

# A Commitment to Action: More important than what we say is what we do.

Downtown Dallas, Inc. is a placemaking organization. An economic generator and advocate. Downtown Dallas, Inc. is a steward of the safety, cleanliness, and beauty of our environment. We are a real-time information source and a patron of Downtown's businesses and community. Many of us live Downtown. Our livelihoods are made Downtown. We do what we do because we care deeply for Dallas and take pride in the opportunity to be some small part of shaping its future.

Yet we are anguished as we're confronted again by evidence that there is still much work to be done to make the heart of our city *a place for all, built by all*. Work that calls for intention. Purpose.

**Therefore, we commit to this list of actions, areas in which we can turn up our focus immediately along with restating our pledge of ongoing self-reflection, listening, learning, and accountability.**



# **Downtown Dallas, Inc. will continue to advance Downtown as a place for public discourse where we, as a collective whole, can raise awareness and motivate action to remedy systemic oppression.**

We will use the design, management, and programming expertise of our staff and our members to influence design so that the highest degree of inclusivity standards are adopted into new public space being built in Downtown.

We will actively seek out local organizations to provide a diverse base of culturally relevant programming to our Downtown public spaces and accelerate our support of activities like public markets, as pandemic restrictions lessen, to serve as magnets for community union.

We will restart work with our community partners to advocate for green space-starved neighborhoods within the City Center, identified through The 360 Plan's community engagement, to address neighborhood-scale park needs and identify opportunities to solve for food deserts through urban farming and localization of production.



# Downtown Dallas, Inc. will push harder and work faster on goals set forth in The 360 Plan, and re-prioritize its actions that emphasize equity.

The 360 Plan is our comprehensive plan for Downtown and the connected neighborhoods in Dallas' City Center, authored by more than 40 neighborhood organizations and adopted unanimously by the Dallas City Council. Its vision sets forth that "the City Center will be a community for all: an equitable, diverse, and sustainable place that supports the continued growth and diversity of its population." We will prioritize those items in the plan that DDI can directly implement, and use our platform to demand action from the agencies with whom responsibility for others rests.

We will continue to advocate, and in every case possible provide direct funding, for improvements to "District Connectors," those streets that connect neighborhoods, creating safe multimodal mobility options to and from Downtown, like recent improvements to Harwood Street between the Cedars and the east side of Downtown.

We will advocate louder for public investments to support transit-oriented development in Downtown that provides better connectivity from housing to jobs, education, and services. Along with that, as the hub of the region's public transportation system, we will stand up for public transportation reform to more efficiently connect our entire city, creating an accessible system for a diversity of users.

We will celebrate and preserve the diversity of districts in Downtown and our connected neighborhoods by continuing our support of preservation that protects neighborhood character and our city's history and culture.

We will stand taller on our platform to demand attention to mixed income housing, particularly the purposeful provision of affordable and family-friendly housing in Downtown. This includes pushing recommendations for the public sector to leverage publicly-owned property within the City Center and implement effective mixed-income policy. In return, DDI will advance work with the private sector, including developers, land owners, and lenders, by completing our market analysis to quantify demand and identify barriers to, and solutions for, diversified housing in Downtown.

We will continue our advocacy for further investment in social services, job creation, housing, and education, while ensuring the fundamental safety of our citizens is maintained.

# Downtown Dallas, Inc. will be intentional in our business recruitment, retention, and economic development activities to ensure *opportunity for all* to economically prosper in the heart of our city.

We will continue to use our business incubation programs, like Unbranded, to give access to affordable space, business development, and marketing support and proactively recruit makers and innovators from all over the city, particularly in Black communities.

We will advocate harder for loosening regulations for “pop-up” and temporary uses and mobile vending to provide low-barrier entry paths to small businesses and entrepreneurs.

We will work harder with the public and private sectors to create programs that give paths to businesses from disadvantaged neighborhoods who see opportunity in permanently establishing in Downtown.

We will be deliberate in our recruitment of retail, services, and entertainment to not only include diverse businesses, but to also provide a balanced mix of community amenities that meet the needs and deliver culturally relevant experiences for the already diverse population living in Downtown.

We will identify specific and relevant ways in which Downtown Dallas, Inc. members can promote investment in job growth and business support in impoverished Dallas communities, utilizing Downtown’s resources as a financial center to grow the entire city.

We will adopt explicit diversity goals and metrics into *Downtown Dallas Now*, our recently launched national business recruitment strategy, to favor companies that prioritize equitable and socially conscious practices.

# Downtown Dallas, Inc. will invest time and resources to broaden participation in the building of our city and open up opportunity for our disadvantaged youth.

We will promote higher representation of diversity in city-building roles such as architecture, design, construction, development, and engineering by serving as a convenor for our members' discussion, education, and promotion of successful inclusive practices in those industries.

We will mobilize our member companies and partner organizations to create a paid fellowship program seeking those who are systemically left behind due to race, ethnicity, and/or economic status, who are passionate about transforming our city in a curriculum built by practitioners that fosters career and personal advancement.

We will nurture the career advancement and civic engagement of our youth by re-energizing our Opportunity Dallas program, partnering with high schools and colleges across the city to connect students with internships and work programs in the job hub that is Downtown.

We will continue our quest to increase opportunities for high-quality education choice at all levels in Downtown, insisting on socio-economic and diversity balance standards, like CityLab High School and Ida B. Wells Downtown Montessori.

We will seek resources from our members, the Downtown corporate community, to support Dallas ISD's Operation Connect Plan to bring broadband Internet connectivity to all Dallas ISD families.



# Downtown Dallas, Inc. will look inward and examine our own organization.

We will continue to proactively identify a diverse Board leadership pipeline, and immediately examine our Board policies to ensure goals for diversity become practice.

We will continue our commitment to diverse hiring, leadership development, and career advancement practices at all levels of the organization, regardless of race, ethnicity, gender, or socio-economic circumstances.

We will proactively seek vendors who find challenges accessing “the system” due to unjust practices and support local small businesses at every opportunity.

We will re-structure our Board-adopted program of work to prioritize all of the actions outlined above in order to ensure distractions are deflected.

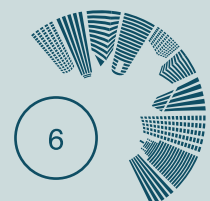
## Most importantly, we will only start here.

**We will continue to engage the community with purpose to establish additional lines of communication. We want to hear what more we can do and how we can do better.**

This list is not comprehensive, nor is it exhaustive. Meaningful systemic change will not be achieved in a statement or plan written over the course of 10 days. We will welcome discussions and forums. We will talk, eat, read, make art, play, and learn together. We will invite anyone and everyone to join us.

We have been committed, but we will re-commit for as long as it takes.

**This is your Downtown. *A place for all that must be built by all.***





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