

Memorandum



DATE: February 10, 2010

TO: Members of the Economic Development Committee
Ron Natinsky (Chair), Tennell Atkins (Vice Chair), Dwaine Caraway, Linda Koop, Sheffie Kadane, Ann Margolin, Jerry R. Allen, Steve Salazar

SUBJECT: **Mayor's Southern Dallas Task Force**

On Tuesday, February 16, 2010 the Economic Development Committee will be briefed on the Mayor's Southern Dallas Task Force. The briefing is attached.

Should you have any questions, please contact me at (214) 670-3314.



A.C. Gonzalez
Assistant City Manager

C: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Deborah A. Watkins, City Secretary
Tom Perkins, Jr., City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge Municipal Court
Ryan S. Evans, First Assistant City Manager
Forest Turner, Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Jeanne Chipperfield, Director, Office of Financial Services
Karl Zavitkovsky, Director, Office of Economic Development
Hammond Perot, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager

Mayor's Southern Dallas Task Force

Economic Development Committee
February 16, 2010



Office of Economic Development

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Purpose

- ❑ Overview of the Mayor's Southern Dallas Task Force
- ❑ Discuss Commitment to Fund Seven (7) Action Recommendations
- ❑ Review Seven (7) Task Force Recommended Action items
- ❑ Convey Funding Process and Timeline
- ❑ Q & A / Committee Comments

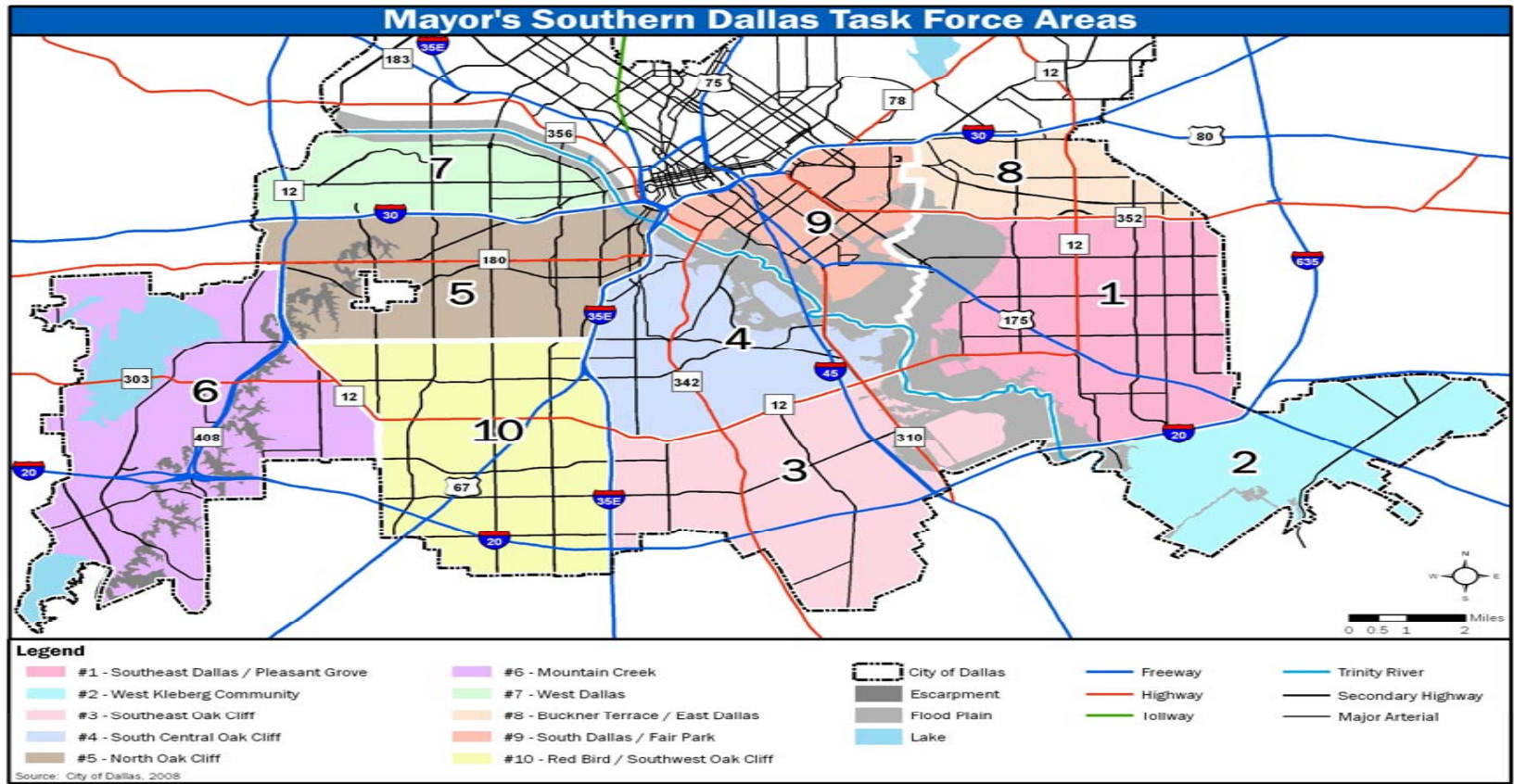
Overview

- ❑ February '08 Council briefing recommended the creation of a Southern Dallas Task Force
- ❑ Council member Tennell Atkins was appointed by Mayor Leppert to Chair the Task Force
- ❑ Stakeholder input and guidance was encouraged to begin to develop and implement a strategic action plan for Southern Dallas communities

Establishing the Task Force

- ❑ First meeting to call for Task Force members August 2008
- ❑ Nearly 300 participants at 1st meeting
- ❑ Over 250 people committed to the 18 -24 month initiative
- ❑ Southern Dallas was divided into 10 sub geographies for more effective management
- ❑ Three (3) additional teams that impacted all of southern Dallas were established

Map of Sub Geographies and Teams



November 2009 Meeting

- ❑ Reinforce Task Force Mandate
 - 7 of 13 items have identified funding sources
 - Action Plans developed with staff support January through March, 2010
 - Process Council approval of action items with identified funding sources requiring City support
 - Task Force Team Chairs monitor action plan implementation and provide guidance to Council regarding the next Bond Program

Task Force Team Deliverables

- ❑ Teams were asked to create SWOT (strengths, weaknesses, opportunities, threats) analysis for their respective sub geographies
- ❑ Each team met monthly beginning January 2009
- ❑ From the analysis, teams were asked to develop one (1) priority action item that would have impact.
- ❑ Several teams developed multiple items in addition to the primary recommendation
- ❑ The focus of the City's immediate consideration is one item from each team
- ❑ Funding sources were identified for seven (7) action items, some of which will require City support

Commitment of Resources

- ❑ The Mayor and the City Manager have endorsed pursuit of immediate City funding for 7 items
- ❑ Funding may come from various sources and partnerships
- ❑ The Manager has assigned staff from various departments to assist with, process and identifying funding sources

Seven Recommendations and Cost

- ❑ Team #1 - Rebranding of Pleasant Grove. Cost to be funded from next GO Bond. Immediate need of design work will cost \$75K. \$37.5K to come from PPP. The team will raise match
- ❑ Team #2 - Purchase Union Pacific Right of Way for Seagoville Trail extension and DART Park' n Ride. Cost \$265K from PPP
- ❑ Team #5 - Transportation System Network Plan. Estimated Cost \$500K. Funding to be requested through the Regional Toll Road Fund
- ❑ Team #7 - Create Trinity River Recreation District along Hampton Road from the Trinity River at the north end to Singleton Blvd at the south end. Request \$30K matching grant for design and \$250K "gap" for a \$1.750K Water Park that will anchor the south end of the Recreation District. Funding from



Seven Recommendations and Cost cont'd

- ❑ Team #9 Security Cameras for Business Districts in South Dallas/ Fair Park. The number of cameras is being determined. Cost estimate \$250K expected to come from the South Dallas/Fair Park Trust Fund.
- ❑ Team # 10 Beautification of Highway 67 between Interstate 35 and Interstate 20. Plants, plantings and irrigation system paid by TXDot estimate \$100K. Maintenance and upkeep for 5 years paid by City. Estimated cost \$20K annually for 5 years Source of funding: Streets
- ❑ Small Business Team recommends \$1,000,000 to fund new loan program for southern Dallas from PPP

(Team six (6) has recommended a bicycle trail for Mountain Creek Park to connect to Cedar Hill State Park. Funding will be pursued for the next GO Bond program)

Total funding for 7 recommendations \$2,432.5K

Other Recommended Action Items

- ❑ The Funding and Finance Team is creating a financing Handbook for developers and others and will need minimal funding to produce the document
- ❑ These teams will require a project sponsor and long term financing
 - South East Oak Cliff – grocery store
 - South Central Oak Cliff – Glendale Shopping Center
 - Buckner Terrace/East Dallas – Tri City Hospital
- ❑ The Economic Development Team is recommending the City create an Economic Development Corporation. Staff is gathering information for a Briefing.

Remaining Timeline for Task Force

- ❑ Task Force Teams will finalize their action plans and cost estimates by March 31, 2010. Action plans will include all steps to be taken to bring recommendations to fruition
- ❑ After proper vetting, Council will be presented the applicable items for vote prior to July recess.
- ❑ Teams are encouraged to continue to work together informally to develop plans for their additional action items
- ❑ Team Chairs and Co Chairs are asked to continue to work with City staff and Council Members to move unfunded recommendations forward.

Next Steps

Q & A