



Downtown
Fort Worth, Inc.

2021 ANNUAL REPORT



MESSAGE FROM THE CHAIRMAN

Downtown Fort Worth's remarkable emergence from what we hope was the worst of the Coronavirus period is testimony to years of planning, investment, long-range thinking, and hard work.

As we celebrate DFWI's 40th Anniversary, last year's achievements and recent news should serve as reminders that a thoughtful approach to Downtown renewal, committed public-private partnerships, and close collaboration yield remarkable results. Consider:

- ◆ Acquisition of the Pier 1 building for City Hall
- ◆ \$403M secured for the Central City Flood Control Project
- ◆ Texas A&M's campus expansion announcement
- ◆ The acceleration of the Convention Center expansion project
- ◆ Deco 969's groundbreaking and three other high rises in the planning stage
- ◆ The Huntley - apartment construction
- ◆ Heritage Park advancements
- ◆ Downtown Plan 2033 launch
- ◆ Lancaster/T&P Connector project
- ◆ Public Market and additional Lancaster area development planning
- ◆ New hotel openings
- ◆ First United Methodist Church expansion

These projects will inspire others to find their place in Downtown. They will come here to work, live, learn, create, trade, invest, enjoy themselves, and make their mark. As these new people join us, they will bring new resources, ideas, and relationships to our lives...and they will make us better for it.

2021 was a year of recovery and planting seeds for the future, and in the pages of this report, you will see that story unfold.

The promise of 2022 is acceleration, and DFWI is excited about looking forward to the years ahead. We invite you to participate in the exciting growth of Fort Worth's center city through membership in DFWI.

“The promise of 2022 is acceleration, and DFWI is excited about looking forward to the years ahead.”

Larry Anfin, Chair
Downtown Fort Worth, Inc.



ABOUT US

Downtown Fort Worth, Inc. (DFWI) is a 501(c)(6) nonprofit membership organization dedicated to being the catalyst for transforming Downtown into a vibrant place to live, visit, enjoy, and conduct business through an aggressive leadership of programs, projects, and partnerships.

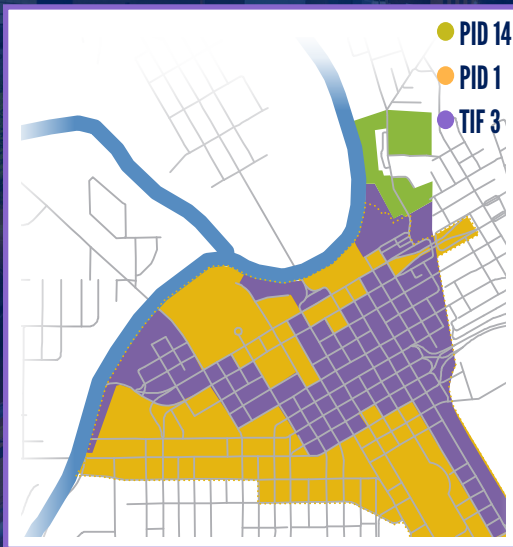
Public Improvement Districts (PID #1 & #14)

Provide enhanced services to property owners, including maintenance and landscaping, public space management, promotions and marketing, hospitality services, outreach, research, transportation, planning, and security enhancements to 564 acres of Downtown.

Tax Increment Finance District (TIF #3) is an effective economic development tool that bridges financial gaps in targeted new Downtown development. It ensures high-quality construction, supports public infrastructure, and accelerates new tax increments for all local taxing jurisdictions.

Downtown Fort Worth Initiatives, Inc. (DFWII)

is a 501(c)(3) nonprofit corporation that provides a pathway for foundation grants, philanthropic donations, and other contributions to help fund charitable, educational, and public-purpose Downtown projects.



STRATEGIC ACTION PLAN

Downtown's 2021 progress on fulfilling the objectives of Plan 2023, Downtown's 10-year Strategic Action Plan, is reported in the pages of this report.

SIX MAJOR FOCUS AREAS:

BUSINESS DEVELOPMENT
EDUCATION
HOUSING
RETAIL, ARTS & ENTERTAINMENT
TRANSPORTATION
URBAN DESIGN, OPEN SPACE & PUBLIC ART

PLAN 2023

DFWI, in partnership with the City of Fort Worth and Trinity Metro, has contracted with Interface Studio LLC to coordinate the next Downtown 10-year plan. This plan will help guide budgeting, investment, and decision-making by DFWI, the City of Fort Worth, Trinity Metro, and public, private, and institutional partners. In short, this plan will serve as a roadmap for how Downtown Fort Worth will evolve in the coming decade.

DFWI & DFWII OPERATIONS AREAS

PID #1

Public Improvement District #1

Maintenance & Landscaping
Downtown Ambassadors
Security Enhancement
Public Space Management
Marketing



172 HILLSIDE



PID #14

Public
Improvement
District #14

PARKS

Downtown Park
Management and
Improvements

HERITAGE PARK

DOWNTOWN ADVOCACY & PROMOTION

Fort Worth Downtown NEIGHBORHOOD ALLIANCE

DOWNTOWN STRATEGIC ACTION PLAN

TIF #3

Tax Increment Finance District

RESEARCH



JFK

TRIBUTE IN
FORT WORTH



DESIGN REVIEW

TRANSPORTATION AND PLANNING



PNC BANK
PRESENTING SPONSOR

FORT
WORTH
ARTS
FESTIVAL





BUSINESS DEVELOPMENT

PLAN 2023 VISION

Downtown Fort Worth will grow as a premier business location by providing a robust economic, intellectual and cultural environment through the supporting infrastructure necessary to retain current and recruit future employers.

\$31.11
CLASS A OFFICE SPACE
AVERAGE RENT

\$24.36
CLASS B OFFICE SPACE
AVERAGE RENT

83%
OFFICE MARKET
OCCUPANCY RATE

PLAN 2023 PROGRESS

FREESE AND NICHOLS OPENS NEW HEADQUARTERS IN DOWNTOWN FORT WORTH

Freese and Nichols, Inc., moved its headquarters to Downtown Fort Worth. The new office is the home of 300 employees and occupies three floors at Burnett Plaza. The Great Place to Work Institute repeatedly names Freese and Nichols among the Best Medium Workplaces in the United States and Texas.



ONCOR MOVES TO 777 MAIN

ONCOR moved their offices into 200,000 square feet at 777 Main. The new offices are home to 600 employees from its former Downtown location. Oncor's lease in 777 Main is testimony to the appeal of Downtown's central location, ease of access, and amenities - and how they, combined with first-class office space, position Downtown as a highly desirable office location.



CITY HALL

The City purchased the former Pier 1 Imports headquarters building at 100 Energy Way in January 2021 for \$69.5 million.

Renovations will bring the estimated project budget to \$100 million. Work will include new public meeting spaces, new council chambers, and reconfiguring offices.

USE MARKET DEMAND ANALYSIS OF FORT WORTH TO DETERMINE THE NEEDS OF CITIZENS, VISITORS, AND THE HOSPITALITY INDUSTRY.

CONVENTION CENTER EXPANSION

On November 30, Fort Worth City Council unanimously approved the allocation of \$52 million in American Rescue Plan Act Funding to resume the Fort Worth Convention Center Renovation Project, including the realignment of Commerce Street. The project was originally suspended due to the decline of hotel occupancy taxes during the pandemic. Council also approved the execution of an agreement with Broadbuss & Associates, Inc. for project management services associated with the project.





AVID HOTEL

Under Construction

320 Samuels Avenue
104 Rooms
Limited Service



LE MERIDIEN

Under Construction

815 Commerce Street
188 Rooms
Full-service hotel



SANDMAN SIGNATURE HOTEL

Under Construction

810 Houston Street
245 Rooms
Full-Service Hotel



THE KIMPTON HARPER HOTEL

Now Open

714 Main Street
232 Rooms
Full-Service Hotel
Il Modo Restaurant



The former XTO Energy headquarters building at 714 Main Street reopened in June 2021 as the 226-room, four-star Kimpton Harper Hotel. The new hotel, managed by Davidson Hotels & Resorts, features a penthouse bar and lounge, 10,000 square feet of meeting and event space, a rooftop observation



deck with a 360-degree view of Fort Worth, and a contemporary Italian restaurant on the ground floor.

The Downtown TIF Board approved a TIF reimbursement package totaling \$650,000 for public improvements upon completion of the project.



EDUCATION

PLAN 2023 VISION

Targeted educational programs and new learning institutions in Downtown will focus on current and future industry clusters to attract and hold knowledge-based companies and workers. This effort will maintain Fort Worth's primacy as host to a vibrant and innovative regional workforce and provide critical lifelong learning experiences for its residents.



SUPPORT EXISTING HIGHER EDUCATION INSTITUTIONS AS PLANS FOR FUTURE GROWTH DEVELOP.

TEXAS A&M UNIVERSITY – CAMPUS EXPANSION

Texas A&M University (TAMU) announced plans in November 2021 to expand its campus near the TAMU law school building at 1515 Commerce Street.



DFWI has engaged U3 Advisors for a second round of analysis on behalf of TAMU for their Downtown expansion plan. This economic and community needs assessment will focus on how TAMU and leading and emerging industries in Fort Worth and Tarrant County can work together.

The U3 team will meet with leaders and stakeholders across the following sectors: mobility/transportation, aerospace/defense, healthcare/life sciences, agribusiness, energy, and various emerging industries.

The results of this assessment will be provided to TAMU planners in College Station as they continue to refine their North Texas expansion plans.



2021 YOUNG WOMEN'S LEADERSHIP ACADEMY HIGHLIGHTS

US News and World Report Rankings

#1
FWISD

#6
NORTH TEXAS

#17
TEXAS

#117
UNITED STATES

I.M. TERRELL HIGHLIGHTS

- ◆ Over \$2M in scholarships for the first graduating class.
- ◆ Highest SAT Avg. Scores for all High Schools in FWISD.

SAT SCORE 138 ↑ POINTS ABOVE DISTRICT AVERAGE



YOUNG WOMEN'S LEADERSHIP ACADEMY

In the 2021 FWISD Bond program, \$19.5M was dedicated to addressing the issues of the YWLA physical plant.

DFWI has established a task force to work with FWISD to determine if keeping the YWLA Downtown is feasible.

SUPPORT AND PROMOTE NASH ELEMENTARY AND THE YOUNG WOMEN'S LEADERSHIP ACADEMY.



PLAN 2023 VISION

The development of multifamily housing in Downtown Fort Worth and the surrounding areas should be intentionally accelerated through targeted incentives and policies supporting this land use. We will set the stage for producing market-warranted housing by removing barriers to development. With a bias toward density and high-quality design and a variety of price points, including workforce-affordable housing and quality owner-occupied and rental housing, we will add to the diverse mix of residents in Downtown and increase the tax base.

HOUSING

89%

OCCUPANCY RATE

2,875

UNITS UNDER
CONSTRUCTION AND
PLANNED

\$1,572

AVERAGE
APARTMENT RENT

\$302K

MEDIAN SALES PRICE OF
DOWNTOWN CONDOMINIUMS &
TOWNHOMES

\$274

AVERAGE SALES PRICE
PER SQUARE FOOT FOR
CONDOMINIUMS & TOWNHOMES



THE JONES

Planned · Jones & 9th Street
408 units · Developer: AHS Residential



KENT LOFTS

Planned · Lancaster Avenue · 248 units
Developer: RISE Residential Construction, L.P. and
Ody Dessey Residential, L.P.



PUBLIC MARKET BUILDING

Planned · 1400 Henderson Avenue
Senior Housing · 199 units
Developer: Wilks Development



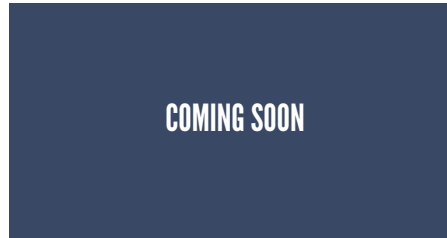
BURNETT LOFTS

Under Construction · 1012 Burnett St · 330 units
Developer: Catalyst Urban Development, LLC



THE HARRISON

Planned · 515 Samuels Avenue · 27 units
Developer: Brewer & Hale



COMING SOON

811 SAMUELS

Planned · 811 Samuels · Developer: Trinite
Construction Mgmt, LLC · Architect: Laurie Murphy
22 Townhomes · 3 Stories



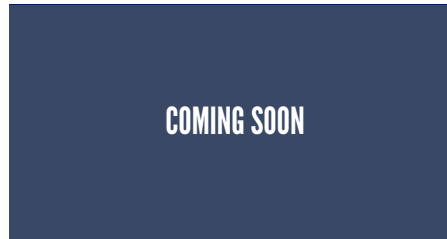
DECO 969

Under Construction · 969 Commerce Street
283 units · 27 stories
Developer: Southern Land Company



TRINITY HIGHLINE

Planned · Samuels Avenue at Gounah Street
172 Units, 4 stories
Developer: Urban Genesis



COMING SOON

SUMMIT HIGHLINE

Planned · 10th Street at Collier Street
48 units · Developer: Urban Genesis



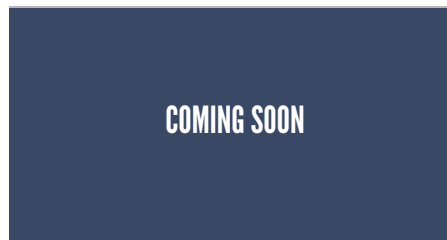
1000 WEATHERFORD

Planned · 1000 Weatherford Street
492 units · Developer: AHS Residential



7TH AND HENDERSON

Planned · 310 Units · 16 Stories
Developer: Allen Harrison Company, LLC



COMING SOON

THE GRAYSON ON 4TH

Planned · 4th Street (located by Top Golf)
336 units · Developer: Stonehawk Capital

Increase the overall number of residential units in Downtown and adjacent districts.

Attract an additional 2,500 in Downtown.

Encourage the development of affordable workforce housing units Downtown.

UNITS DELIVERED SINCE 2013:

2,818

JENNINGS PLACE (FORMERLY HILLSIDE)

New 172 Hillside Partners LLC is an FWHS/DFWII joint venture created to acquire and operate Jennings Place. New 172 Hillside Partners LLC owns the land and the 172 units of mixed income housing. In 2038, DFWII has a favorable option to purchase the project from the partnership.



THE HUNTLEY

- Under Construction
- 904 E. Weatherford · 296 Units
- Developer: Stonehawk Capital
- 51% affordable units in partnership with Fort Worth Housing Solutions



RETAIL, ARTS & ENTERTAINMENT

PLAN 2023 VISION

Downtown Fort Worth should be the most vibrant area of the city, built for our local residents and highly appealing to our out-of-town visitors. Entertainment venues, restaurants, performing and visual arts, live theaters, public art, and retail will combine to bring activity throughout the day and night, attracting a great diversity of people with broad interests. These activities enliven our streets, sidewalks, and buildings with fun, creativity, and inspiration.



WELCOME BACK DOWNTOWN

DFWI staff held a series of Reopening Task Force meetings in April to coordinate messaging and reopening initiatives with Downtown stakeholders. DFWI purchased billboards, overhead banners, print and digital advertising, and Downtown activations. These initiatives celebrated and encouraged the return to the office, restaurant and retail patronage, and Downtown events.



Coordinate with stakeholders to maximize the potential for marketing plans that make Downtown the destination in Fort Worth to attract people at all times.

LOVE YOUR DOWNTOWN MERCH PROGRAM

In February, DFWI introduced a Downtown rewards program. Love Your Downtown encouraged people to shop, dine, stay, and play at participating Downtown businesses to earn Downtown merchandise. With proof of purchase of \$15 or more, participants earned Downtown branded face masks, tote bags, or t-shirts.

The social media campaign featured various Downtown businesses. It included Mike Micallef, Reata Restaurant; Gloria Starling, The Capital Grille; Christie Howard, Jubilee Theater; John Razo, Local Barber; John Bonnell, Waters, and Buffalo Bros. as our program models.



170K+
IMPRESSIONS

\$16K+
IN SALES RECEIPTS

VALENTINE'S DAY PROMOTION

To promote dining in Downtown for Valentine's Day, Downtown Ambassadors handed out roses, purchased from Flowers to Go In Sundance Square, to Downtown visitors over Valentine's Day weekend.



PROGRAM PARKS AND OPEN SPACES TO ATTRACT VISITORS AND ADD VIBRANCY.

BURNETT PARK

Through a grant from The Burnett Foundation, a contract with the City of Fort Worth, and funding support from Burnett Plaza, DFWII provides the administration, management, maintenance, and landscaping for Burnett Park.

BURNETT PARK
PROGRAMMING

13
LUNCHTIME MUSIC
SERIES PERFORMANCES

19
YOGA CLASSES

23
PARK RENTALS

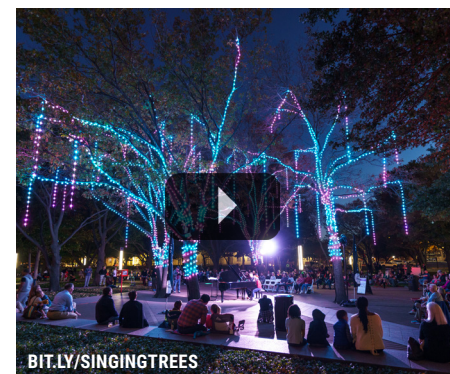


"THE SINGING TREES"

In November, DFWII introduced a new interactive light installation in Burnett Park through the support of the Burnett Foundation. "The Singing Trees" illuminate and change colors as they react to nearby sounds. The installation debuted on December 1 with a special Cliburn in the Community holiday performance followed by additional programs featuring holiday carolers, Christmas

Karaoke in the Park, and Bubbles and Strings with violinist Armond Vance. Everyone is encouraged to visit Burnett Park to sing, clap, talk, play musical instruments, and enjoy how the trees "sing" with light.

The family-friendly light installation is free and open to the public in Burnett Park from 3 PM - 10 PM daily.



EAT, SHOP, & BE MERRY

DFWI funded a holiday marketing campaign to encourage people to visit Downtown to "Eat, Shop, & Be Merry." Sundance Square's Fort Worth Christmas tree was the focal point in all digital and print advertising, which directed users to our "10 Things to Do this Holiday Season" blog. In December, the Downtown Ambassadors handed out gift cards to promote Downtown businesses.

361K+ DIGITAL IMPRESSIONS

212K+ WEEKLY BILLBOARD IMPRESSIONS

SOCIAL MEDIA

DFWI uses its social media platforms to strategically tell a wide variety of Downtown stories to our different audiences. Retail, arts, and entertainment are popular story features, and we use these platforms to target audiences.

224K+ TOTAL FOLLOWERS

64.7K
INSTAGRAM



111K
FACEBOOK



45.2K
TWITTER



LIKE US: Find Downtown on social media, and be sure to like, follow and share! Use #DowntownFortWorth to show us how you DO Downtown!

#DowntownFortWorth

FESTIVALS AND EVENTS

The 2020 cancellation of the MAIN ST. Fort Worth Arts Festival (MAIN ST.) came at a particularly unnerving time. Covid-19 was a shadowy figure in March of that year, an unknown threat, especially for an event scheduled just a couple of weeks away. Given the impending signs and the risk to the general public, the DFWII Board voted to suspend the event.



MAIN ST. refunded all artists and sponsors who had pre-paid for the 2020 event. The DFWI Board voted to lend MAIN ST. the

funds needed to maintain the warehouse and cover overhead so the Festivals and Events Division could remain in stasis during the pandemic term.

In the summer of 2020, DFWII staff, with moral, production and financial support from title sponsor GM Financial, produced the first-ever “virtual” GM Financial Parade of Lights. The result was a colorful and entertaining pre-produced broadcast using venues throughout Downtown, including Main Street, the Jubilee Theater, and the Convention Center.

Illuminated sponsor floats, local and national musicians, a helicopter landing featuring Mayor Price and grand marshals (and Downtown restaurateurs) Jon Bonnell, Mike Micallef, Adam

Jones, and Gloria Starling were celebrated by CBS11’s Keith Russell and Madison Sawyer. The show aired on the traditional Sunday before Thanksgiving and again on Christmas Eve, creating a much-needed community celebration during an otherwise isolated and strange holiday season.

In 2021, it was clear that MAIN ST. could not be produced because of the continuing pandemic. But as sports teams and other large gatherings began to open up and vaccines became more widely available, DFWII began to spin up parade planning. The crowds came back Downtown in huge numbers for the 2021 GM Financial Parade of Lights, celebrating grand marshal Ms. Opal Lee. The parade was a resounding success due to our many sponsors, volunteers, and the City of Fort Worth. Many thanks to GM Financial, Karen and Larry Anfin, Bell, Tarrant County College, 95.9 The RANCH, 92.1 HANK FM, and Dr. Marie A. Holiday DMD.



DFWII applied for Shuttered Venue Operators Grant (SVOG) funding, which helped our ability to produce MAIN ST. on April 7-10, 2022. Many thanks to our new Presenting Sponsor, PNC Bank, for their multi-year commitment to the festival and to our signature partners, Tarrant County College, the University of Texas at Arlington, and Anheuser-Busch.

We owe a great debt of gratitude to the many volunteers who stayed engaged during our Covid-required hiatus.

Special thanks to our Festivals and Events division leadership team.

FESTIVAL & EVENTS ADVISORY COMMITTEE

Jay Downie, Event Producer, DFWII

Nina Petty, Chair, Texas A&M University
School of Law

Becky Renfro-Borbolla, Renfro Foods, Inc.

David Campbell, Huitt-Zollars

Jared Fuller, LKCM Media Group –
95.9/The Ranch/92.1 Hank FM

Suzanne Groves, TCCD

Lacy Lange, Visit Fort Worth

Bruce Mangual, Hilton Fort Worth Hotel

Rachel Marker, Yates Construction

Carolann Morris, Pinnacle Bank

Martin Noto, Inwood National Bank

Gustavo Pena, PNC Bank

Gloria Starling, The Capital Grille
Fort Worth

Melissa Thompson, Alcon

An aerial photograph of Fort Worth, Texas, at sunset. The city skyline is visible in the background with several skyscrapers illuminated. In the foreground, a train is stopped at a station platform. The sky is a mix of orange, yellow, and blue.

PLAN 2023 VISION

Downtown should be a vibrant and sustainable environment, where people of all ages and mobility choices can be accommodated efficiently and safely.

Downtown Fort Worth should:

- Be the regional multimodal transportation hub for Fort Worth and Tarrant County.
- Serve as the gateway for those arriving in Fort Worth.
- Fully integrate pedestrian, transit, automobile, and bicycle infrastructure and networks within the Downtown core.
- Have substantial linkages connecting to both the region and surrounding neighborhoods

TRANSPORTATION

DEVELOP A COMPREHENSIVE CENTRAL CITY TRANSIT STRATEGY AND SYSTEM THAT CONNECTS REGIONAL RAIL AT THE ITC AND THE T&P STATION THROUGH DOWNTOWN TO THE SURROUNDING COMMUNITIES IN CONJUNCTION WITH A REGIONAL TRANSIT PLAN.



TEXRAIL

In December 2021, Trinity Metro TEX-Rail achieved its highest monthly ridership since opening in January 2019. Trinity Metro completed an environmental assessment and preliminary engineering needed for the proposed extension project in December 2021. Trinity Metro is working on extending the commuter rail line south from Downtown connecting the Fort Worth T&P Station to the future TEXRail station in the Near Southside and its medical area.

TRINITY METRO'S A BETTER CONNECTION

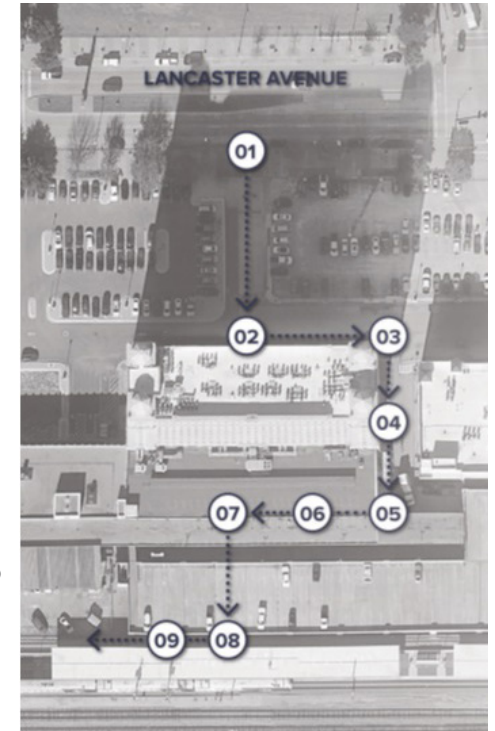
In August 2020, Trinity Metro launched its effort for A Better Connection, a comprehensive look at redesigning its bus network for Fort Worth and Tarrant County. The study results and public engagement helped influence substantial improvements focusing on five key topics: system priorities, waiting vs. walking, and preferences on Downtown vs. other destinations.

T&P PASSAGE

In early 2020, after an RFP process, DFWI entered into an agreement with the design-build team, Fain and Kimley Horn, for landscape design, engineering, and buildout of pedestrian improvements between Lancaster Avenue and the Trinity Metro T&P platform. A selection committee including property owners along Lancaster Avenue has guided the project, which has advanced from the conceptual to the schematic phase. The team added RMS design, a wayfinding consultant, to facilitate signage and storytelling for the TIF 8 funded project.

HIGH-SPEED RAIL

The North Central Texas Council of Governments (NCTCOG), in cooperation with the Federal Railroad Administration (FRA) and Federal Transit Administration (FTA), are conducting engineering and environmental studies for the high-speed passenger service between Downtown Dallas and Downtown Fort Worth. The study will evaluate high-speed transportation alternatives to modernize and enhance mobility between Dallas and Fort Worth.



T&P PASSAGE

**WORK WITH CITY AND TRINITY METRO TO EVALUATE,
DEVELOP AND ENHANCE BICYCLE INFRASTRUCTURE.**

FORT WORTH BIKE SHARING

DFWI supports Fort Worth Bike Sharing (FWBS) through annual sponsorships of \$10,000 funded by PID #1.

DFWI staff worked closely with FWBS and Trinity Metro as FWBS transitioned into a department at Trinity Metro in 2021. In 2021, Downtown saw a 17% increase in ridership over 2020.

The top-performing stations were Panther Island Pavilion, City Place, Trinity Uptown, Omni Fort Worth Hotel, and 777 Main.



16 DOWNTOWN BIKE
SHARING STATIONS

23,751 DOWNTOWN
STATION RIDES

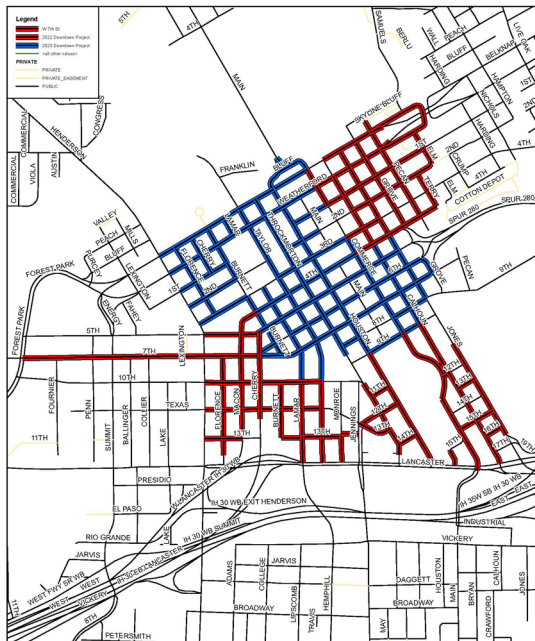




WORKING WITH STAKEHOLDERS, CREATE A LONG-TERM STRATEGY/MASTER PLAN TO IMPROVE AND ENHANCE PEDESTRIAN AND PERMANENT TRANSIT CONNECTIONS.

TPW MONTHLY COORDINATION MEETINGS

DFWI staff and members of the Transportation Committee meet monthly with the City of Fort Worth Transportation and Public Works staff to ensure active and strategic coordination of planned improvements and maintenance in Downtown.



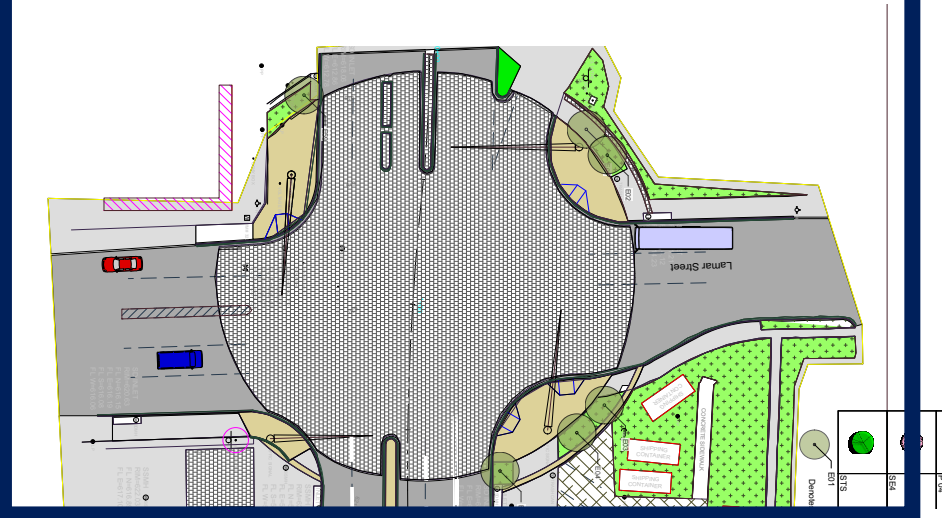
DOWNTOWN STREET RESURFACING PLAN

The 2022 Downtown street plan includes resurfacing the asphalt streets and performing pedestrian sidewalk and ramp improvements.

The project is scheduled to last eight months. The City will conduct a pre-construction public meeting and will work with Downtown stakeholders to provide more information as needed.

LANCASTER MEDIAN LANDSCAPING

In 2020, the City hired LTS Design Group and Swofford Landscape to develop a final landscape design for the West Lancaster Avenue medians. The project, managed by the Park & Recreation Department, is expected to be complete in the Fall of 2022.



ENCOURAGE A MORE EFFICIENT AND CUSTOMER-ORIENTED APPROACH TO ON-STREET PARKING AND USE OF PARKING GARAGES.

FREE PUBLIC PARKING

Currently, the Downtown TIF leases space in four private garages to provide free public parking to support Downtown's retail, dining and entertainment venues. When all of the garages are open, the TIF has 3,316 free evening/weekend parking spaces available to the public. The TIF has obligated funds to ensure free night/weekend parking through 2025.

Sixty-four 2½-hour free spaces are available (with library validation) in the Sundance Square 3rd Street garage.

3,316 FREE NIGHT & WEEKEND PARKING



URBAN DESIGN, OPEN SPACE & PUBLIC ART

PLAN 2023 VISION

Downtown's urban design, open spaces, and public art should promote community pride and engagement, attract national and international acclaim, add vitality, and foster intellectual stimulation. It should reinforce activity both day and night by providing a high-quality environment defined by intriguing design and arts — permanent and temporary, contemporary, and historic. The public realm of Downtown should:

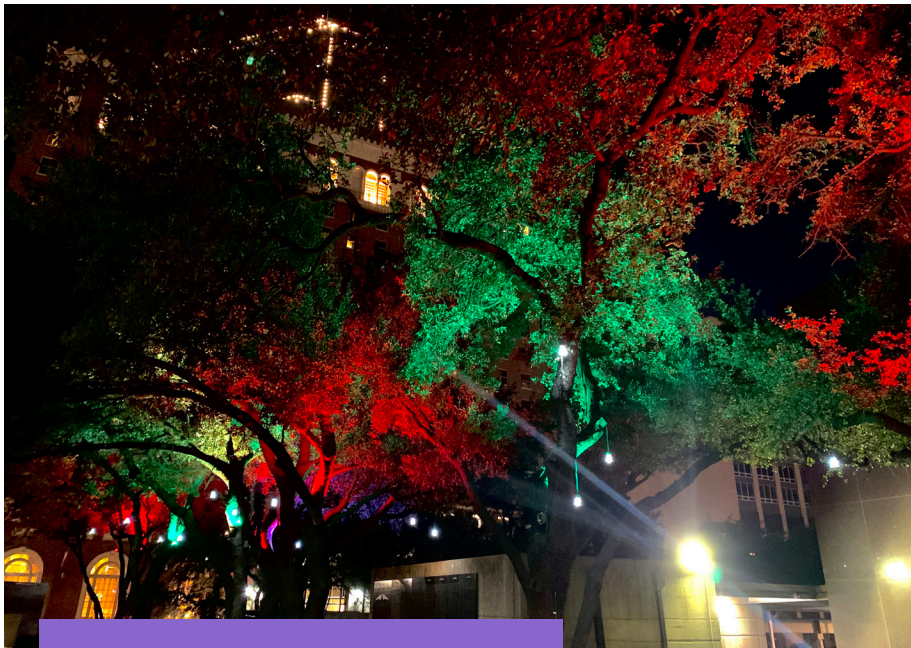
- Be clean and feel safe.
- Be walkable with engaging pedestrian rhythm.
- Be everybody's neighborhood.
- Be highly appealing to all ages.
- Be connected.
- Be fun and creative.
- Provide an environment that encourages relationships and partnerships.
- Be timeless.



DOWNTOWN URBAN DESIGN DISTRICT

The City of Fort Worth worked closely with DFWI staff and DFWI's Design Review Committee to review approximately 280 Downtown Design Review Board (DDRB) cases. Two hundred seventy-seven were approved administratively. The Design Review Committee, comprised of DFWI volunteers with expertise in design, planning, engineering, or property management, offers courtesy reviews before applicants present to the DDRB.

**ENCOURAGE HIGH-QUALITY
OVERALL DESIGN OF
DOWNTOWN.**



**INCREASE THE PROMINENCE AND
USEFULNESS OF DOWNTOWN OPEN
SPACES AND PARKS AND CREATE
NEW PARK AND GREEN SPACE
OPPORTUNITIES.**

NEW LIGHTS IN GENERAL WORTH SQUARE AND 7TH STREET

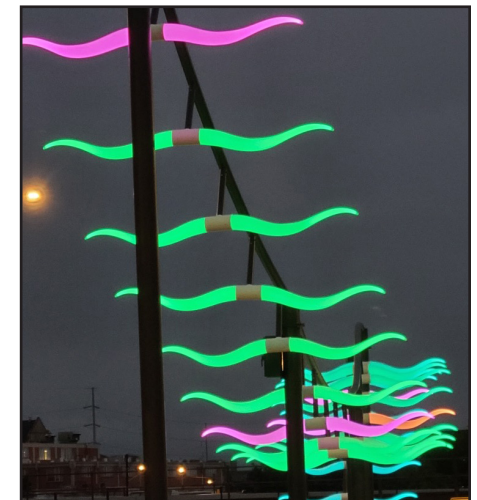
The PID installed Bluetooth-enabled LED floodlights in General Worth Square. This project was a recommendation of the PID's Work Plan Committee, which identified enhanced park aesthetics and increased night-time visibility as priorities.

ENCOURAGE THE INSTALLATION OF PUBLIC ART THROUGHOUT DOWNTOWN.

HEMPHILL CONNECTOR

On November 10, 2021, Dan Corson's artwork, Flight, was officially dedicated at an event co-sponsored by DFWI, Near Southside, and Arts Fort Worth.

The free-standing sculpture on the Downtown side features 28 internally lit "longhorn/bird" elements, each 12 feet in width, that are illuminated with 60 different color patterns that randomly change from dusk to dawn.



NEW HERITAGE TRAILS MARKERS

Several new markers were unveiled for the Heritage Historic Trails. These privately funded bronze markers placed throughout Downtown tell pivotal stories of Fort Worth's history.

Two additions were unveiled in October, honoring the Black Business District and Black Medical District. In December, another marker was announced recognizing the abduction of Mr. Fred Rouse.



3RD STREET MURAL

The 3rd Street Mural is located under the BNSF Railway overpass between Jennings Place (formerly Hillside Apartments) and Sundance Square. The mural is the final step in a larger pedestrian improvement project managed by DFWI stemming from the Tower 55 project's closure of 1st Street. The project included new sidewalks, landscaping, lighting, accessibility improvements, a wider sidewalk under the RR bridge, and curbs.

DFWI managed the mural project with funding from BNSF Railway. Artist Jana Renee was selected through a 2019 jury process to design and execute the mural.



HERITAGE PARK AND SURROUNDING IMPROVEMENTS

DFWII, in partnership with the City of Fort Worth, continued work to advance the Heritage Park, Paddock Park, and associated streetscape project. Refined conceptual plans for revitalizing Heritage and Paddock Parks, led by landscape architects, MIG, are entering the schematic design phase. The MIG team includes local partners Huitt-Zollars and EMRAES. Bennett Partners remains the lead on Heritage Park Plaza restoration.

This project has evolved over the years from a simple "reopening" of Heritage Park Plaza to addressing several issues that disconnect Downtown from the river. Stakeholder and community input served as a basis for the effort to establish the final design of courthouse area traffic and pedestrian safety improvements, a reimagining of Paddock Park, and significant improvements to the bluff, including River Stairs and a Canopy Walk.

A special thanks to the Amon G. Carter Foundation, Sid Richardson Foundation, and Streams and Valleys for their funding, leadership, and support. The City has also provided matching funds for this last design phase. Heritage and Paddock Park are included in the 2022 bond election on May 7. Assuming passage, bond funds totaling \$13.5M will contribute to the parks' revitalization and improvements to associated streetscape for pedestrian and vehicular safety. Significant funding has been allocated by the North Texas Council of Governments.

The architect/artist team, Legge Lewis Legge, LLC, developed the Public Art Plan. The City of Fort Worth's 2022 Bond Program will provide public art funding to implement the Heritage Park Public Art Master Plan.

PUBLIC IMPROVEMENT DISTRICTS #1 & #14



Fort Worth Public Improvement District (PID #1) was founded in 1986. Administered by DFWI with the assistance of an advisory board, the PID offers a comprehensive program of services, including maintenance and landscaping, hospitality, security enhancements, market research, public space management, communications, and marketing, transportation solutions, and planning.

DOWNTOWN AMBASSADORS

Here to Help! The Downtown Ambassadors, a service of the PID, assist visitors, Downtown residents, office workers, and guests and create a friendly and welcoming environment. They also serve as additional sets of eyes and ears on the street.

- ◆ Hospitality Services
- ◆ Auto Assistance
- ◆ Directions
- ◆ Referrals to Social Services
- ◆ Recommendations
- ◆ Referrals to Safety Providers
- ◆ Clean Team Referrals



DOWNTOWN AMBASSADORS

15

Ambassadors

8,578 business contacts



804 safety escorts

2,548

miles walked annually per Ambassador

2,824 clean team referrals



433 motorist assists

51,851 hospitality assists

AMBASSADOR PROGRAM HOMELESS OUTREACH COORDINATOR 2021 IMPACT

- ◆ 114 individuals connected to services
- ◆ 30 individuals transitioned to housing
- ◆ 11 currently on housing lists
- ◆ Two exploitation victims reunited with family

Thank you to our Homeless Outreach Coordinator, Paul Andrade, for his work connecting people in need with available resources, family, and housing.

Downtown Ambassadors are on duty from 7 AM to midnight, seven days a week.

Contact:

Ambassador@dfwi.org

On-Duty Supervisor:
(817) 484-3723



PUBLIC SPACE MANAGEMENT

The 12-member Downtown PID clean team stays busy working on everything from sticker and graffiti removal to mowing, planting flowers, tree trimming, pan and broom sidewalk cleaning, leaf blowing, trash removal, and a long list of other daily duties. During ice events, the crew can be seen applying de-icer and clearing paths for pedestrians.

Joining our daytime clean team is a crew that power washes sidewalks throughout the district each morning. Our overnight vendors use large street sweeping vehicles to clean 72 miles of Downtown curbs every week.

Our pest control contractors use various techniques to discourage flocks from roosting Downtown during the Grackle migration seasons. One method they use is falconry, an effective technique now used in many US cities to address the same problem.

SECURITY ENHANCEMENT

PID #1 funds and supports security enhancement programs, including the Downtown Fort Worth Police Mounted Patrol Unit, Downtown Security Group (a partnership between public and private security efforts), and the Fort Worth Police Bike Support Group.

DFWI staff member Matt Beard serves as the Chairman of the Fort Worth Police Bike Support Group and participates in the Downtown Security Group.



LOVE YOUR DOWNTOWN

DFWI's Marketing team installed "Love Your Downtown" hearts in Main Street's planter beds following the winter storms. This whimsical installation served as a temporary solution during February until crews installed the Spring planting.



BEAUTIFUL AWARD

Recognizing DFWI's work at Burnett Park, the Fort Worth Beautiful Award was presented to DFWI by the Fort Worth Garden Club in January 2022. This annual award is given to organizations or businesses that have made an outstanding contribution to our community through quality site and grounds landscaping. Special thanks to the Burnett Foundation, Burnett Plaza, and the City of Fort Worth for their commitment to maintaining this Downtown park with an elevated level of care.

PID ADVISORY BOARDS

The PID #1 and PID #14 boards serve as advisory bodies to DFWI, which manages both PIDs. This group includes property owners, tenants, residents, and property managers. The PID Boards receive quarterly updates, suggest improvements, and recommend the final budgets to the DFWI Board.

PID #1

Larry Auth - Omni Fort Worth Hotel, Chair

Laura Bird - Anthracite Realty Partners

Johnny Campbell - City Center Fort Worth

Gary Cumbie - The Cumbie Consultancy

Carlos De La Torre - Fort Worth Downtown Neighborhood Alliance

Bryan Eppstein - Sundance Square

Jim Finley - Finley Resources Inc.

Taylor Gandy - Ron Investments, Ltd

Drew Hayden - The Worthington Renaissance Fort Worth Hotel

Marie Holliday, DMD - Flowers to Go in Sundance Square

Walter Littlejohn - The Fort Worth Club

Michelle Lynn - Building Owners & Managers Association

Renee Massey - Red Oak Realty

Mark Michalski - Kimpton Harper Hotel

Nicole Nadvornik - Burnett Plaza

Aaron Oquendo - AC Hotel Fort Worth

Don Perfect - ONCOR

Jed Wagenknecht - Courtyard Fort Worth Downtown/Blackstone

John Yeung - Sheraton Hotel Fort Worth

PID #14 ADVISORY BOARD

Tom Struhs - Westford Builders, Chair

Kent Bogle - Villa de Leon

Debbie Diaz - TownePlace Suites

Jeff Fulenchek - Carleton Residential Properties

Tara Pittman - Trinity Urban Bluffs & District

Anthony Renda - Trinity Bluff Development, LTD.



MEMBERSHIP

DFWI is a member-driven, not-for-profit organization. Member leadership is the core of DFWI's effectiveness, and the organization relies on member participation. Membership is an opportunity for Downtown stakeholders, businesses, property owners, retailers, nonprofit organizations, and individuals to support and participate in the vitality of Downtown Fort Worth. If you are not already a member, we invite you to join today. Contact Becky Fetty for more information: beckyf@dfwi.org.



2021 DFWI ANNUAL MEETING

On July 14, over 550 leading business, government, and industry professionals attended DFWI's in-person 39th Annual Meeting featuring Chris Beynon of MIG.

Thank you to our 39th Annual Meeting Sponsors.



TRAILBLAZER AWARD

Mayor Betsy Price received a Trailblazer Award for Outstanding Public Service.

PRESENTING SPONSOR



PLATINUM SPONSOR



GOLD SPONSORS



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SUSTAINING MEMBERS

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Burnett Cherry, LLC

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Trinity Metro

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Fine Line Diversified Development

Robert M. Bass *
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Amegy Bank of Texas

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Luther King Capital Management

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Marie Holliday, DMD

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Christie Howard

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Paul Huang

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MontgomeryGR

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Brant Ringle

ESPN Lockheed Martin Armed Forces Bowl

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St. Paul Lutheran Church

Robert C. Sanger

EECU

Brent Sparks

HKS, INC.

John Stevenson

The Projects Group

Tom L. Struhs

Westford Builders

Jeffrey Taylor, P.E.

Dunaway Associates, L.P.

Frank Testa

The Stell Companies, LLC

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Del Frisco's Double Eagle Steak House

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Neos Marketing

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Cindy Wise

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Brian Young

Trinity Terrace

Tim D. Young

Fort Worth Texas Real Estate

James Yu

Peloton Land





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Commerce

Robert L. Jameson *
Visit Fort Worth

Anette Landeros *
Fort Worth Hispanic Chamber of Commerce

Michelle Lynn *
Building Owners & Managers Association

Stacy Marshall *
Southeast Fort Worth, Inc.

It is with heavy hearts that the Board of DFWI acknowledges the passing, community contributions, and lifetime career of our distinguished Director Emeritus, John V. Roach.

FINANCIALS

REVENUES

DFWI Admin	976,753
TIF Admin	90,573
TIF Board	5,478,882
PID	3,070,791
PID #14	68,445
TOTAL	\$9,685,444

EXPENSES

DFWI Admin	789,512
TIF Admin	90,573
TIF Board	5,478,882
PID	3,070,791
PID #14	68,445
TOTAL	\$9,498,203

NET INCOME: **\$187,241**

REVENUES

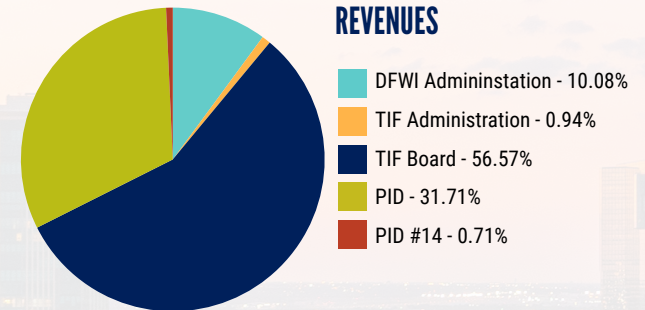
F&E	239,628
Downtown Parks/Public Art	925,088
Housing	14
Net Investment Gain	301,879
TOTAL	\$1,466,609

EXPENSES

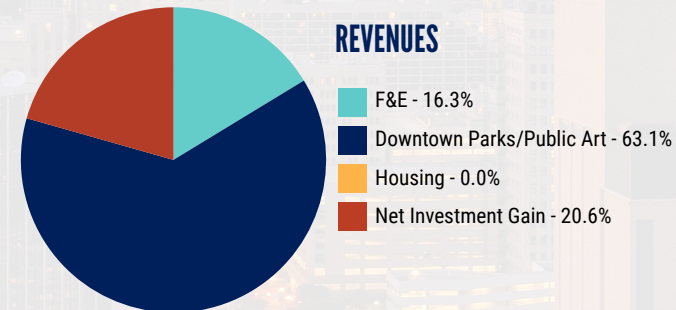
F&E	315,798
Downtown Parks/Public Art	423,871
Housing	2,748
Total	\$742,417

NET INCOME: **\$724,192**

REVENUES



REVENUES





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