



SOUTH SIDE QUARTER DEVELOPMENT CORPORATION

The Creative District in the Heart of Dallas

Attn: South Dallas Fair Park Public Improvement District
Owners & Stakeholders

South Dallas – Fair Park Public Improvement District

On August 10, 2016, at the request of property owners, the South Dallas – Fair Park Public Improvement District “SD FP PID” or the “District” was voted into law by Dallas City Council, Resolution No. 16-1249. As written, unless the District renews through the petition and approval process, or is terminated as provided by law, the District would automatically dissolve on December 31, 2023.

On December 23, 2022, Councilmember Adam Bazaldua’s office released a statement that he would not be supporting the renewal of the South Dallas - Fair Park Public Improvement District and that it was his “intent to use 2023 to have a better understanding of what the community would like to see” (letter attached). As the Executive Director, managing the SD FPPID, I am in agreement with Councilman Bazaldua and will add that it has been my honor volunteering to help facilitate the community’s desires and expectations for South Dallas. I’m hopeful about the progress to come.

As you know, the purpose of the creation of the District is to fund improvements to public infrastructure, common areas, pedestrian lighting and enhancements to public safety. The funding of operations, approved by the City of Dallas, are paid from assessments on the property in the District. The assessment levied for 2021 was \$0.15 per \$100 of appraisal value by the Dallas Central Appraisal District.

The intent of this letter is to confirm that the SD FPID will in fact dissolve on December 31, 2023, provide informational background, a programmatic review and plans for this final year.

MANAGEMENT CONTRACT

In August of 2018, St. Phillips School and Community Center personnel reached out to request that the organization in which I serve as Executive Director, the South Side Quarter Development Corporation consider applying with the City of Dallas to serve as the management entity for the South Dallas Fair Park Public Improvement District. There were serious concerns about what would become of the South Dallas Fair Park PID following the disbandment of previous management. A clear path forward was needed.

Having a long and successful record in PID management, I agreed to serve in a volunteer capacity. In December of 2018, South Side Quarter Development Corporation (SSQDC) was selected as the new management entity for South Dallas Fair Park Public Improvement District (SDFPID). As the manager for South Side Public Improvement District, SSQDC has a long history in PID management. Our goal has been to help enrich South Dallas, by enhancing the public works related to the neighborhood and advocating for organizations who already have boots on the ground and are doing great things to support communities along the MLK corridor.

During my service as Executive Director, I’ve established a method of timely communication with the city around public works and resources, implemented safety services and beautification programs, organized community events, and held neighborhood meetings to gather community input (see attachment).

2024-2033 RENEWAL

In the Fall of 2022, SSQDC began its renewal efforts for the upcoming 2024 to 2033 assessment period for the SD FPPID. While seeking input from residents and organizing meetings around the process, community leaders and stakeholders voiced concerns that the \$4 monthly tax assessment was an undue burden placed on South Dallas residents for services

that should be provided without additional property tax assessments. As Executive Director, I felt it incumbent upon me to learn more surrounding this issue and to continue to align with SSDQC's mission to support and provide services that meet the demands of South Dallas communities. After additional meetings with community members, as well as, our City Councilman's office, a decision was made to actively develop alternative ways aside from the PID to impact this area.

To this end, SSQDC is announcing the withdrawal of the SD FPPID petition to renew and extend its boundary. Congruently, SD FPID's management company will continue to operate throughout the remainder of the contract with the City of Dallas which will expire December 31st, 2023.

2023 PROGRAM PLAN

During this final year, we kicked off our 2023 season by having our yearly budget meetings with all contractors and vendors that will be utilized for the remaining year. On Jan 14th, 2023, we successfully hosted our annual MLK FEST at the MLK Center with the support of a myriad of sponsors throughout the DFW area. Our service project Keeping up the Dream prepared South Dallas for the MLK parade which took place on January 16th, 2023. SSQDC will continue all initiatives and programs planned for the 2023 season which includes the following:

Public Safety - Ongoing daily patrols in all 3 phases of the PID by J. Brooks Courtesy, nightly weekend patrols of hot spot areas within the PID by armed guard contractors, Braveheart Security and, daily blight and nuisance reporting by Zeal Analytics.

Area Improvement - Beautification rehaul 2 times a week by HarrisBest LawnCare, while also hosting a training session with Miles of Freedom - which will continue to maintain all alleyway areas on a quarterly basis. MLK Clean Team will continue to provide clean up services throughout all three phases of the PID, 3 times a week.

Promotion & Marketing - The PID will continue to support and sponsor different local events and programs that are ongoing in the South Dallas Community, as well as, participating in upcoming neighborhood events and programs to include our headline Juneteenth Festival coming this summer.

As we look forward to a wonderful Juneteenth March, we hope that you are able to not only join us, but also participate in making this the best Juneteenth Event to date. Please don't hesitate to reach out with any questions or concerns that you may have. Again, it has truly been my honor to work along side so many community servants seeking to ensure the best for our families and neighbors.

Sincerely,



Shannon Brown-Key
Executive Director
SSQDC

CC: Victoria McPhaul
Community Engagement Manager
SSQDC
Sdfppid.dallas@gmail.com

2019 - 2023 PROGRAM REVIEW

Utilized Courtesy & Security Patrol (Braveheart & J. Brooks) to routinely patrol the neighborhood in All 3 Phases of the PID

Contracted MLK Clean Team to carry out trash pick-ups 2 times a week.

Carried out 3 large scale volunteer service festivals:

Jan. 18, 2020 – 320 volunteers registered, 200 bags of trash gathered –Art and F&B were added to this effort, completed a rec-room makeover & a MLK mural painting at MLK Center.

June 18, 2022 – 225 volunteers registered, 225 bags of trash gathered - Breakfast & Art programs were held in conjunction with the service event.

Jan 14, 2023 – 522 volunteers registered, 345 bags of trash collected - Festival including Speeches from The MLK museum, local activists and performances from a live band and DJ. Lunch was served by food vendor sponsors Raising Canes, Little Caesars & South Side Steaks & Cakes.

Contracted Miles of Freedom (MOF) as Lawn Care Maintenance Team along main corridors of MLK, Al Lipscomb & Pennsylvania, Holmes and Meadows Streets from 2019 - 2022, then contracted Harris Best Lawn care as a beautification consultant to begin services in 2023.

Contracted MOF to clear and maintain alleyways on a quarterly basis in the areas of of Park Row & South, Pennsylvania & Behind Chase building.

Parkette Beautification on Atlanta & Malcolm X streets were updated Jan. 2020.

Contracted Zeal Development Analytics to manage Public Safety & other PID Contractors as well as create a data base system to report blight, crime and other nuisance with in the PID boundary. SSQDC have resolved over 450 cases to date.

Sponsorship Efforts:

The MLK Food Truck Demonstration Project
Holiday Display Historic South Park Row Neighborhood Association
Pop Up Juneteenth Concert
Dallas Weekly Magazine
DTBR'S South Dallas Food Truck Park
Blair Foundations Juneteenth Festival
Cultural District Application
South Side Steak & Cakes
MLK Center Juneteenth Fest

BOUNDARY MAP

