



# IN VIEW > DOWNTOWN FORT WORTH

In View is the quarterly newsletter of the Fort Worth Public Improvement District #1 and #14 (PID). PID is a service of Downtown Fort Worth, Inc.

## DOWNTOWN FORT WORTH, INC. PARTNERS WITH DOWNTOWN COMMERCIAL PROPERTY OWNERS TO LAUNCH DOWNTOWN AWARENESS CAMPAIGN



Downtown Fort Worth Inc. (DFWI) and downtown high-rise office building owners have partnered to launch a digital marketing campaign aimed at out-of-market corporate location decision makers.

DFWI hired the Balcom Agency with Public Improvement District funding approved by the Fort Worth City Council for the campaign research and creative messaging development. Office building owners have funded the purchase

of digital ads in select markets. The campaign is designed to increase awareness of downtown Fort Worth as a corporate location in Texas.

"The goal is to deliver Downtown Fort Worth ads to corporate decision makers in markets that have exported businesses to DFW in recent years," said DFWI President, Andy Taft.

"Downtown property owners came together in this unique collaboration to build a megaphone to tell the downtown story. This is the start of a multi-year effort to increase downtown's national brand and availability awareness," said Johnny Campbell, president of Sundance Square.

The campaign focuses on some of downtown Fort Worth's key attributes including available work force, downtown livability, access to the Dallas Fort Worth International Airport, office options and the walkability of the area.

Sundance Square, Red Oak Realty, 777 Main, TIER REIT, and Anthracite Realty Partners funded the ad campaign's first phase. The Fort Worth Chamber of Commerce is participating through lead servicing assistance.

## NOW OPEN IN DOWNTOWN



**Century Hall** – This new wedding and event space at 901 Houston St. marries historic charm and industrial chic with exposed brick, century-old hardwood floors, and vintage tin ceilings. At 6,000 square feet, the new venue can hold up to 240 guests for weddings or corporate events.

**Freshii** – Located on the ground floor of The Tower at 354 W 5th St., Freshii is a health-casual restaurant that serves fresh food designed to energize people on the go. With a diverse and completely customizable menu of breakfast, soups, salads, wraps, bowls, burritos, and more, Freshii caters to every taste and dietary preference.

**TEXRail** – This new commuter rail line now serves nine stations over 27-miles from Downtown Fort Worth to DFW International Airport's Terminal B. In Downtown, service from the T&P station is hourly starting at 3:25am, and the ITC Station hourly starting at 3:30am. Fares start at \$2.50 for a single ride or \$5 for a day pass. For the full list of schedules and fares, visit [ridetrinitymetro.org/textrail](http://ridetrinitymetro.org/textrail).

### Coming Soon

- Buffalo Bros - 415 Throckmorton St.
- Demerara - 404 Houston St.
- High Tower Café & Deli - 801 Cherry Street, Burnett Plaza
- Metroplex Medical Centre - 201 Commerce St.
- WeWork - 505 Main St. & 420 Commerce St.
- Ziva Nail Lounge - 408 Houston St

Facebook.com/DowntownFortWorth  
104k followers



Twitter.com/DTFortWorth  
38k followers



Instagram.com/DowntownFortWorth  
44k followers



#DowntownFortWorth

## STAFF

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*PID #1 and PID #14 are managed  
by Downtown Fort Worth, Inc.*

### CONTACT INFORMATION

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www.dfwi.org

## PID YOU KNOW?

A subcommittee of the PID Advisory Board was created to identify Downtown enhancement opportunities for public spaces and the pedestrian environment. The group walks various downtown routes at different times of day, looking at our district through the lens of a visitor, resident, worker, or any Downtown user. Over the last year, the PID Work Plan committee has identified signage opportunities, landscaping, public art, sidewalk enhancements and lighting improvements to be

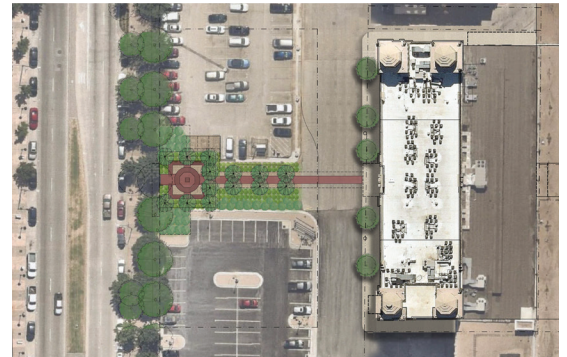


Night walk route - February 2019

addressed. All downtown property owners are invited to participate. If you would like to join the next walk, contact Matt Beard, Matt@dfwi.org.

## T&P TERMINAL AND PEDESTRIAN CONNECTIVITY

On January 9, 2019, Lancaster TIF 8 Board approved \$1.75 million for public improvements of the City easement between Lancaster Ave. and the T&P Terminal. Funding for improvements to the tunnel connecting the terminal to the TRE parking and transit oriented redevelopment site on Vickery was also approved. These improvements will serve TRE and TEXRail riders using the T&P station on the South end of downtown.



## DFWI'S BECKY FETTY ACCEPTED TO IDA'S EMERGING LEADER FELLOWSHIP PROGRAM



The International Downtown Association (IDA) is a world leader and champion for vital and livable urban centers. The Emerging Leader Fellowship brings together a cohort of IDA professionals from within the urban district management industry. DFWI's Director of Marketing & Membership, Becky Fetty, was one of 30 district management professionals to be accepted to the 2019 program. Becky will spend June 16-21, 2019 in New York City alongside professionals from three countries and 17 states or provinces for the weeklong fellowship. The participants will learn essential leadership and place management skills, and gain practical tools in the areas of place-based economic development, the live-work-play experience, and public-private partnerships.



## SAVE THE DATES

### DFWI 37th Annual Meeting: Stronger Connections

April 9, 2019

The DFWI 37th Annual Meeting will be held Tuesday, April 9, at the Omni Fort Worth Hotel featuring Former Colorado Governor John Hickenlooper. Gov. Hickenlooper's insight, borne of his businesses in downtowns across the country, and his history of public service, will shed a unique light on how the American Downtown is changing. A month after securing Gov. Hickenlooper as our speaker, he announced his candidacy for the U.S. Presidency.

*Tuesday, April 9, 2019  
Omni Fort Worth Hotel  
11:30 am Registration  
12:00 pm Program and Luncheon  
For more information,  
visit [bit.ly/dfwimeeting2019](http://bit.ly/dfwimeeting2019)*



### MAIN ST Fort Worth Arts Festival

April 11-14, 2019

Mark your calendars for this year's MAIN ST. Fort Worth Arts Festival weekend - April 11-14, 2019! Ranked as one of the top juried fine arts festivals in the country, MAIN ST. presents a diverse blend of artists each year in the heart of downtown. Two hundred and eight nationally and internationally recognized artists were selected out of over 1,300 applicants. This year's list of performers includes Austin Allsup, Le Freak, Fort Worth Symphony Orchestra, Latin Katz, and more! For all the ways to experience MAIN ST., visit [mainstreetartsfest.org](http://mainstreetartsfest.org). MAIN ST. is produced by Downtown Fort Worth Initiatives, Inc.



## CITY OF FORT WORTH INITIATIVE REZONES H-ELIGIBLE CENTRAL BUSINESS DISTRICT

In 2018, the Fort Worth City Council initiated rezoning of the H-eligible area (Central Business District) in an effort to ease the development process, increase the density of downtown and create an environment where zoning is consistent with the City's Comprehensive Plan. DFWI supported this initiative by hosting a number of community and stakeholder meetings to review this proposal. These efforts helped meet goals as stated in the City's Comprehensive Plan, the Downtown Strategic Action Plan, and the city's Economic Development Strategic Plan. The zoning changes were approved in January 2019.

## DOWNTOWN RESIDENTIAL SALES PRICES ON THE RISE



Average Condo and Townhome Sales Price per Square Foot  
Source: North Texas Real Estate Information System, Inc.

## PID ADVISORY BOARDS

### PID #1 Advisory Board

Larry Auth – Omni Fort Worth Hotel (Chair)  
Rita Aves - Oil & Gas Building  
Johnny Campbell - Sundance Square  
Gary Cumbie -The Cumbie Consultancy  
Jim Finley - Finley Resources Inc.  
Taylor Gandy - Ron Investments, Ltd  
Marie Holliday, DMD - Flowers to Go in Sundance Square  
Chris Jeans - XTO Energy  
Julie Jones - TEP Barnett USA, LLC  
Walter Littlejohn - The Fort Worth Club  
Michelle Lynn - Building Owners & Managers Association  
Renee Massey - Red Oak Realty  
Robbie Tawil - The Worthington Renaissance Fort Worth Hotel  
Karen Vaughan - Nine Oak Investments  
Jed Wagenknecht - Downtown Fort Worth Blackstone Courtyard  
Joy Webster - MorningStar Capital  
John Yeung - Sheraton Hotel Fort Worth

### PID #1 FY 2019

#### Advisory Board Meetings:

2Q Meeting - Wednesday, April 17, 2019 at 9 am  
3Q Meeting - Wednesday, July 10, 2019 at 9 am  
4Q Meeting - Wednesday, October 9, 2019 at 9 am

### PID #14 Advisory Board

Tom Struhs - Struhs Construction, Chair  
Kent Bogle - Villa de Leon  
Amy Byrd - TownePlace Suites by Marriott  
Jeff Fulenchek - Carleton Residential Properties

### PID #14 FY 2019

#### Advisory Board Meetings:

2Q Meeting - Thursday, April 25, 2019 at 9:00 am  
3Q Meeting - Thursday, July 11, 2019 at 9:00 am  
4Q Meeting - Thursday, October 10, 2019 at 9:00 am

Advisory Board Meeting Location:  
Downtown Fort Worth, Inc. offices  
777 Taylor St., Suite 100  
Fort Worth, TX 76102

# DOWNTOWN AMBASSADORS ON THE STREETS

DECEMBER 2018 – FEBRUARY 2019

**15,771** hospitality  
assists

**3,846** business  
contacts

**578**  
clean team  
referrals

**715** homeless  
outreach

**376** umbrella  
escorts

**237** safety  
escorts



Downtown Ambassadors Hours:  
Sunday - Saturday 7 am - 12 am

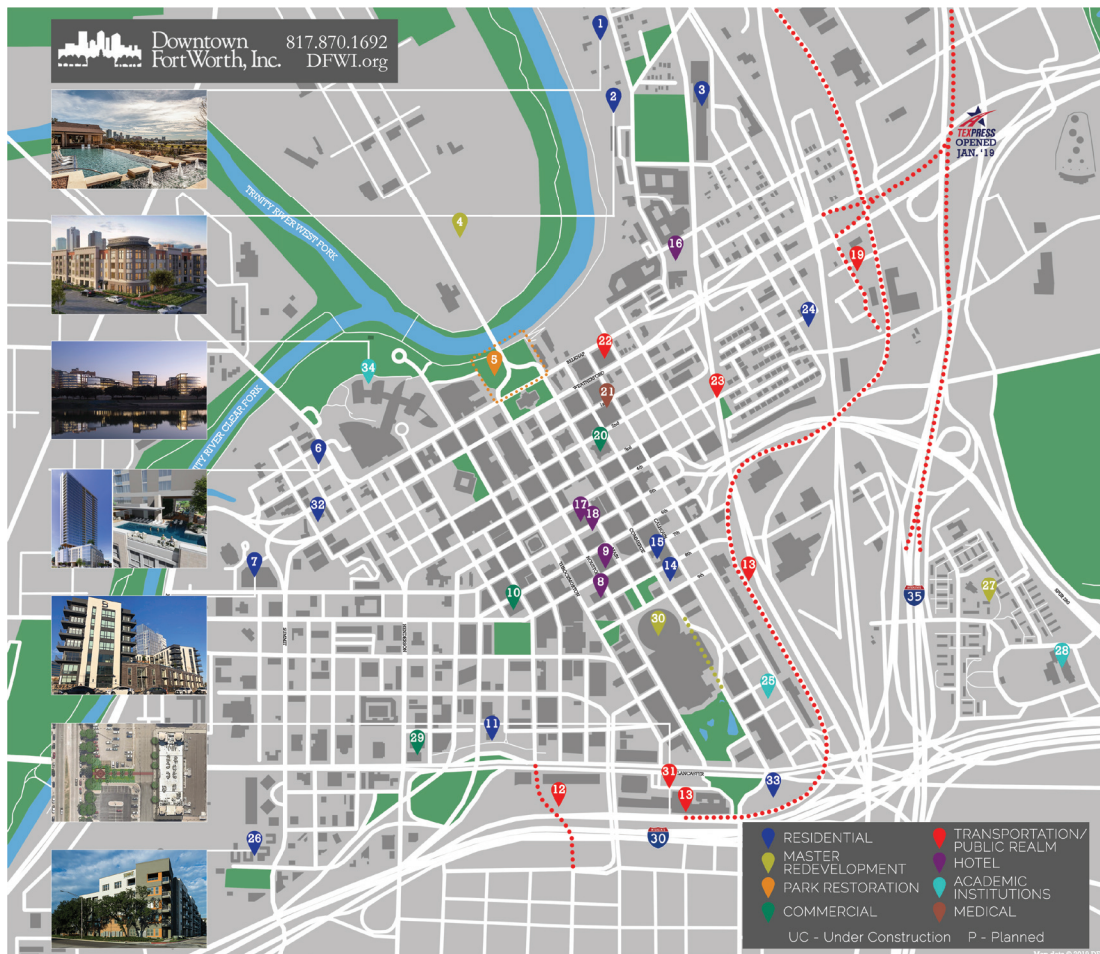
Contact:

Ambassador@dfwi.org

On Duty Supervisor 817-484-3723



777 Taylor Street, Suite 100  
Fort Worth, Texas 76102  
www.dfwi.org



## DOWNTOWN FORT WORTH RECENT, PLANNED and UNDER CONSTRUCTION

1. THE KELLEY 353 Units
2. ROCKLYN APARTMENTS 274 Units UC
3. HAMPTON APARTMENTS 350 Units P
4. PANTHER ISLAND UC Urban Waterfront District
5. HERITAGE PARK PLAZA Restoration/Master Plan
6. THE WORTH 30 Story Condo Tower P
7. BROADSTONE 5th & SUMMIT 345 Units
8. WAGGONER BUILDING Hotel P
9. KIMPTON HOTEL 232 Rooms P
10. FIRST ON 7th UC Retail/Office Renovations
11. BURNETT LOFTS 254 Units P
12. HEMPHILL/LAMAR Vehicle/Ped Tunnel UC
13. TEXRail 27 Mile Commuter Rail
14. 901 COMMERCE -290 Units P
15. HILTON ANNEX 140 Units UC
16. AVID HOTEL 106 Rooms P
17. THE SINCLAIR HOTEL 164 Rooms UC
18. AC HOTEL by MARRIOTT 246 Rooms UC
19. LIVE OAK STREET UC Roadway Improvements
20. BANK OF AMERICA New Ground Floor Retail
21. METROPLEX MEDICAL Medical Facility UC
22. TARRANT COUNTY PARKING GARAGE P
23. 3rd STREET UNDERPASS Mural Project P
24. 311 NICHOLS 58 Units JC
25. TEXAS A&M LAW Future Expansion P
26. ALEXAN SUMMIT 380 Units
27. BUTLER PLACE Redevelopment P
28. IM TERRELL ACADEMY for STEM/VPA
29. QUIKTRIP P 7,000 sq ft Convenience Store
30. CONVENTION CENTER Arena Demo/CC Expansion Commerce & Realign P
31. T&P STATION P Pedestrian Improvements
32. 1000 WEATHERFORD 310 Units P
33. KENT LOFTS 225 Units P
34. TEXAS ACADEMY of BIOMED SCIENCES (FWISD)

Downtown Fort Worth Development maps are available to download at [dfwi.org/projects](http://dfwi.org/projects)