

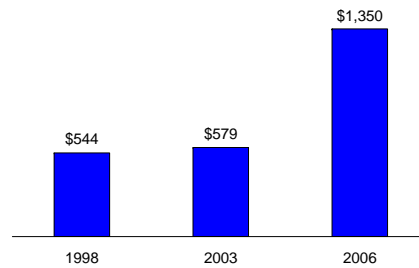
2006 Bond Package

The \$1.35 billion 2006 bond program approved by Dallas voters is the largest in Dallas history.

The overall mix of projects focuses on core city assets with streets (\$365M), flood control (\$335M) and parks (\$307M) receiving the lion share.

Dallas' Commitment to Invest in Itself

(Recent Capital Bond Programs, Millions)



Economic Development Plan

The Dallas City Council adopted a new economic development plan in 2005. The plan, *Strategic Engagement*, has four main strategies for preparing Dallas for the future:

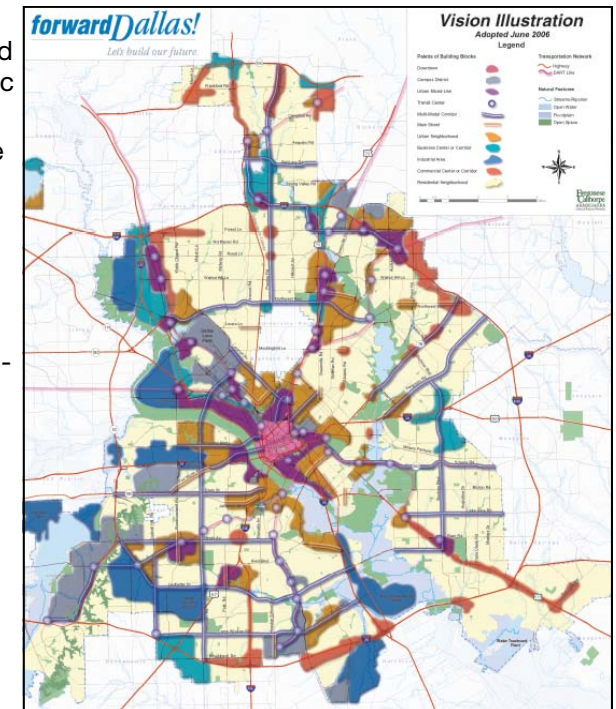
- Build on core assets to create a vital center city that is the region's urban focal point
- Invest in catalyst projects in southern Dallas to capitalize on its unique global trade potential and to provide a more balanced job and commuting environment
- Support redevelopment in retail and business centers throughout the city, particularly on transit routes, to serve Dallas' neighborhoods
- Strengthen Dallas business clusters (headquarters, media, telecommunications, IT services, trade, and diversified manufacturing)

A full version of Dallas economic strategy, called Strategic Engagement, is available at: http://www.dallas-ecodev.org/images/dallas_data/city_of_dallas_strategic_plan.pdf

Comprehensive Plan

City Council adopted Dallas' first comprehensive plan, *forwardDallas!*, in 2006. It provides a vision of a former suburban sunbelt boom town transformed into a thriving 21st century metropolis—a city that offers a balance of urban and suburban living and working opportunities. The vision calls for:

- An enhanced economy through balanced land use and strategic public investments
- Quality housing made more attainable
- Strong and healthy neighborhoods
- Enhanced transportation systems
- Environmental sustainability
- New development patterns



forwardDallas! vision illustration showing development types.

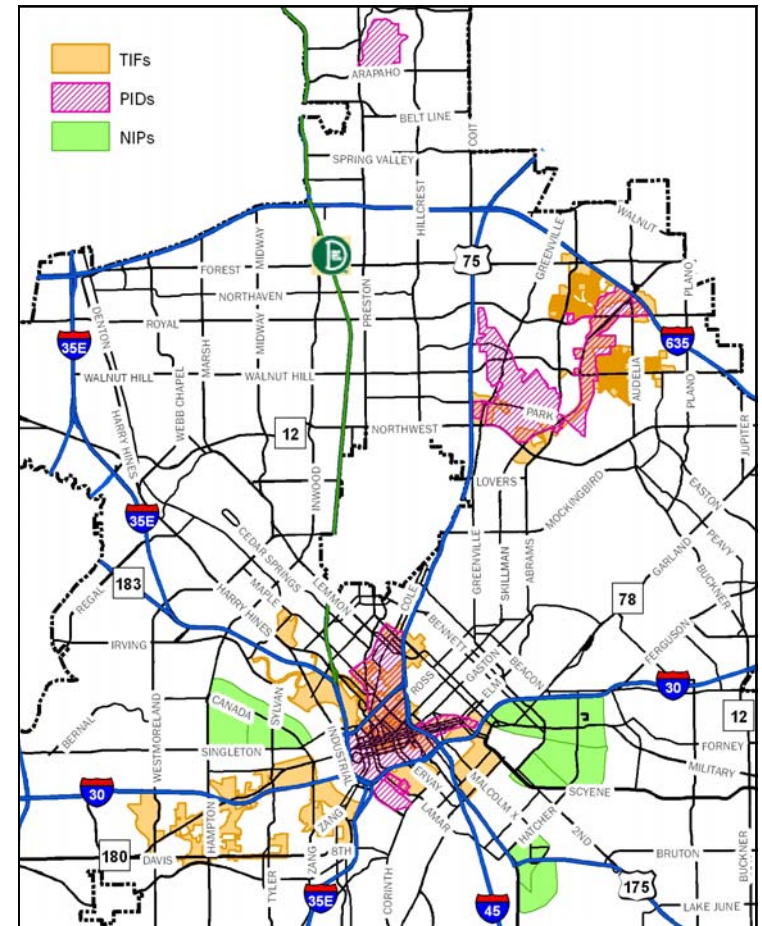
For a full-size version visit: www.dallas-ecodev.org/resources/plans-and-reports/forwarddallas.htm

A renewed public interest in city living and the City of Dallas' commitment to making central Dallas a leading urban center have resulted in many development and investment opportunities.

The City of Dallas has an active **Tax Increment Financing (TIF)** program to facilitate redevelopment of neighborhoods primarily in and around downtown, DART light rail stations and in areas with large concentrations of deteriorating apartments. TIF districts allow the city to reinvest added tax revenue from new development back into the area where it originated, which further stimulates new private development and increases real estate values. Dallas currently has 17 active TIF districts.

Dallas also has **Public Improvement Districts (PIDs)**, which allow for certain improvements above and beyond city services in neighborhoods that choose to impose a special assessment tax on themselves. PIDs may provide activities such as marketing for an area, additional security, landscaping and lighting, street cleaning, and cultural and recreational improvements.

The **Neighborhood Investment Program (NIP)** is another tool the City of Dallas uses for redeveloping neighborhoods. NIP, which is administered by the city's Housing Department, is a public investment program involving five targeted areas in Dallas that show signs of distress such as high numbers of vacant lots, aging housing and code compliance complaints. The Housing Department invests 60 to 80 percent of its resources within these areas.



Dallas has a diverse economy, but several industries have historically performed well and grown into leading sectors locally.

The City of Dallas completed a major review of the regional and city economies to identify driving sectors that should continue to be the focus of economic development attention.

Targeted sectors include:

- IT services
- Headquarters, management and administrative operations
- Telecommunications
- Media
- Logistics
- Food manufacturing
- Advanced building components and systems
- Instruments
- Transportation equipment manufacturing

Economic Development Incentives

Dallas offers an array of economic development incentives to qualifying businesses. Incentives include:

- Infrastructure Participation
- Development Fee Rebates
- Right-of-Way Abandonment and Credits
- Tax Abatement
- Historic Tax Incentives
- Freeport Tax Exemption
- Foreign Trade Zone (FTZ)
- Tax increment Financing (TIF) Public improvement Districts

When you are ready to discuss your business or development needs contact the Office of Economic Development at 214-670-1685.

INCENTIVES NEGOTIATED OR PROPOSED BY CITY STAFF ARE SUBJECT TO SPECIFIC FEDERAL, STATE AND LOCAL GUIDELINES, FUNDING AVAILABILITY AND CITY COUNCIL APPROVAL. DEPENDING ON THE INCENTIVE, THERE MAY BE ADDITIONAL RESTRICTIONS BASED ON GEOGRAPHY, PROJECT SIZE AND OTHER FACTORS.

Are you a **medium to large corporation** already in Dallas or considering a Dallas location?

- OED can provide consultations on Dallas development conditions, available incentives and business intelligence, as well as site selection assistance.

Do you own a **small business**, or are thinking of starting one?

- OED can provide technical assistance and consultations on market conditions, finance options and incentives.

Are you starting a **development project**?

- OED offers consultation and coordination for Industrial, retail and office projects, as well as mixed-use developments.



*AT&T announced in summer 2008 that it would relocate its headquarters to the City of Dallas.

The City of Dallas' experienced, professional staff in the Office of Economic Development (OED) can support your business or development needs. OED teams provide the following services:

Business Expansion and Retention (BEAR) helps existing Dallas firms that are ready to expand or reposition their business.

Business Recruitment works with companies and site selectors seeking a new Dallas presence, including new retail operations.

Area Redevelopment supports developers to revitalize Dallas neighborhoods with new housing, retail and mixed-use projects.

Brownfields Program revitalizes abandoned, idled or under-used commercial and industrial properties with real or perceived environmental contamination.

Small Business Initiatives assists new and existing small firms through technical assistance, financing and consultations.

Research and Information analyzes and publishes market and demographic statistics to assist firm's Dallas growth plans.

Dallas also maintains staff dedicated to **Downtown**, **Southern Dallas**, and the **International Inland Port of Dallas (IIPOD)**, along with an **International Business** team. To see how OED can help your business or project succeed, call 214-670-1685.