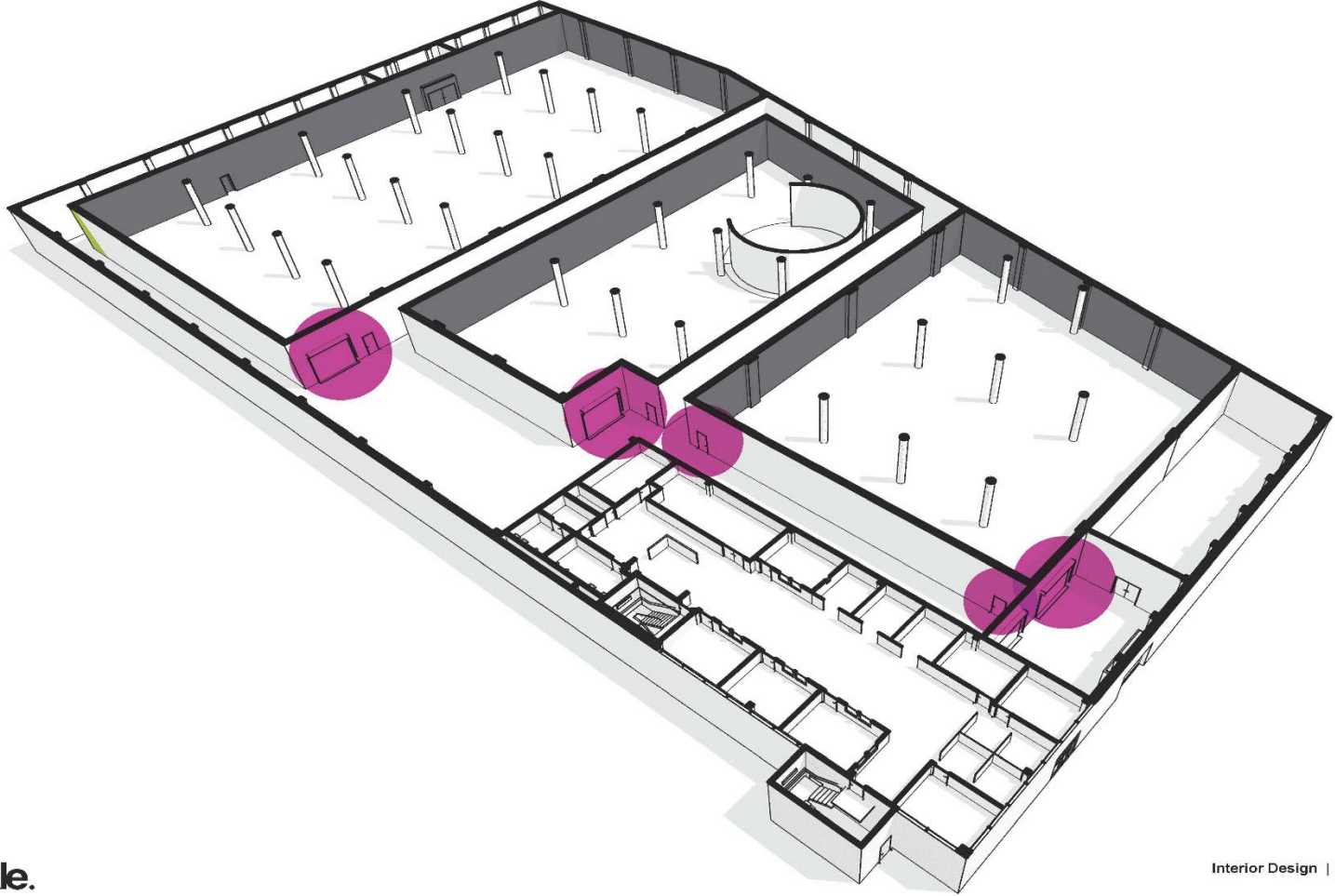
Proposed Project



- \$6.275M in renovations
- \$1.533M in furniture, fixtures, and equipment purchases
- Includes an LED virtual production wall and film and video production equipment to serve as rental inventory for in- and out-of-house productions



Proposed Project



parscale.

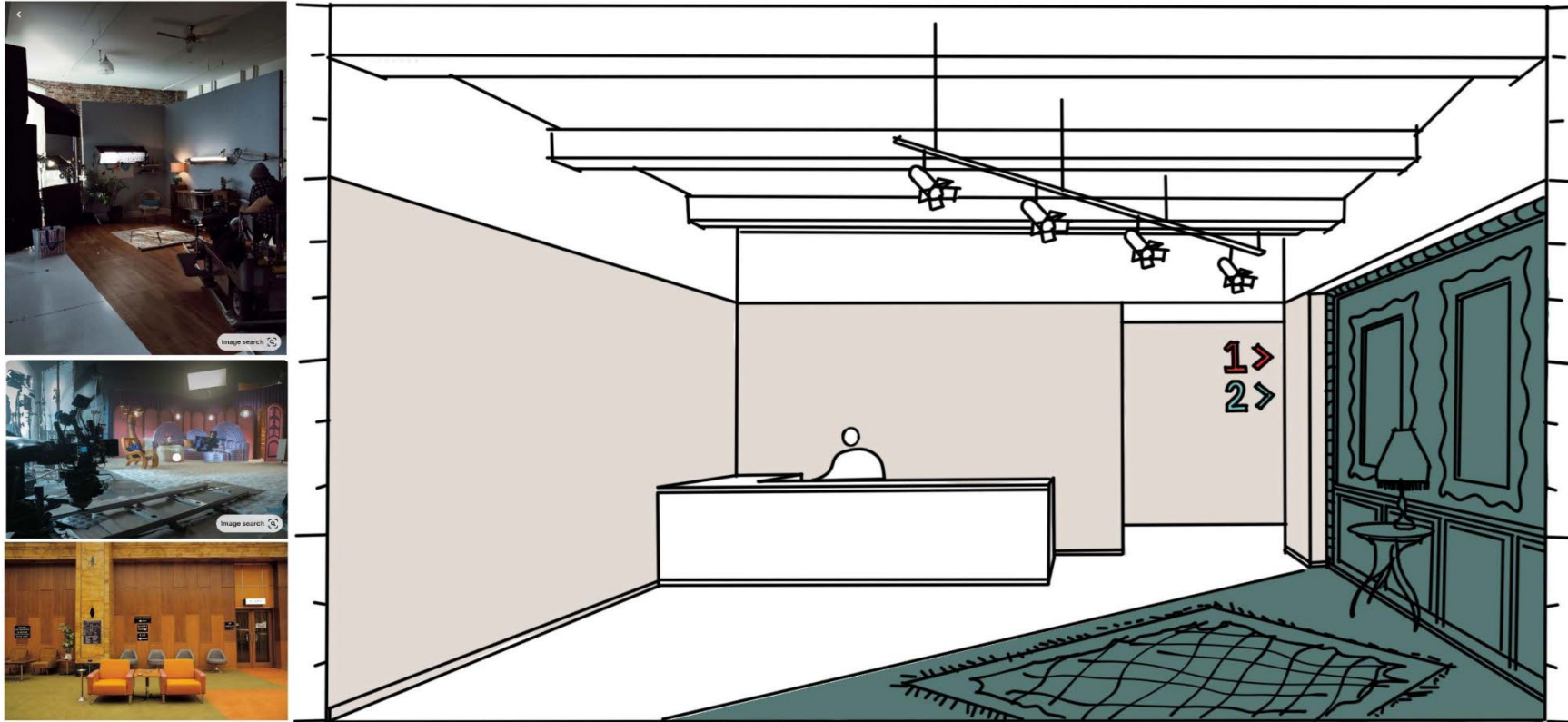
Interior Design | South Side Studios
2023-09-06



Proposed Project



"ON SET" CONCEPT



parscale.

Lobby Interiors Concept (Forest Building Shown) | South Side Studios
2023-08-30



Proposed Project – Proposed Incentive



- If designated as a Qualified Media Production Location, the state will issue the project a sales tax exemption for construction and materials related to the construction of the facility
- Estimated City revenue forgone from this sales tax exemption is approximately \$150,000
- The state's portion of the sales tax (6.25%) is also exempted (estimated to be approximately \$456,000)
- Per the economic impact study conducted by TXP for the application, the Studio increases regional economic activity by \$13.6 million, labor income by \$4.7 million, and employment by 86.6 jobs



Next Steps



OED staff recommends the following:

- May 22–Authorize designation of the City of Dallas as Media Production Development Zone No. 1 (whole City designation to facilitate any future projects seeking this approval)
- May 22–Authorize nomination of the property located at 2901 Botham Jean Blvd owned by South Side Studios Dallas, LLC as a Qualified Media Production Location within Media Production Development Zone No. 1
- Upon Council approval, the City submits documentation nominating South Side Studios Dallas, LLC as a qualified project to the Texas Film Commission



**Media Production Development Zone
South Side Studios, LLC**



City of Dallas

Economic Development Committee

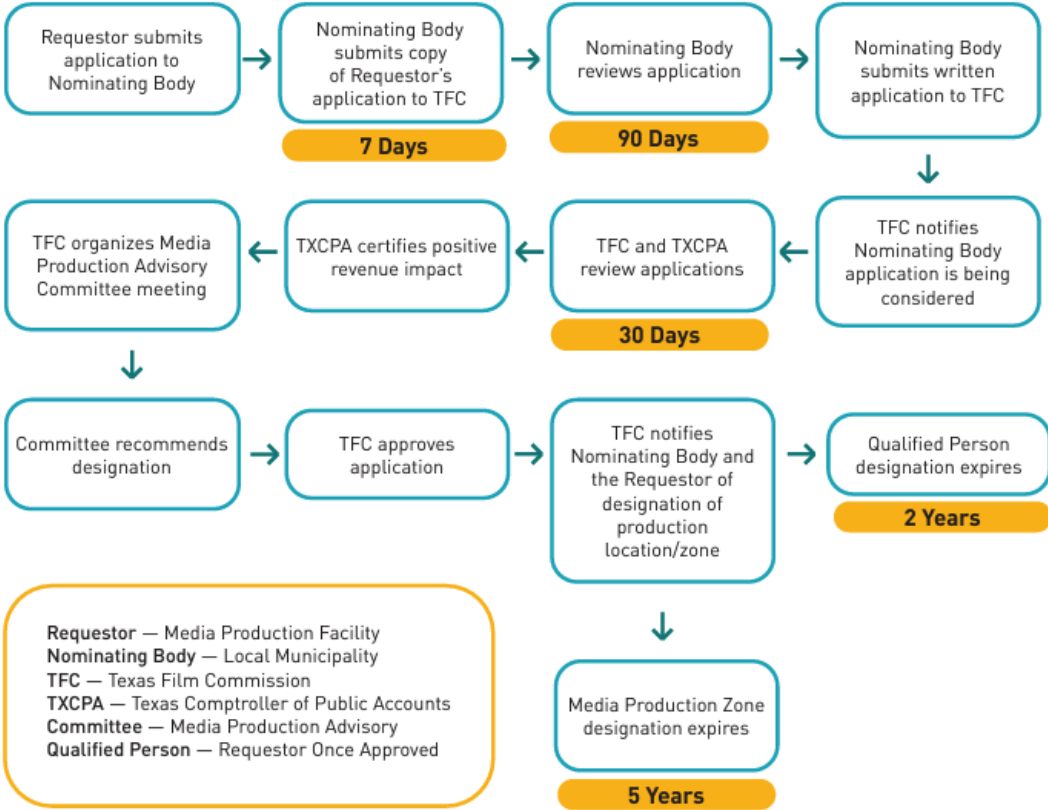
May 6, 2024

Heather Lepaska
Assistant Director
Office of Economic Development

Appendix: Timeline



MEDIA PRODUCTION DEVELOPMENT ZONE EXEMPTION PROCESS





City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 24-1519

Item #: D.

Development Services Monthly Technology and Metrics Review
[Andrew Espinoza, Director/Chief Building Official, Development Services]



City of Dallas

Development Services Monthly Technology and Metrics Review

**Economic Development
Committee
May 6th, 2024**

Andrew Espinoza, Director/Chief Building Official
Development Services
City of Dallas

Presentation Overview



- Accomplishment:
 - Metrics (Residential and Commercial)
 - Hiring and Recruitment
 - Training
 - Communication Updates
 - Staffing & Augmentation
 - Next Steps



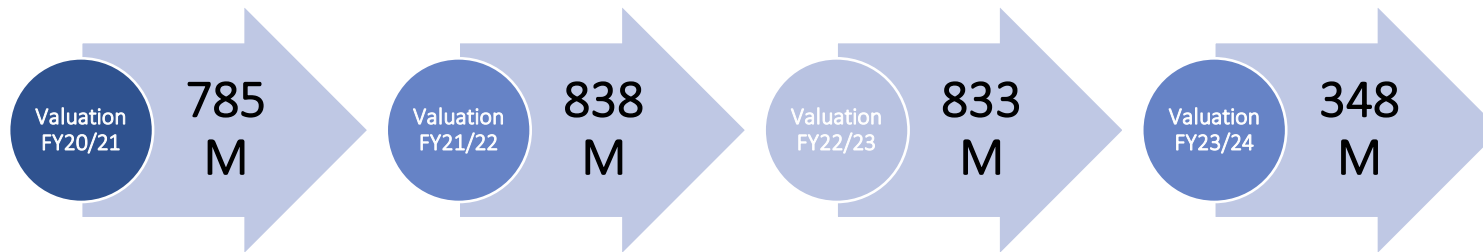
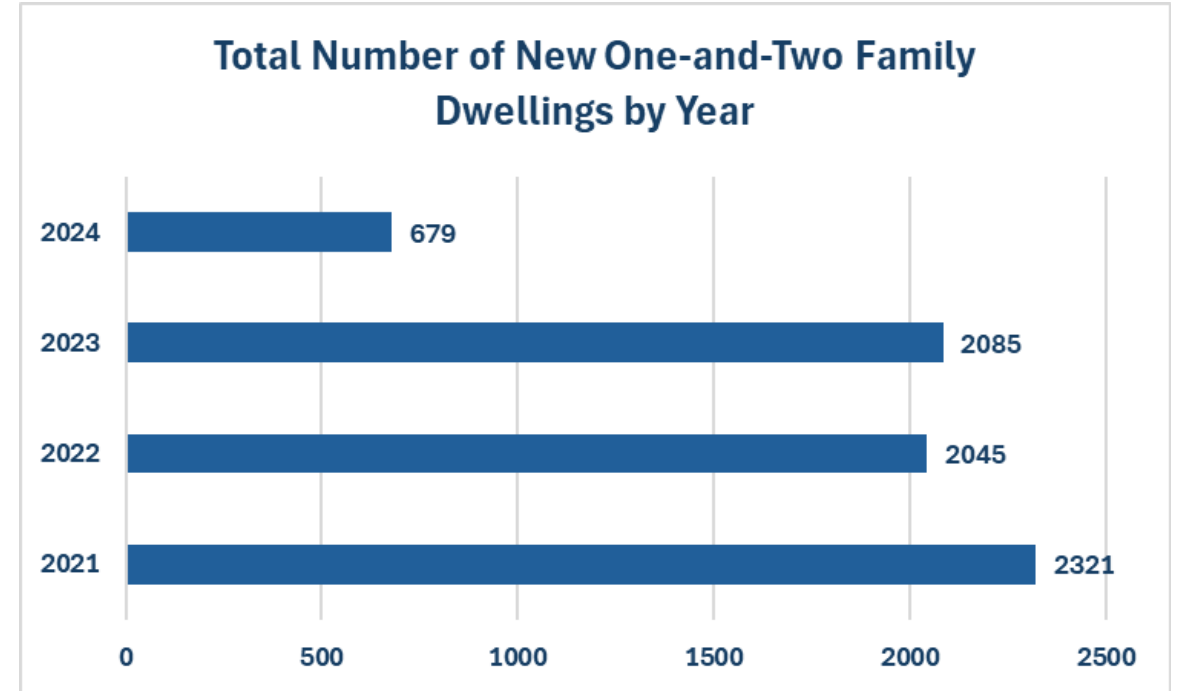
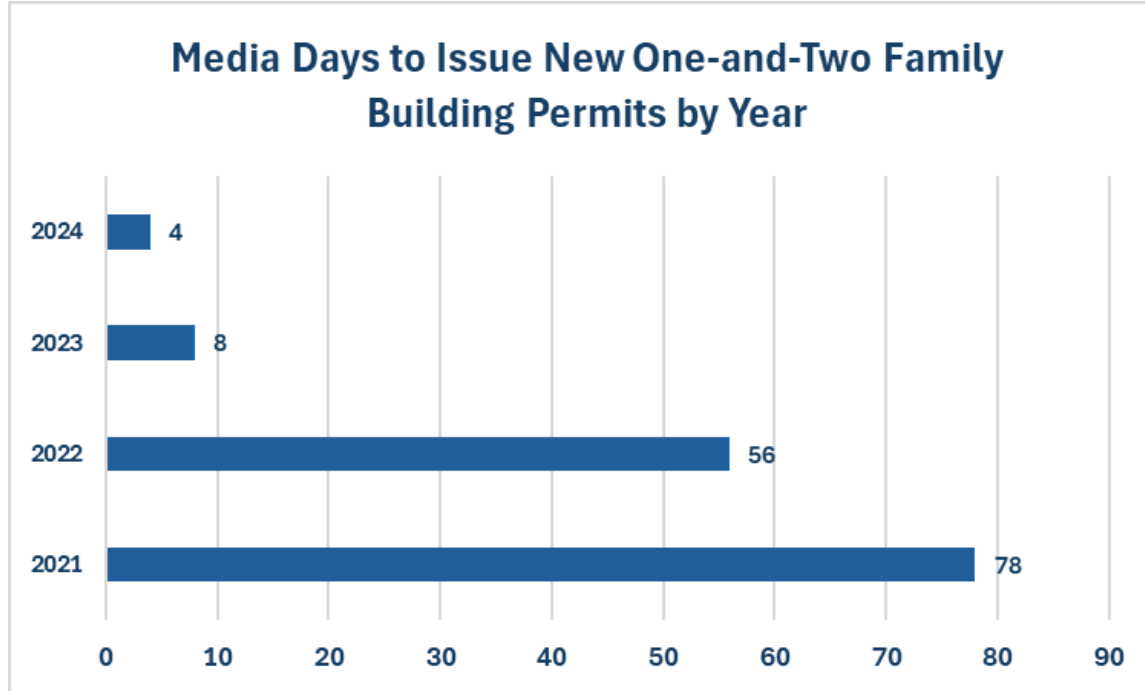
Technology



- Commercial Dashboard data (June 2024 launch date)
 - Development Services and Data Business Intelligence have scheduled preview presentations for the dashboard with individual Council Members in May 2024
 - Presentation to stakeholders scheduled for May 2024.
- DallasNow Project which is our new permitting software system replacement initiative is in its 11th month.
 - Approaching halfway mark on Go Live Date.
- DSD continues to meet established implementation milestones and scheduling timelines.



Metrics



2.8 Billion Estimated Residential Project Valuation 2021-2024 YTD



Metrics



March 2024

- Residential Permit submittals increased from **136** to **207**.
 - A **52%** increase from previous month.
 - **154** New Single-Family permits were issued.
 - A total of **43** RSVP permits issued the **SAME DAY**.
 - The Department issued permits within **3** days for the month.
- **15** New Commercial, **23** Commercial Additions, **233** Commercial Remodels
 - **37** Complex Commercial Q-Team projects.
 - **23** Minor Commercial Q-Team permits issued **SAME DAY**.

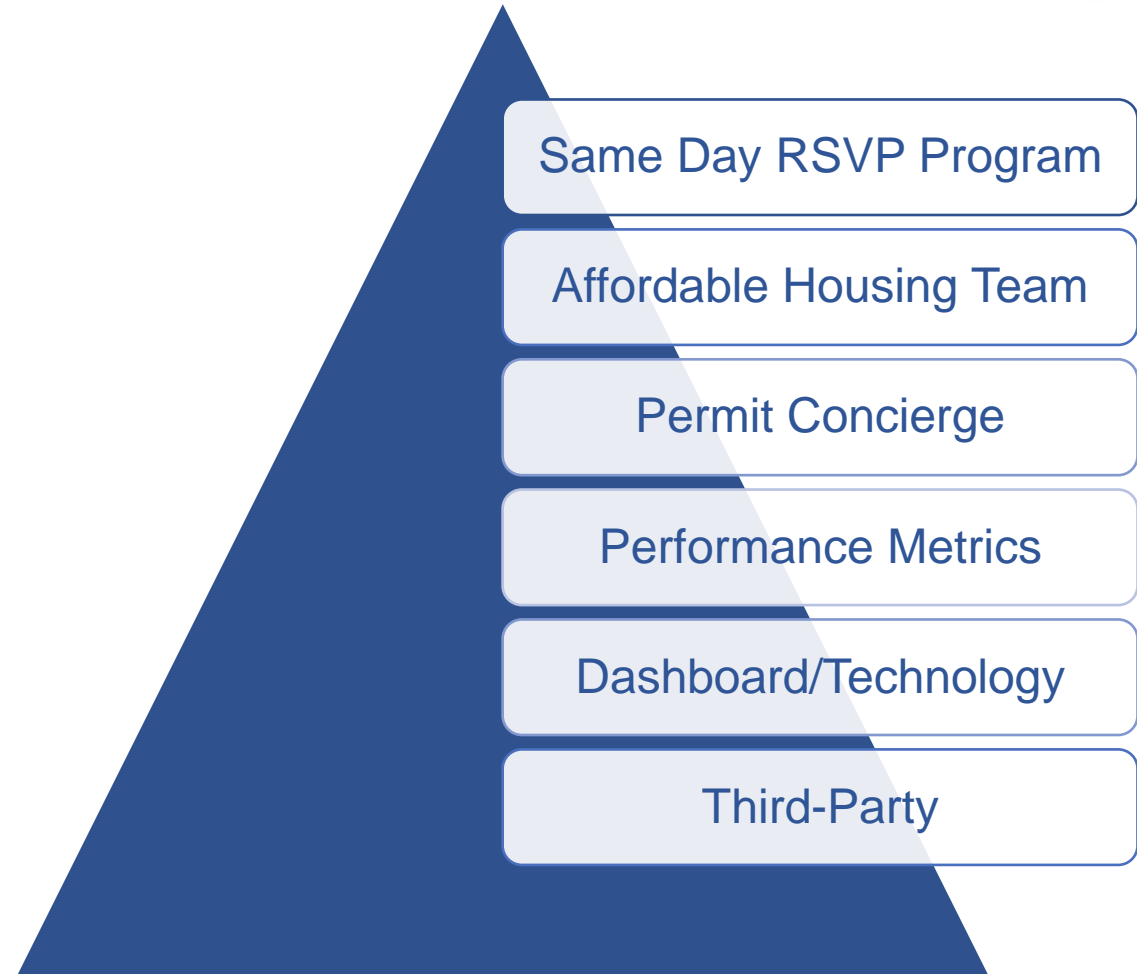


Metrics/Strategic Plan



2022/2023 DSD established strategic goals:

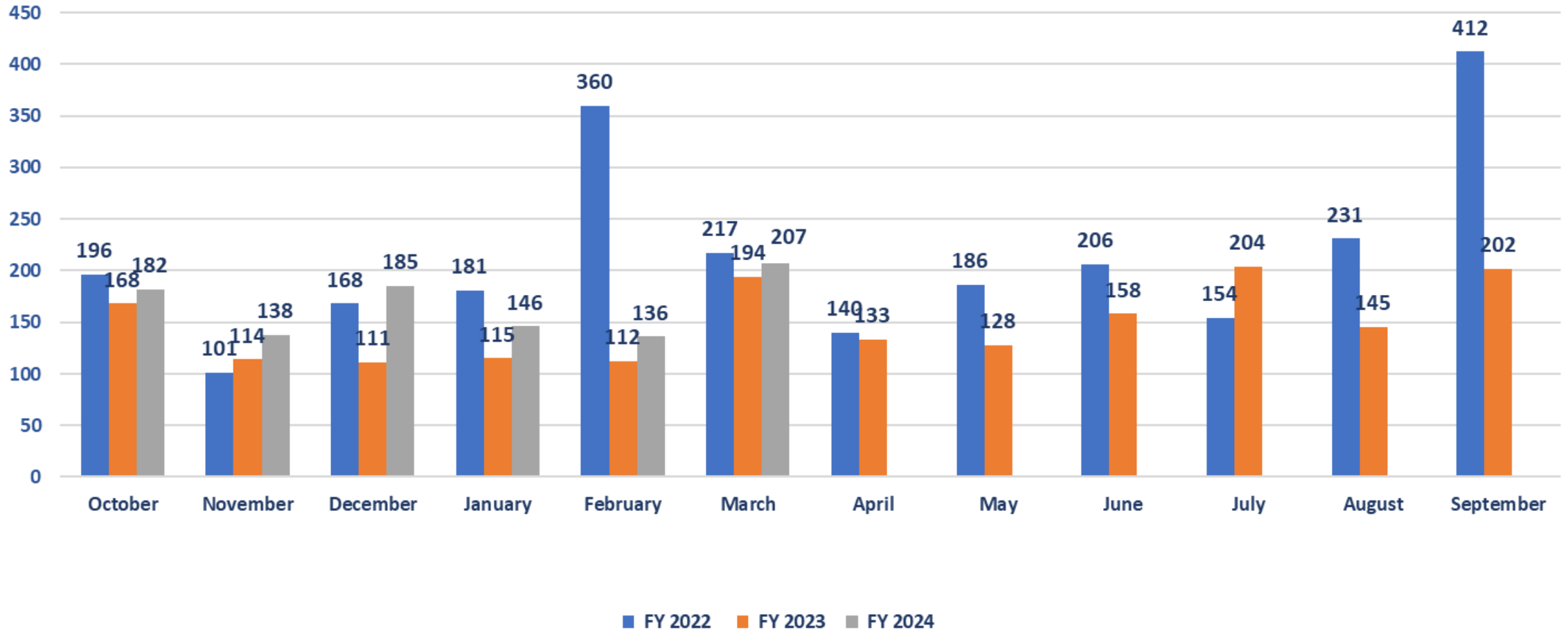
- Reduce Residential Permitting Times by 50% by March 2023
- Issue New One-and-Two Single Family permits within 3-5 business days
- Perform all initial plan reviews within 15 business days



Residential Permit Volume



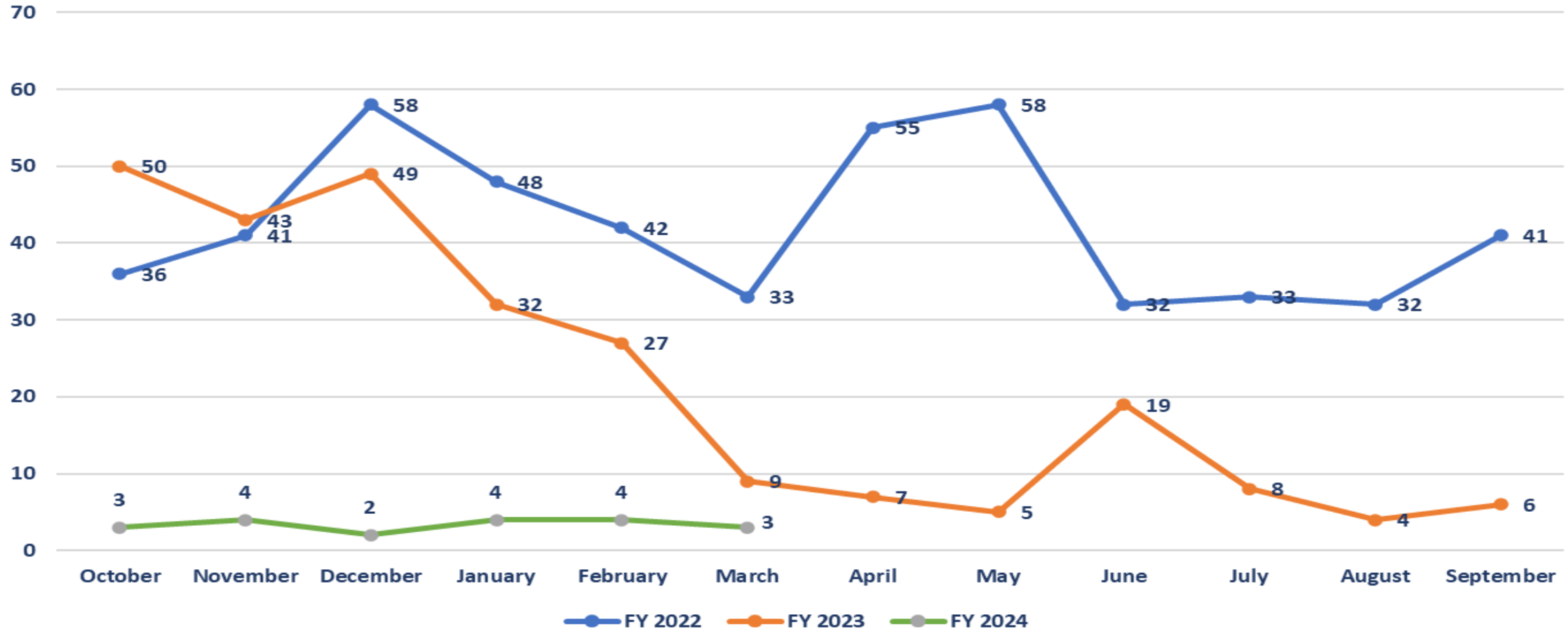
New Single Permits Family Created



Residential Turnaround Times



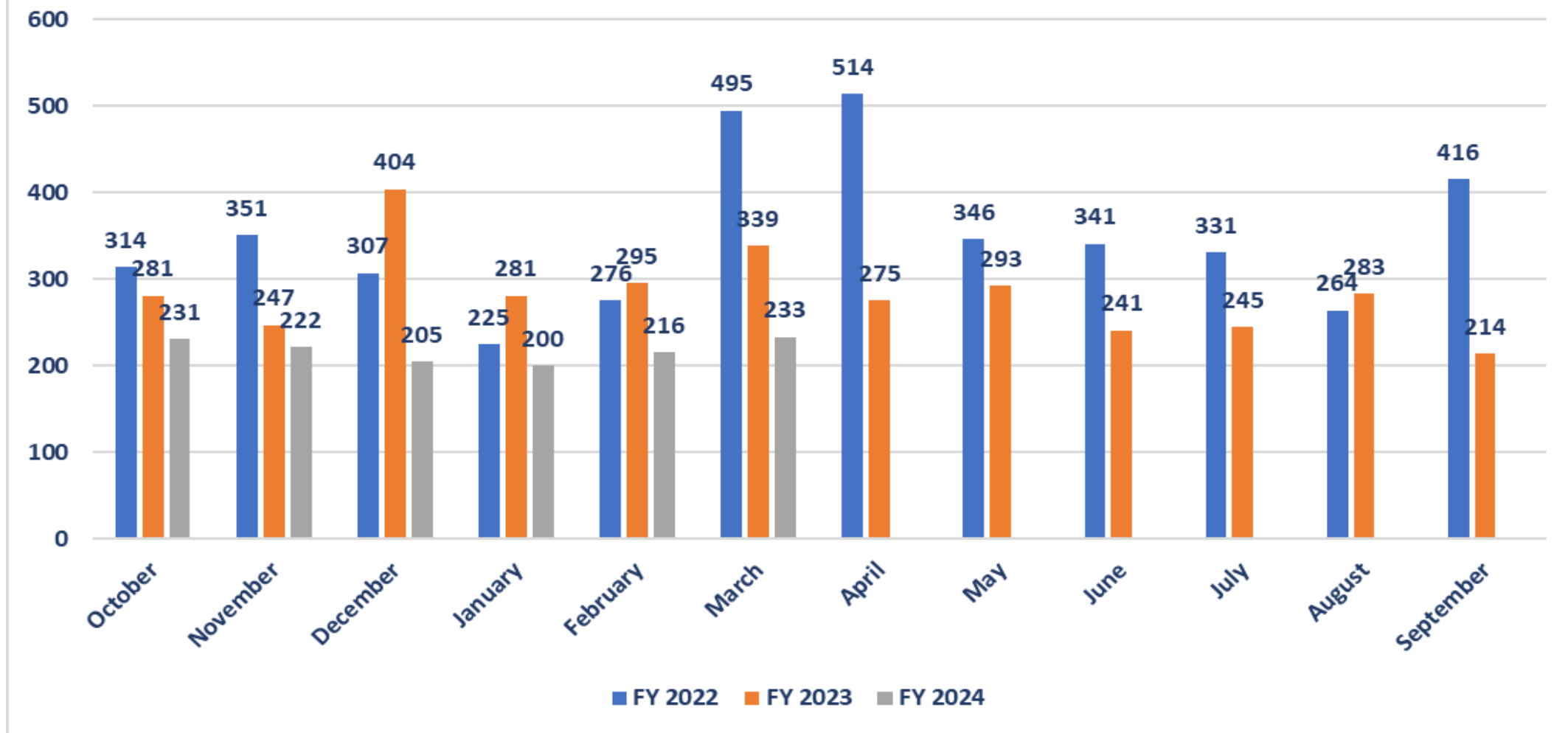
Residential New Single Family Permits-Staff Median Days to Issue



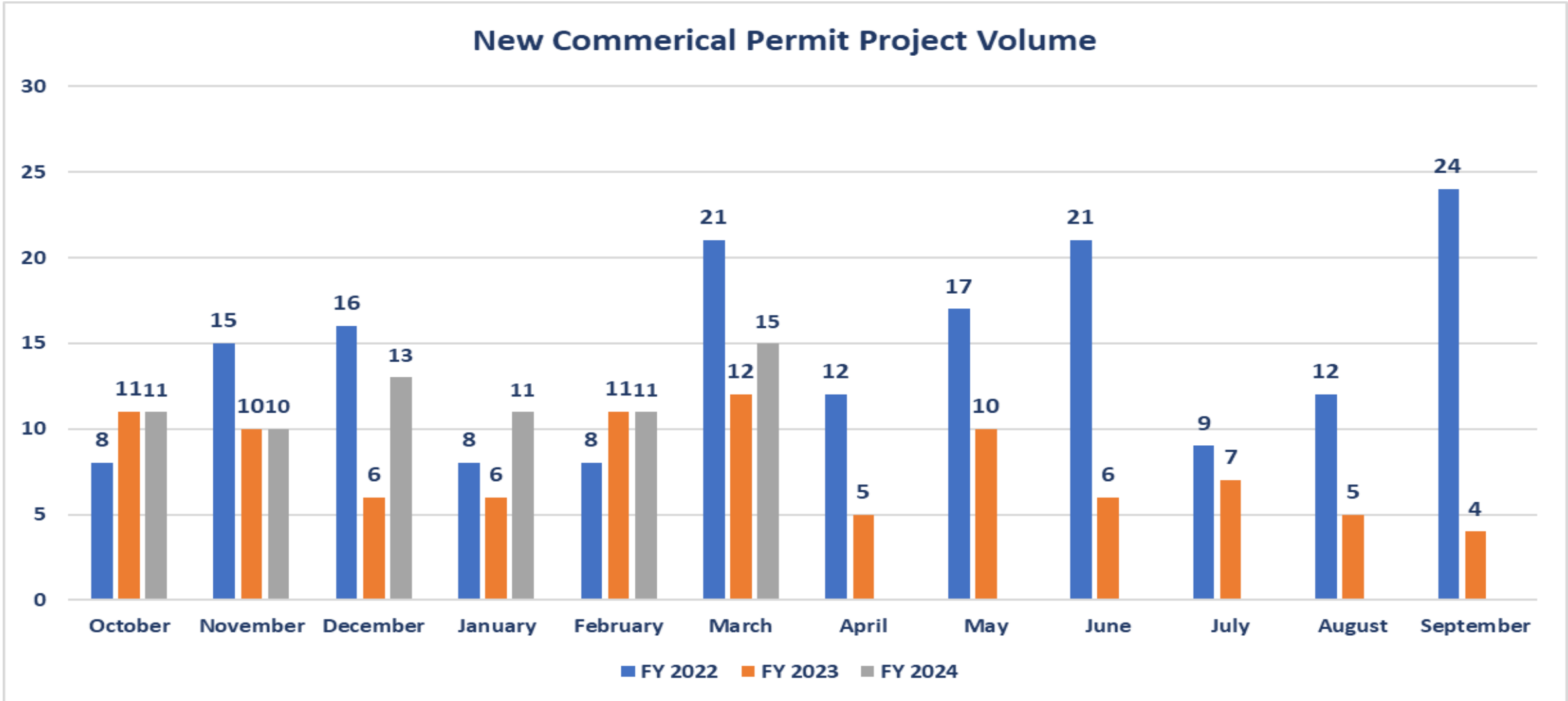
Commerical Remodel Permit Volume



Commercial Remodel Permit Volume



Commerical Permit Volume



Hiring and Recruitment



Job Classification	Vacancies	Job Classification	Vacancies
00701 - Engineer Assistant I	1	31025 - Lead Inspector - Multidiscipline	2
02218 - Surveyor	2	31030 - Inspector III - Development	1
02520 - Project Coordinator I	2	31031 - Inspector III - Electrical	3
02527 - Project Coordinator - Development	2	31032 - Inspector III - Plumbing	6
02528 - Senior Project Coordinator - Development	1	31034 - Inspector III - Signs	1
06206 - Sanitarian	2	31037 - Inspector III - Zoning	1
16404 - Senior Plans Examiner	3	32405 - Administrative Specialist I	1
18034 - Senior Departmental Budget Analyst	1	35548 - Senior Geographic Information System Analyst	1
24112 - Intern - Development Services Engineering	1	36619 - Supervisor - Development Services	4
28043 - Senior Planner	1	36690 - Development Services Administrator	1
31012 - Supervisor - Building Inspections Development Services	1	42001 - Permit Clerk	1
31013 - Part-Time Flex-Inspector (Plumbing)	8	42003 - Permit Technician	1
31014 - Part-Time Flex-Inspector (HVAC)	7	48607 - Senior Training Specialist - Development Services	1
31017 - Senior Plans Examiner - Plumbing	1	Total Vacancies	40
31022 - Senior Inspector - Plumbing	1	Total Part-time Positions/Interns	16
31023 - Inspector III - Building Inspection	1	Total Department Restructure	3
		Total Vacancies as of 4/18/2024	59



Hiring and Recruitment



- Hosted DSD Hiring Event
- Friday, April 12, 2024 - Downtown City Library
 - 171 total walk-ins
 - 124 total applications received
 - 71 total interviews
 - 29 offer letters made on the spot
 - 42 of City team staff participation
 - Library, Civil Service, HR Onboarding, Development Services Participation

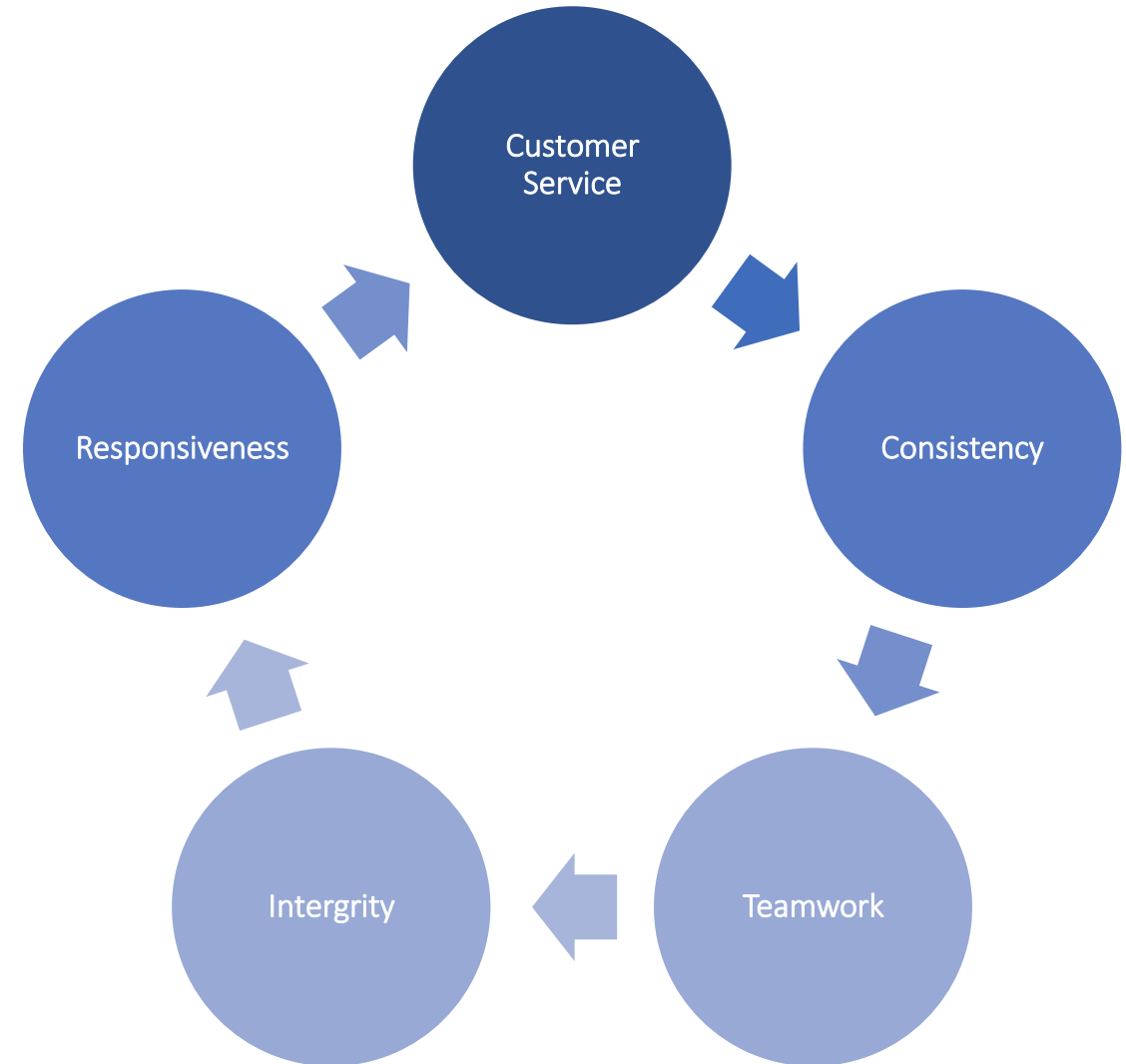


Training



Established dedicated DSD Training team in July 2023 to focus on **Department Guiding Principals**

- Supervisory Inspector Training Program
- Residential Plans Examiner Training Program
- New DSD Employee Onboarding Training Program
- Call Center and Permit Center Training Program
- DSD Mentorship Program



Training



- January 2024-March 2024
- Quality Control Workshops
- Policy Trainings
- ICC Examinations prep courses
- Lunch and Learns
- Employee and Development Engagements
- Women Who Build Luncheon

Feedback
Rating 4.5

Total # of
Trainings 28

Total # of
Hours 375

Total # of
Attendees 186



Communication Updates



Metric	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
New Fans/Followers	66	51	133	100	136	170	201
# of Posts	93	67	92	57	78	102	82
# of Reels/Videos	3	1	5	3	3	7	3
# of Post Video Views	114	521	525	188	656	2725	395
# of Email Campaigns	5	6	9	11	6	8	8
# of Emails Sent	3583	3406	5534	6208	4132	4839	5548
# of Emails Opened	2310	2259	4119	3513	1124	2487	2603
Email Open Rate	77%	79%	79%	60%	29%	57%	53%
Outreach/Engagements	10	3	4	2	5	9	8

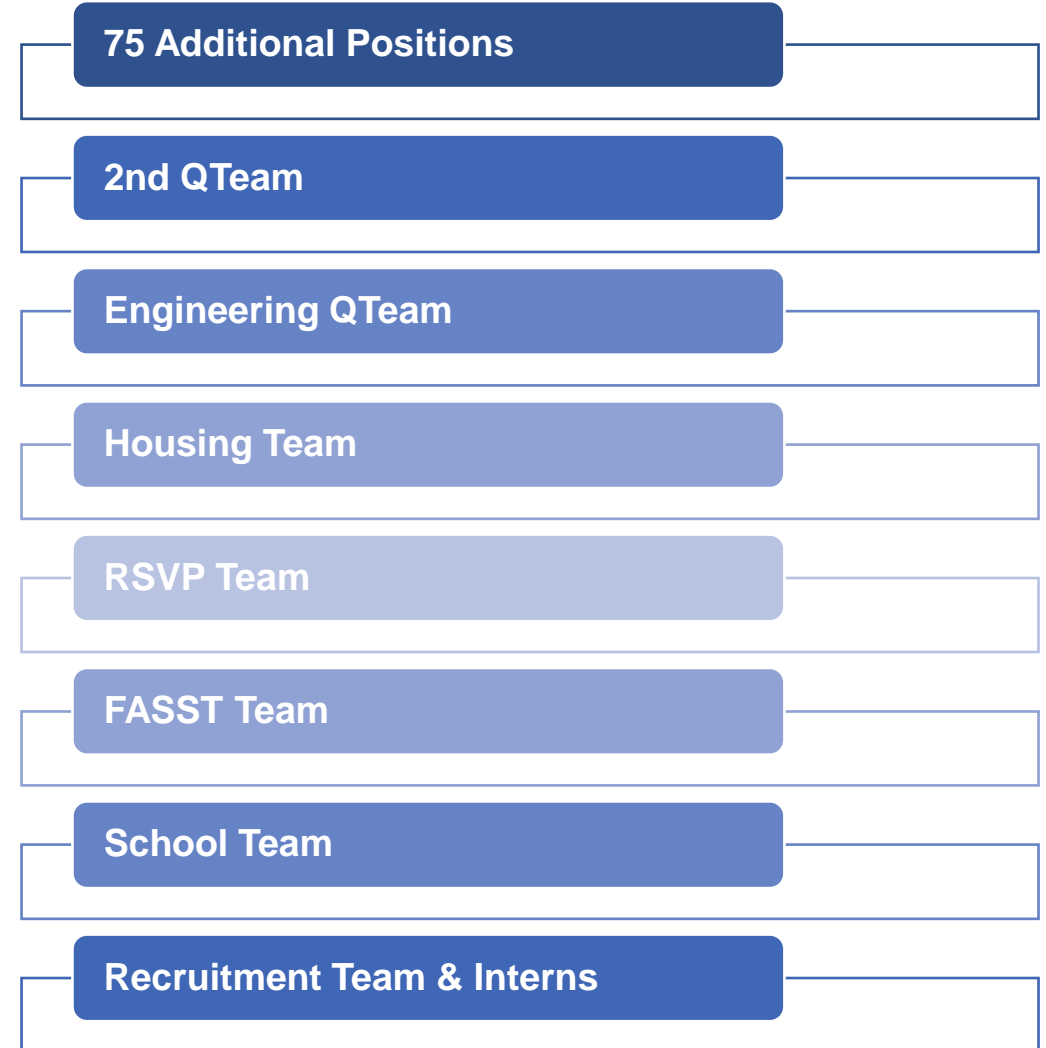
DSD Meaningful Partnerships and Engagement



Staffing and Assignments



- Reduced permitting turn around times
- Leveraged third-party contracts to supplement and support operations
- DSD, CAO, and Procurement partnered to onboard six (6) contracts
 - FY2021/2022- \$3.2M
 - FY2022/2023-\$3.8M
 - FY2023/2024-\$524k



Next Steps



- Continue to partner with Bond Office on 7800 N. Stemmons action plan (Ongoing)
- Onboard DSD new hires from Hiring Fair (May 2024)
- Continue to partner with Human Resources and Compensation on Plumbing Inspection workgroup compensation evaluation (Ongoing)
- Launch Commercial Permitting Dashboard (June 2024)





City of Dallas

Development Services Monthly Technology and Metrics Review

**Economic Development
Committee
May 6, 2024**

Andrew Espinoza, Director/Chief Building Official
Development Services
City of Dallas



City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 24-1520

Item #: E.

Small Business Center Partnership with Small Business Administration
[Joyce Williams, Director, Small Business Center]



City of Dallas

Small Business Administration Partnership with City of Dallas – Small Business Center

**Economic Development
May 6, 2024**

Joyce Williams, Director, Small Business Center
City of Dallas

Ahmad Goree, Assistant Director, Program
Management Division
Small Business Administration

Presentation Overview



- Purpose
- Background/History
- Partnership Opportunities
- Small Business Administration Programs (SBA)
- Next Steps



Purpose



- Provide an update of SBA partnership opportunities to meet the needs of small businesses



Background/History



- The partnership between SBA and City of Dallas SBC began in 2022 to intentionally build trust and serve small businesses.
 - SBC hosted Bankers Roundtable
 - Salem Institutional Baptist Church Presentation
 - Referrals to Small Business Development Centers



Strength of the Partnership



- Through this partnership, the City could collaborate with the Small Business Administration (SBA) to explore avenues for extending additional support to small businesses because of SBC's limited incentive tools
- While federal programs administered by the SBA are well-established within the Dallas small business ecosystem, it's imperative to acknowledge that systemic inequities have undermined trust. By partnering with the City, we create an opportunity for broader community engagement, fostering trust and inclusivity.
- The City's Fresh Start program, while commendable, presents challenges with its requirements that may restrict hiring opportunities for justice-involved individuals. Through our partnership with the SBA, we present alternative avenues, encouraging consideration of entrepreneurial opportunities for this demographic





Small Business Administration





U.S. Small Business
Administration

OUR PROGRAMS — THE “THREE C’S”

Capital

Counseling

Contracting



ACCESS TO CAPITAL

How can funds be used

- Purchase machinery, equipment, fixtures, inventory
- Expand or renovate facilities
- Construct commercial buildings
- Refinance business debt
- Change of ownership
- Business Acquisitions
- Fund Start-Up operations
- Working Capital

504 LOAN PROGRAM ECONOMIC DEVELOPMENT

The 504 loan program provides long-term, fixed rate financing for major fixed assets that promote business growth and job creation.

504 loans are available through Certified Development Companies (CDCs), SBA's community-based partners who regulate nonprofits and promote economic development within their communities. CDCs are certified and regulated by SBA.

The maximum loan amount for a 504 loan is \$5.5 million. For certain energy projects, the borrower can receive a 504 loan for up to \$5.5 million per project, for up to three projects not to exceed \$16.5 million total.

CAPITAL- MICROLOAN PROGRAM

These are for Loans from \$100 to a Maximum of \$350,000

Micro Lenders are Intermediaries

- That Receive Loans from SBA to in turn make smaller loans in their communities.

Local Micro Lenders are:

Lift Fund

BCL of Texas

People Fund

CAPITAL-7(A) LOAN PROGRAM)

Maximum loan size is \$5 million

Guaranty is 85% for loans \$150K or less, 75% for loans over \$150K.

Maximum interest rate: 2.25% over Prime on maturities less than 7 years, 2.75% over Prime on maturities of seven years or more.

CAPITAL SUCCESS STORY

KEVIN ALAM AND MIKE HOQUE



Started a restaurant in downtown Dallas.

Applied and received a SBA loan for \$770,000.

Expanded to 5 restaurants with 250 employees a yearly sales of \$10 million.

CAPITAL-RESULTS

Dallas/Fort Worth District

1,982 loans worth \$1.046 billion in FY 2015

2,155 loans worth \$1.1 billion in FY 2016

2,062 loans worth \$1.2 billion in FY 2017

1,913 loans worth \$1.3 billion in FY 2018

1,598 loans worth 1.16 billion in FY 2019

1,320 loans worth \$1 billion in FY 2020

1,820 loans worth \$1.8 billion in FY 2021

1,589 Loans worth \$1.4 billion in FY 2022

1,738 Loans worth \$1.3 billion in FY 2023



CITY OF DALLAS
LOANS
FY 2023

252 Loans

\$170 Million

3,578 jobs supported

WESLEY WELLNESS 4621 ROSS AVE.

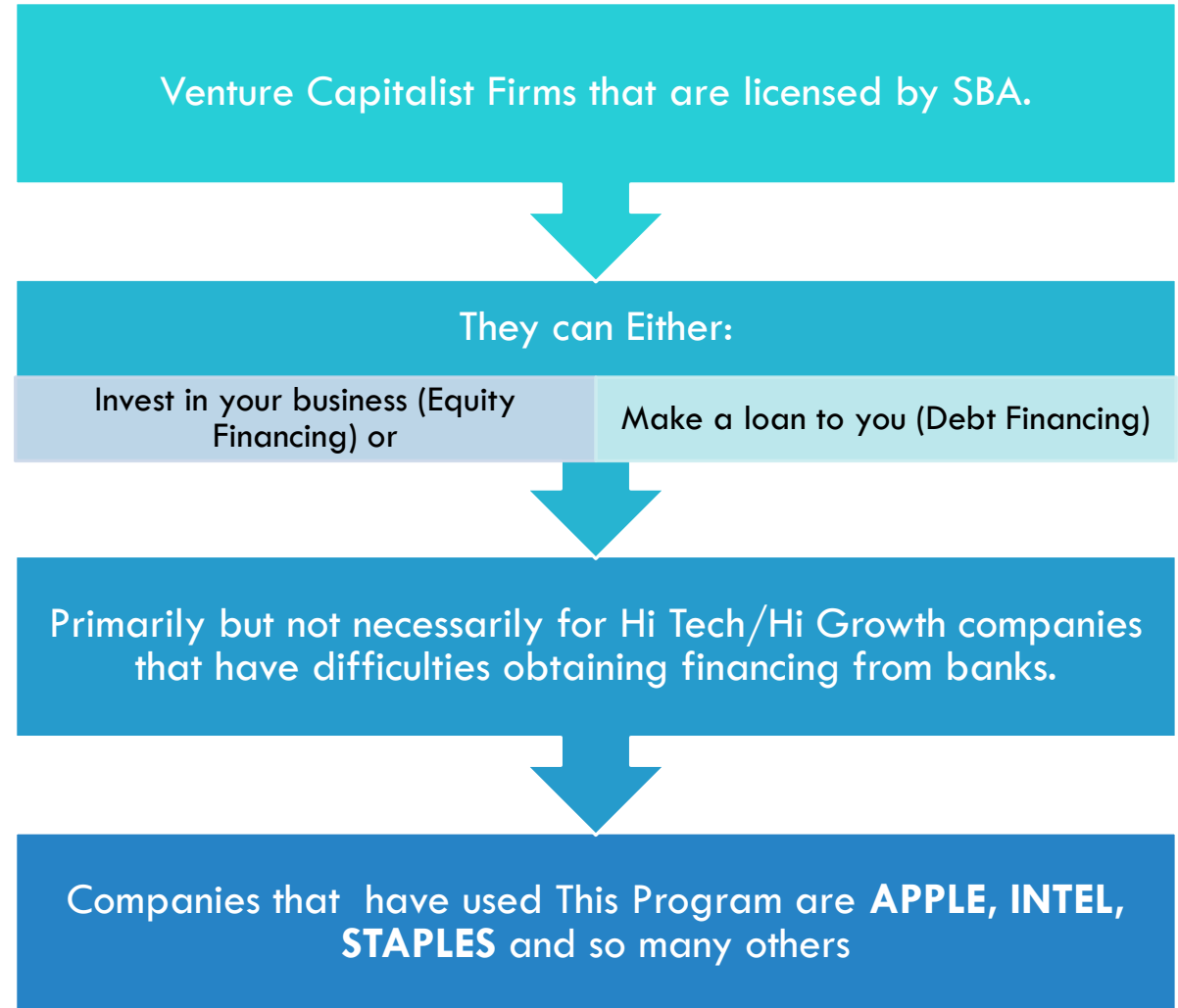
SBA 7 Loan
\$1,672,700 in Nov. 2022

Opened in 2023

Dallas Woman-Owned Small
Business



CAPITAL- SMALL BUSINESS INVESTMENT COMPANIES (SBIC)





VALESCO INDUSTRIES DALLAS

SBA licensed Small Business
Investment Company

Invest into business looking to remain
or become leaders in their industry

Business sizes of \$15 to \$100 million
in revenue

Investments from \$5 million plus

Current fundraising goal of \$400
million

COVID RELIEF IN DALLAS

Paycheck Protection Program

Number of Loan: 11,332

Total amount: \$6.68 billion

Avg loan: \$588,000

Jobs: 646,609

Revitalization Fund

- Number of grants: 1,000
- Total amount: \$281 million
- Avg. grant: \$281,000

Shuttered Venue Operators Grant

- Number of grants: 135
- Total amount: \$313 million
- Avg. grant: \$2.3 million

COUNSELING



- Provide mentorship, coaching and training
- Large volunteer corp.
- No charge for counseling
- Local office: 214-987-9491
SCORE Dallas
Mon - Fri 9am – 2pm by appt.



- Provide consulting, technical support and training
- Professional staff
- No charge for counseling
- Local office(214) 860-5859
 - Dallas Metro SBDC

VETERANS

**Veterans Business Outreach Center
University of Texas Arlington
College of Business
701 S West Street
Arlington, TX 76019
Room 609 (6th Floor)**

DALLAS/FORT WORTH DISTRICT CONTRACTING

Dollars	FY24 YTD	FY23
Small Business	\$789,150,288	\$1,716,681,062
Small Disadvantage Business	\$410,136,963	\$890,647,165
8(A)	\$99,636,533	\$239,182,397
Veteran Owned Small Business	\$321,647,558	\$604,196,050
Service Disabled Veteran Owned Small Business	\$314,305,670	\$579,695,283
Woman Owned Small Business	\$164,682,942	\$372,760,210
HUBZone	\$11,118,872	\$46,512,161

City of Dallas Partnerships



FY22 Lender Roundtable at J. Erik Jonsson Central Library



FY 23 Salem Institutional Baptist Church Presentation

FY24 CITY OF DALLAS PARTNERSHIPS

April

- Second Chance Roundtable

May

- Regulatory Fairness Roundtable

CONNECT WITH US

Ahmad Goree

Assistant Director, Program Management Division

Office of Field Operations-HQ

Ahmad.Goree@sba.gov

Herbert Austin

District Director

Dallas/Fort Worth District Office

Herbet.Austin@sba.gov

Visit us online: www.sba.gov

Follow us locally on x: **@SBADFW**

LinkedIn: SBA Dallas Fort Worth



Next Steps

- Implement key partnership strategies to increase the number of loans and or grants provided to small businesses in historically underserved communities
- Partner to implement the Reentry Entrepreneurship pilot
- Create an impact tracking report that addresses systemic barriers for small businesses
- Provide an update to Economic Committee in April 2025 on results and impact of the key partnership strategies





City of Dallas

Small Business Administration Partnership with City of Dallas – Small Business Center

**Economic Development
May 6, 2024**

Joyce Williams, Director, Small Business Center
City of Dallas

Ahmad Goree, Assistant Director, Program
Management Division
Small Business Administration



City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 24-1521

Item #: F.

D CEO's 2024 Commercial Real Estate Awards
[Kevin Spath, Interim Director, Office of Economic Development]

Memorandum



DATE May 3, 2024

Honorable Members of the City Council Economic Development Committee: Tennell
TO Atkins (Chair), Omar Narvaez (Vice Chair), Carolyn King Arnold, Adam Bazaldua, Paul
Ridley, Kathy Stewart, Chad West

SUBJECT **D CEO’s 2024 Commercial Real Estate Awards**

Staff is pleased to announce that several Dallas projects were recently recognized in D Magazine’s D CEO 2024 Commercial Real Estate Awards. Launched in 2013, D CEO’s annual program celebrates outstanding North Texas commercial real estate projects, transactions, dealmakers, and industry executives driving economic activity in the past year. Winners and finalists were featured in the April 2024 issue of D CEO.

Out of a total of 54 finalists across 12 categories pertaining to projects and transitions, 25 of the recognized projects are located within the city of Dallas. Five (5) of those finalists won their respective categories. Among the winners, two (2) were directly or indirectly supported by the Office of Economic Development. The table below lists category winners located in the city of Dallas (*asterisks indicate projects directly or indirectly supported by Office of Economic Development).

Category	Award Winner
Deal of the Year	Knox Street Development
Best Retail Lease or Project	*Target at Wynnewood Village
Best Office Lease	Bank of America at Parkside
Best Hospitality Project	*JW Marriott Hotel Arts District
Community Impact	The Kessler School

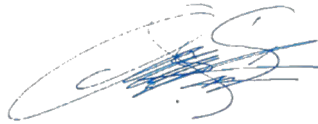
Please refer to **Exhibit A** for a list of additional finalists located within the city of Dallas. For a comprehensive list of all the winners, please visit D Magazine’s website for the digital edition of the April 2024 D CEO magazine at:
<https://www.dmagazine.com/publications/d-ceo/2024/april/d-ceo-april-2024-digital-edition/>.

Among the categories celebrating individuals and organizations, the Office of Economic Development would like to congratulate all dealmakers and industry executives for their recognition as economic development catalysts in our city. Special recognition was given to:

- Trammell Crow Company, Developer of the Year
- Jack Matthews, Pioneer Award
- CBRE, Commercial Real Estate Broker of the Year

Overall, the D CEO's 2024 Commercial Real Estate Awards further highlight the vibrancy and diversity of the commercial real estate market in Dallas and the North Texas region. Staff are proud of the Office of Economic Development's involvement in several of these projects.

Should you have any questions, please contact Kevin Spath, Interim Director, Office of Economic Development, at (214) 671- 1691 or kevin.spath@dallas.gov



Majed A. Al-Ghafry, P.E.
Assistant City Manager

EXHIBIT A

D CEO's Commercial Real Estate Awards Dallas Finalists

Additional Dallas Finalists

Category	Nominee
Best Retail Lease or Project	Harwood Hospitality Group
Best Office Lease	HF Sinclair, ISN Software Corp.
Best New Mixed-Use Project	Lincoln Property Co. headquarters
Best New Office Project	Harwood No.14 The Quad Thirteen Thirty-Three and River Edge
Best New Multifamily Project	The Boheme Oakhouse
Best Hospitality Project	The Knox Hotel
Best Land Deal	Fi-field Residential Turtle Creek
Best Commercial Property Sale	NOVEL Turtle Creek Stemmons Towers
Best Redevelopment or Renovation	Crown Block Dallas County Records Building GoodSurf
Community Impact	*1632 MLK Boulevard Retail Harwood Park *The Loop Dallas The Place at Honey Springs *South Dallas Cloud Kitchen
* Indicates direct or indirect support from the Office of Economic Development	



City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 24-1522

Item #: G.

Dallas Business Journal's 2024 Best Real Estate Deals
[Kevin Spath, Interim Director, Office of Economic Development]

Memorandum



DATE May 3, 2024

Honorable Members of the City Council Economic Development Committee: Tennell
TO Atkins (Chair), Omar Narvaez (Vice Chair), Carolyn King Arnold, Adam Bazaldua, Paul
Ridley, Kathy Stewart, Chad West

SUBJECT **Dallas Business Journal’s 2024 Best Real Estate Deals**

Staff is pleased to announce that several Dallas projects were recently recognized in Dallas Business Journal’s 2024 Best Real Estate Deals (BRED) award program. The BRED program highlights the best in real estate developments, both underway and delivered, across greater Dallas-Fort Worth. Winners were recognized at an awards event on April 18, 2024.

Out of a total of 55 finalists across 19 categories pertaining to projects and transactions, 16 of the projects recognized are located within the city of Dallas. Eight (8) of those projects won their respective categories, with Knox Street Development winning two awards, including Deal of the Year, and Tom Thumb at Shops at Redbird and the Target at Wynnewood Village tying for the Retail category. Among the winners, four (4) projects were directly or indirectly supported by the Office of Economic Development. The table below lists category winners located in the city of Dallas (*asterisks indicate projects directly or indirectly supported by Office of Economic Development).

Category	Award Winner
Deal of the Year	Knox Street Development
Mixed-Use Under Construction	Knox Street Development
Multifamily (urban)	Novel Turtle Creek by Crescent
Nonprofit	*The Loop Dallas
Office deal	*Bridge Labs at Pegasus Park
Office Development	Harwood No.14
Building Rehab	Dallas County Records Building renovation
Retail	*Tom Thumb at Shops at Redbird *Target at Wynnewood Village

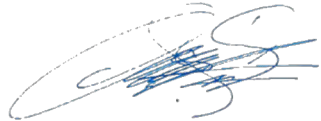
For a comprehensive list of all the winners, please visit Dallas Business Journal’s website at <https://www.bizjournals.com/dallas/news/2024/04/18/best-real-estate-deals-winners-revealed.html>

Three additional projects that were directly and indirectly supported by the Office of Economic Development were finalists. The nominees include:

Category	Nominee
Medical	Bonton Farms Health & Wellness Center
Nonprofit	South Dallas Cloud Kitchen
Building Rehab	1632 MLK Boulevard retrofit

Overall, the Dallas Business Journal's BRED award program further highlights the vibrancy and diversity of the real estate market in Dallas and the North Texas region. Staff are proud of the Office of Economic Development's involvement in several of these projects.

Should you have any questions, please contact Kevin Spath, Interim Director, Office of Economic Development, at (214) 671- 1691 or kevin.spath@dallas.gov



Majed A. Al-Ghafry, P.E.
Assistant City Manager



City of Dallas

1500 Marilla Street
Council Chambers, 6th Floor
Dallas, Texas 75201

Agenda Information Sheet

File #: 24-1523

Item #: H.

Upcoming Agenda Item for Proposed Amendments for Shops at RedBird Project Development Agreement, as amended

[Kevin Spath, Interim Director, Office of Economic Development]

Memorandum



CITY OF DALLAS

DATE May 6, 2024

Honorable Members of the City Council Economic Development Committee: Tennell
TO Atkins (Chair), Omar Narvaez (Vice Chair), Carolyn King Arnold, Adam Bazaldua, Paul
Ridley, Kathy Stewart, and Chad West

SUBJECT **Upcoming Agenda Item Regarding Proposed Amendments for Shops at RedBird
Project**

Since the Tax Increment Development, Chapter 380 Grant, and Chapter 380 Loan Agreement (“2018 TIF/Chapter 380 Agreement”) with WCWRD Inc and its affiliates or subsidiaries (“Developer”) was authorized by City Council in June 2018, the Developer has continued to make substantial progress on the Reimagine RedBird Mall Redevelopment Project (“Project”), now known as Shops at RedBird, generally located at the southeast corner of Camp Wisdom Road and Westmoreland Road in the Mall Area TIF District.

In February 2024, the Developer submitted a request for three relatively minor amendments to the 2018 TIF/Chapter 380 Agreement to address an issue arising over the past few years mostly due to the COVID-19 pandemic and its lasting impact on shifting market demand for certain Project elements that had been contemplated in 2017-2018 when the terms and conditions of the 2018 TIF/Chapter 380 Agreement were originally negotiated. The requested amendments are also associated with the Developer’s need for greater flexibility to creatively consummate private financing necessary to navigate the impacts of the pandemic and continue development of the Project (specifically redevelopment of the former Macy’s building) without additional City funding.

On April 29, 2024, the Mall Area Redevelopment TIF District Board of Directors unanimously approved the proposed amendments and forwarded a recommendation of approval to City Council.

On May 22, 2024, City Council will be asked to authorize a fourth amendment to the 2018 TIF/Chapter 380 Agreement, approved as to form by the City Attorney, specifically including (deletions are shown as strikethroughs; additions are shown in italicized and underlined font):

a. amending Section 2.C(7) as follows:

“Renovating and modernizing existing mechanical, electrical and structural systems including lighting, HVAC, flooring, and ceilings to create an office environment on the second floor of the in-line

portion of the Mall, and in the former Macy's building and the former Dillard's building as described on Exhibit A-1 and shown on Exhibit A-2 (the former Macy's, the former Dillard's, and the in-line Mall buildings but excluding the parking areas which are included within the parcels containing such buildings being referred to collectively herein as the "Main Mall Properties") by December 31, 2025;"

b. amending Section 2.D(2) as follows:

"Developer shall achieve a minimum occupancy of (i) at least 75% of ground floor retail space immediately surrounding the "green space" as noted in the Concept Plan and (ii) at least 60% on all other new construction and within the Main Mall Properties (excluding, if it has not yet been renovated and/or redeveloped, the former Macy's building) by the CO Date and these retail spaces must continue to be occupied at these levels throughout the term of the Agreement (the "Occupancy Requirement"), the initial achievement of which shall be subject to extension under Section 1.B."

c. amending Section 5.E as follows:

"Partial Lien Releases. Prior to repayment of the Loan, the City shall execute partial releases of its lien and/or execute subordination agreements for portions of the Property that are contributed, sold or ground leased to unaffiliated third parties for vertical development of multi-family, hotel, or other commercial, residential, or mixed-use developments. Notwithstanding the foregoing, until the Loan is paid in full, Developer shall ensure that the Main Mall Properties remain under the direct ownership and control of the Loan Guarantor or under ownership and control of a subsidiary entity of which the Loan Guarantor is the sole member and/or holds a controlling interest in such subsidiary entity; provided, however, that, with the prior written consent of the Director of the Office of Economic Development, such consent not to be unreasonably withheld, the former Macy's building may be contributed to a joint venture in which the Loan Guarantor receives a percentage of the joint venture commensurate with the value of the Macy's property only if doing so will result in the redevelopment/adaptive reuse of the former Macy's building into a hotel or other use(s) acceptable to Director that is expected to increase the value of the former Macy's building."

d. as consideration to the City for the specific amendments listed above, amending Section 2.A to increase the Developer's minimum Investment

DATE **May 3, 2024**
SUBJECT **Economic Development Committee**
Upcoming Agenda Item Regarding Proposed Amendments for Shops at Redbird Project
PAGE **3 of 3**

Requirement by \$15,000,000 for the Project from \$135,000,000 to \$150,000,000; and

- e. making any modifications to any other associated Project documents as may be necessary to effectuate the specific amendments described herein.

Should you have any questions, please contact Kevin Spath, Assistant Director, Office of Economic Development at (214) 670-1691.



Majed A. Al-Ghafry, P.E.
Assistant City Manager

c: Kimberly Bizer Tolbert, City Manager (I)
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Jon Fortune, Deputy City Manager Majed

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Dr. Robert Perez, Assistant City Manager
Donzell Gipson, Assistant City Manager (I)
Robin Bentley, Assistant City Manager (I)
Jack Ireland, Chief Financial Officer
Genesis D. Gavino, Chief of Staff to the City Manager
Directors and Assistant Directors