

Dear Property Owner,

The Klyde Warren Park and Dallas Arts District Public Improvement District (PID) was created in 2014 to invest in the beloved 5.2 acre green space and the largest contiguous urban arts district in the nation.

Since then, the District has been transformed into one of the most prosperous and vibrant areas in the country:

- Value of the properties in the PID has more than doubled.
- Commercial rental rates and occupancy levels have increased dramatically.
- Employers and cosmopolitan residents alike are drawn to the nearby amenities.
- We have been recognized for excellence in urban design by numerous notable organizations including the Urban Land Institute, American Institute of Architects, American Society of Landscape Architects, Texas Society of Architects, and the Michelin Green Guide.

The funding that the PID provides each year allows us to keep our District **beautiful, safe, clean and active**, and you will find more detail about that in the following pages. Klyde Warren Park and the Dallas Arts District rely on the PID for approximately 23% and 20% of our annual operating budgets respectively. Both entities are managed by 501(c)(3) charitable foundations, and rely on the generosity of donors, sponsors, and grants for the remainder of our funding.

This year, the PID must be renewed by petition of property owners representing at least 60% of the value and 60% of all record property owners, or 60% of land area. We trust you believe the assessment of 2.5 cents for every 100 dollars in appraised value, which is the lowest rate among all City of Dallas PIDs, has delivered a strong return on investment. **If so, we ask you to sign and return the enclosed petition indicating your support by January 1, 2021.**

Thank you in advance for your partnership as we continue working together to ensure our live-work-play neighborhood continues to thrive. Further information and materials may be found at www.klydewarrenpark.org/PID. If you have any questions in the interim, please don't hesitate to contact us at info@klydewarrenpark.org.

Sincerely,

John Zogg
Chairman
KWP/DAD Board of Directors

Kit Sawers
President
Klyde Warren Park

Lily Cabatu Weiss
Executive Director
Dallas Arts District

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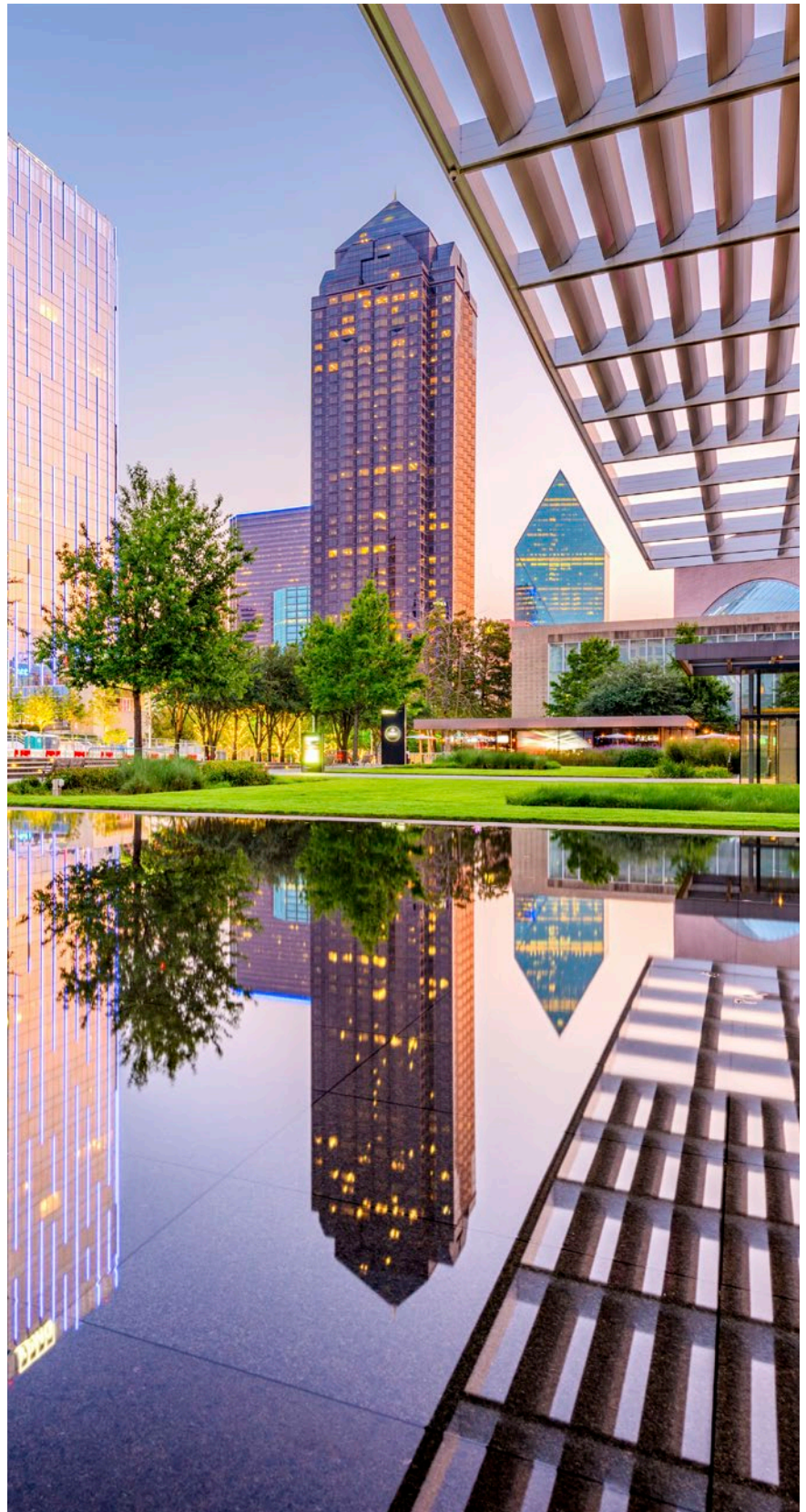
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A CATALYST FOR APPRECIATION

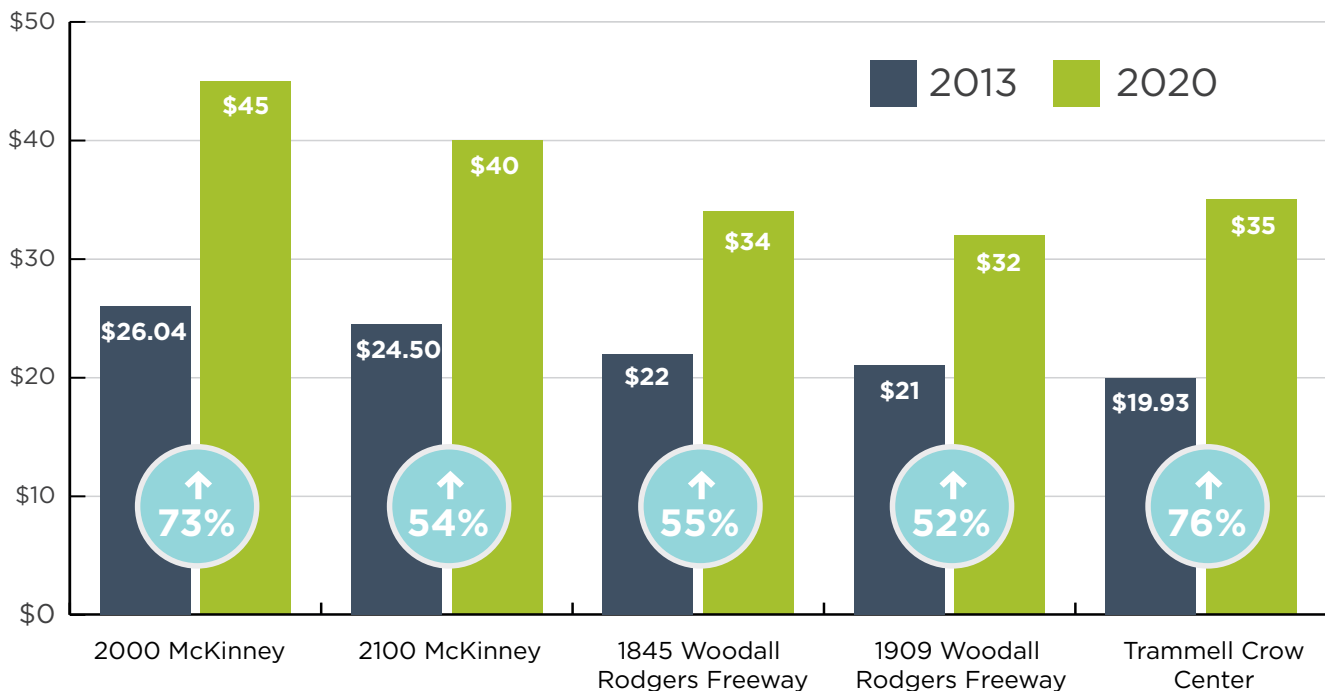


The Park and flourishing Arts District have connected Uptown and Downtown in ways that urban planners only dream of, creating a vibrant city core for everyone to enjoy. It has also driven unprecedented development, as well as property value and rental rate appreciation.

Assessed values in the District have more than doubled in the past six years:

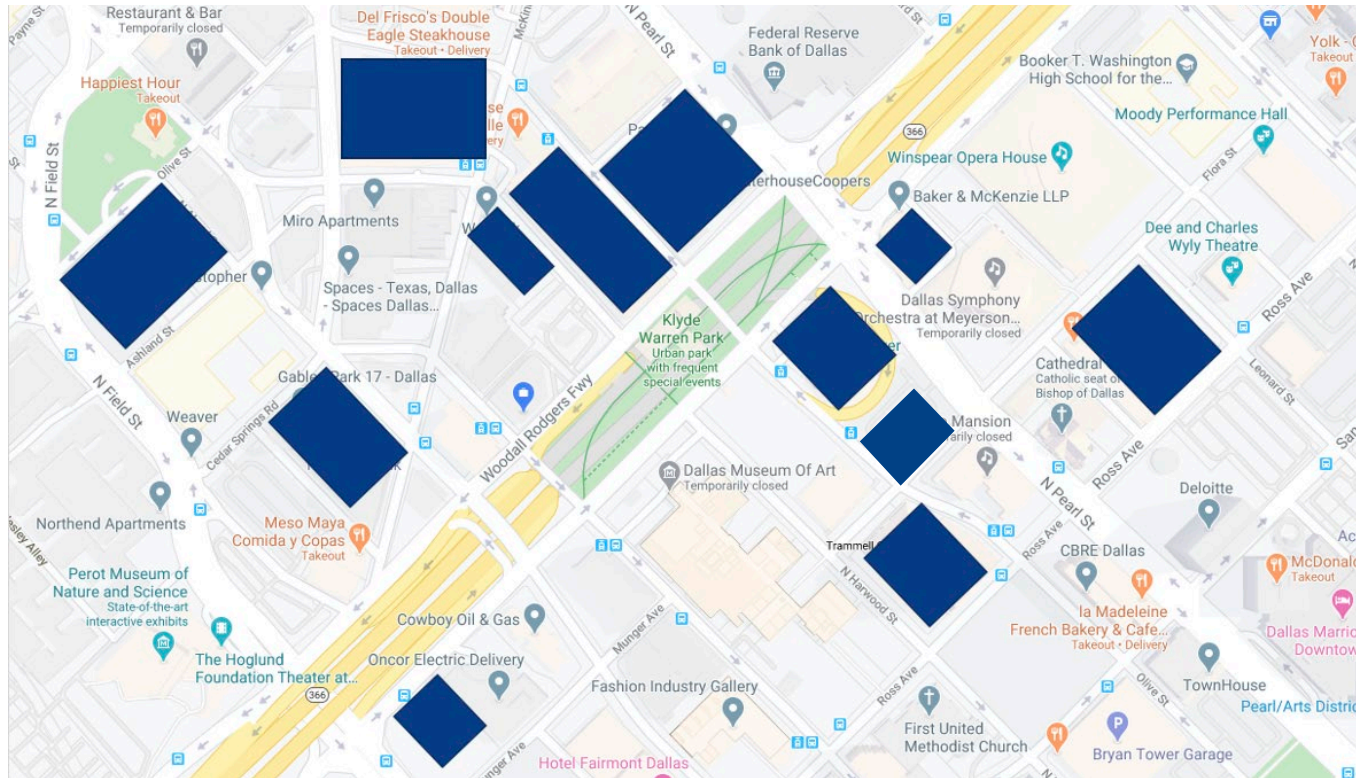
2013 **2020**
\$2.5 billion **\$6.2 billion**


Further, commercial rental rates and occupancy levels in the District have increased dramatically over the same time period:

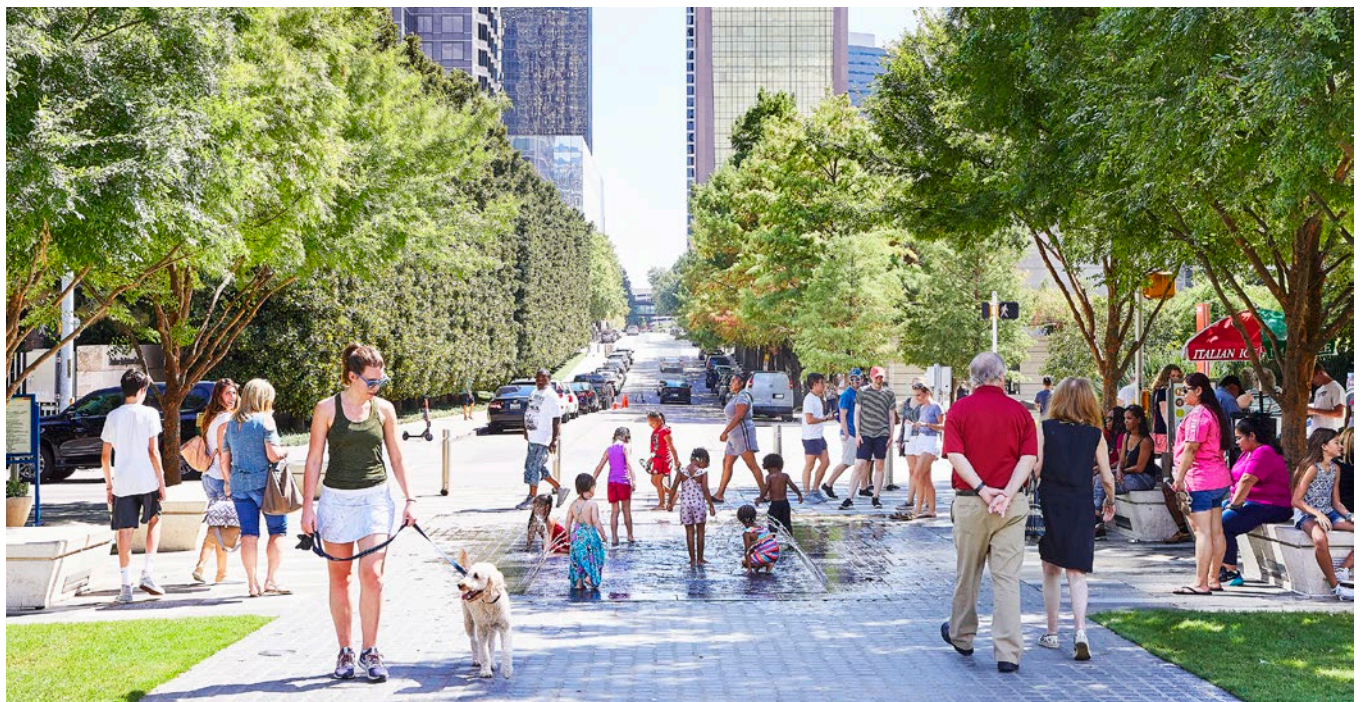


A CATALYST FOR APPRECIATION

And, new development and re-development has been prolific since the District was established.



 New development and re-development



A CATALYST FOR APPRECIATION

We have been able to accomplish all of this for 25 cents per every \$100 of value, which is the LOWEST RATE among all City of Dallas PIDs, and it is not being increased.

South Dallas-Fair Park	.1500	South Side	.1200
South Side Premium	.1500	University Crossing	.1000
Knox Street	.1500	Vickery Premium	.1000
Oak Lawn-Hi Line	.1500	Prestonwood	.0825
Lake Highlands	.1300	Vickery	.0500
Downtown	.1290	Uptown	.0450
Deep Ellum	.1200	Klyde Warren Park/Dallas Arts District	.0250
North Lake Highlands	.1200		



FUNDING HIGHLIGHTS

Funding from the PID may be used in a variety of ways and we are pleased to highlight some of the most impactful:



Security

Klyde Warren Park has security personnel 24-hours a day and 7-days a week to help keep our guests, and the grounds, safe. They are also great ambassadors and can always be found walking the Park, often greeting our guests and neighbors. The Park and Arts District utilize Dallas Police Department officers for special events and other times when having law enforcement close by is beneficial.



Custodial Services

The neighborhood of Klyde Warren Park and the Dallas Arts District draws 4.3 million visitors annually, including more than 500,000 students. With the help of the PID, the Park is able to provide daily trash removal, weekly deep cleaning, and other sanitizing measures to keep the Park in tip-top condition. Additionally, the water features at Klyde Warren Park are some of the most beloved spaces in the Park. In fact, in 2019, *The Dallas Morning News* named the Park to their list of “Best Water Parks and Free Splash Pads in Dallas-Fort Worth.” With the help of PID funds, the water features are serviced multiple times each week and the water is tested daily to ensure pristine conditions. Additionally, The Arts District was awarded a maximum 3-star rating by the coveted Le Guide Vert-Michelin Green Guide, as well as the Texas Citation of Honor Award.



Cultural Enhancements and Programming

One of the Arts District programmatic highlights is the Signature Block Party Series comprised of two free public events currently offered each spring and summer, in conjunction with events at the cultural venues, which draw more than 60,000 visitors from over 144 different zip codes annually. Additionally, special art installations and placemaking events bring the District to life, including IMPULSE, featuring twelve LED seesaws that experimented with light and sound activated by the public, and BANDALOO Vertical Dance Company performed on the east façade of the KPMG HALL Arts Plaza. These events welcome visitors and residents to the neighborhood making art free and accessible to the public.

FUNDING HIGHLIGHTS



Wayfinding

Dallas Arts District has four signage kiosks on Ross Avenue that has an updated map featuring highlights of the neighborhood, including restaurants, cultural venues, and more. Additionally, wayfinding tells you the walking distance from that point. In addition, the neighborhood is filled with banners that market the events in the District.



Holiday Lighting and Decorations

The District becomes even more beautiful for the holidays thanks in part to PID funding that helps to pay for Klyde Warren Park's stunning tree, and the lights that outline each of our famous arches, which were so popular that we now leave them up year-round. The lighting of the tree at Klyde Warren Park is followed by the AT&T Performing Arts Center's Reliant Lights Your Holidays — a free, family friendly event, so bring your entire family for an evening of holiday magic.

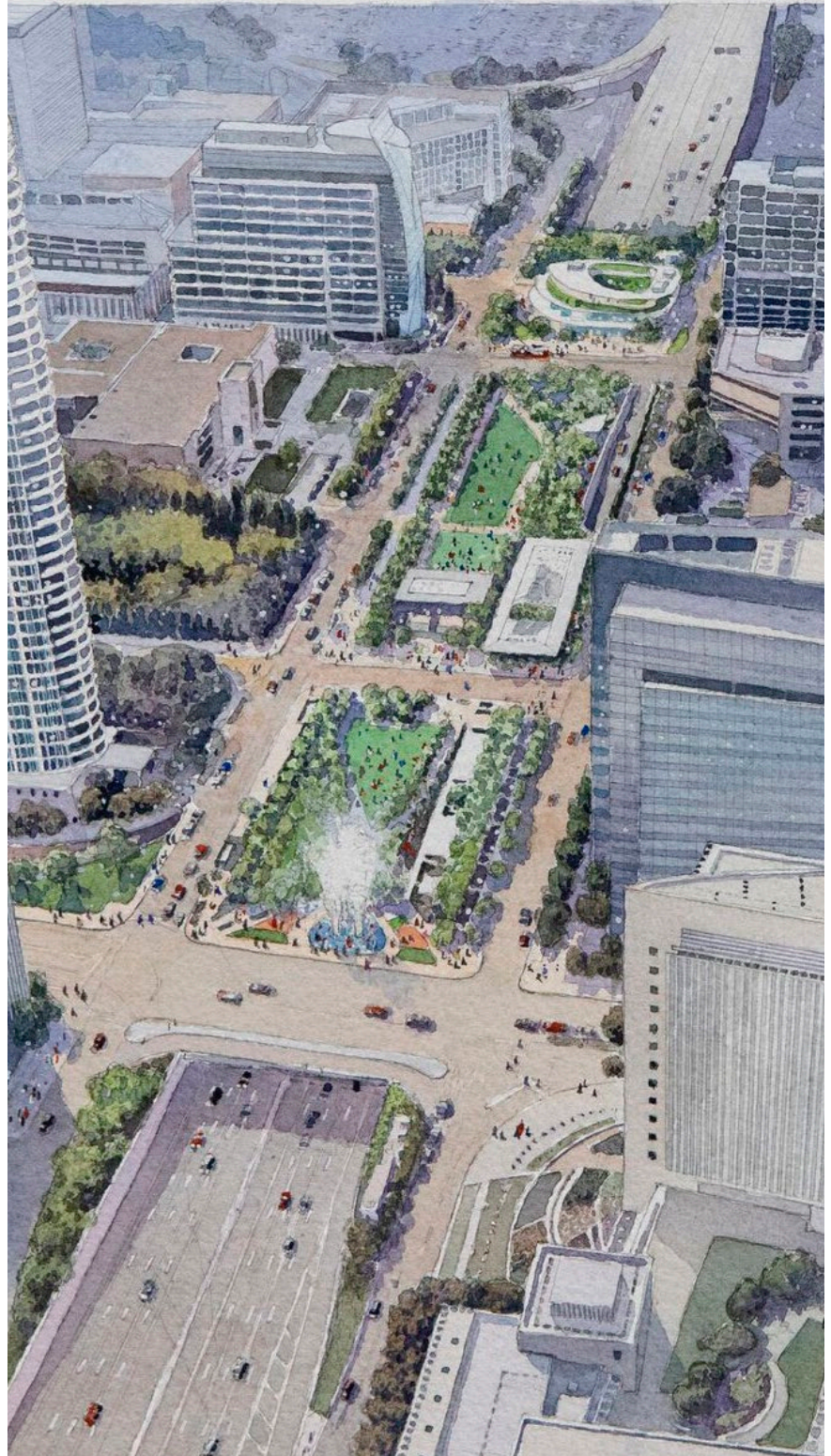
THE FUTURE

Klyde Warren Park

Klyde Warren Park has announced plans to make three significant enhancements to the existing Park including an iconic walk-in fountain at the east end of the Park, an expanded and enhanced children's park, and a larger and shadier dog park just across the street on the southwest corner of Pearl Street and Woodall Rodgers Freeway.

The Park will also be expanded 1.7 acres to the west, covering the last recessed part of Woodall Rodgers Freeway. The plans envision an architecturally significant pavilion and a 37,000 square foot lawn where we hope to be able to host the kinds of festivals and markets that can define a city, not to mention an ice skating rink during the winter months!

PID funds will not be used to build these new amenities, but may be used to help maintain them in the future.



THE FUTURE

Dallas Arts District

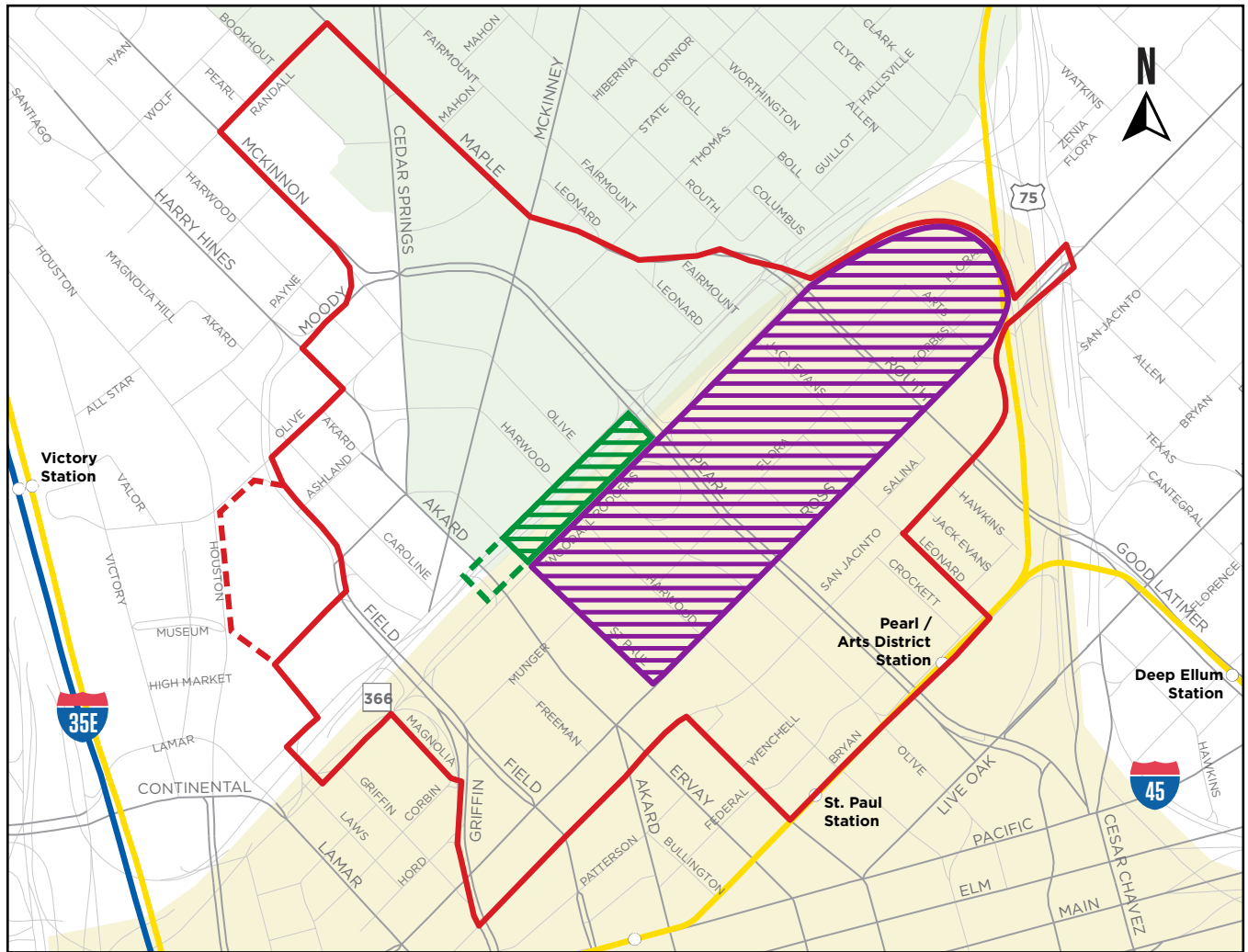
In the last decade, the Arts District has seen dramatic investment, growth and change and has become a diverse magnet for businesses, development, residents and tourists. connect: The Dallas Arts District CONNECT Plan will help address the needs of these new community members while thoughtfully positioning the Dallas Arts District in the larger context of Downtown planning efforts, ensuring that the District remains a valuable resource for all of Dallas. This Plan will develop an urban cultural district that creates a vibrant, healthy, and complete neighborhood for generations to come. Specifically, the plan has five key strategies:












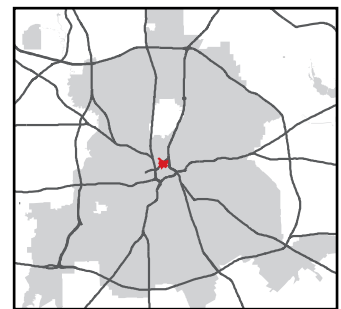
- 1 Transform Pearl Street into the “Avenue to the Arts.”
- 2 Reinvigorate Flora Street/ Ann Williams Way as the cultural core of the Arts District.
- 3 Embrace Ross Avenue as a mixed-use commercial corridor.
- 4 Expand and update wayfinding, signage, public art, and gateway experiences.
- 5 Enhance pedestrian connections in all directions, with a focus to the west.



MAP



-  Klyde Warren Park | Dallas Arts District Public Improvement District
-  Proposed Expanded Boundaries of Klyde Warren Park | Dallas Arts District Public Improvement District (One property - 2323 N. Field Street)
-  Klyde Warren Park
-  Klyde Warren Park Phase 2.0
-  Dallas Arts District
-  Uptown Public Improvement District
-  Downtown Improvement District
-  Dallas Area Rapid Transit
-  Trinity Railway Express



MISSION

Klyde Warren Park

To provide free programming and educational opportunities for the enrichment of visitors' lives, to showcase the multitude of cultures and talents Dallas has to offer, and to be a town square where citizens may congregate and create traditions.

Dallas Arts District

The Dallas Arts District enhances the value of the city's creative and economic life by engaging artistic, educational and commercial neighbors through excellent design, practices and programs.

PID BOARD OF DIRECTORS

Nancy Best	Kathy Nelson	Sabine Stener
Ed Fjordbak	Gregory Odegaard	Rob Walters
Kourtny Garrett	Phil Puckett	Lily Cabatu Weiss
Jody Grant	Kit Sawers	Mike Wyatt
Chris Heinbaugh	Frank Schubert	John Zogg
Angela Hunt	Katy Slade	

FOR MORE INFORMATION

www.klydewarrenpark.org/PID

CONTACT

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PUBLIC IMPROVEMENT DISTRICT



**KLYDE WARREN
PARK**

**DALLAS
ARTS
DISTRICT**

RENEWAL