

# DOWNTOWN AMBASSADORS ON THE STREETS

JUNE 2023 – AUGUST 2023:

15,312 hospitality  
assists



195 clean team  
referrals

3,195 business  
contacts

89 motorist  
assists

495 homeless  
outreach



180 safety  
escorts



**DOWNTOWN AMBASSADORS HOURS:**  
Sunday–Saturday • 7AM–12AM  
**CONTACT:**  
ambassador@dfwi.org  
On-Duty Supervisor: (817) 484-3723

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

## PROMOTE YOUR BUSINESS IN THE GM FINANCIAL PARADE OF LIGHTS!

We can already feel the anticipation building for the 41st Annual GM Financial Parade of Lights in Downtown Fort Worth! Join us Downtown on November 19 at 6:00 p.m. as the streets will be flooded with more than 100 illuminated floats, festive performers, holiday cheer, live music, and hundreds of thousands of sparkling lights.

Ways to participate:

### Enter a Float!

Promote your business or organization with holiday cheer.

### Purchase Street Seats!

Secure a front-row view of all the holiday action.

### Volunteer!

It takes an army to make the parade happen; join us for all the volunteer opportunities.



## FALL FEST AT PIONEER REST

Save the date for Fall Fest at Pioneer Rest –  
October 15, 2023, 11:00 a.m. – 3:00 p.m.!



This first-ever fall festival will include antique cars, live music, children's activities, various vendors, food trucks, a dog costume contest, and more. Join us as the Pioneer Rest Board celebrates this historic landmark. Free parking and shuttle service are available at the TCC Trinity River East Campus Parking Lot. Admission is free. For more information, scan here.



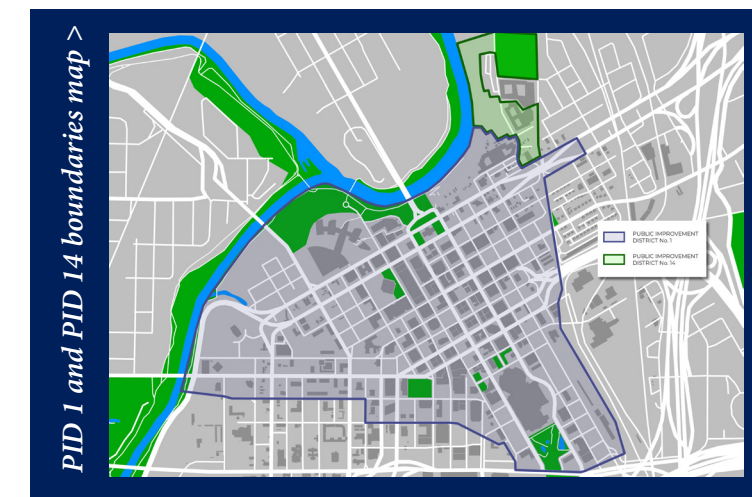
SEPTEMBER 2023

## 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. (DFWI)

## PID #1 & #14 BUDGETS

In July 2023, the PID Boards discussed and approved the proposed budget for fiscal year 2024. The PID #1 budget for FY 2024 keeps the 13-cent rate to maintain the PID's current levels of service. The PID #14 budget for FY 2024 also keeps its current 10-cent rate to maintain current levels of service and allow for a beautification project. The final public hearing and City Council vote for approval is September 12 at City Hall.



## PLAN 2023

Every 10 years, DFWI, the City, and Trinity Metro partner to craft new strategies and tactics to implement a new vision for Downtown Fort Worth. Plan 2033 results from hundreds of hours of volunteer time, interviews with stakeholders, and input from business groups, elected officials, government staff, property owners, and the public. The plan articulates key catalytic projects currently under construction or in various planning stages and outlines ways to make Downtown more livable, economically diverse, distinctive, and seamlessly connected. The Plan 2033 Vision: Downtown Fort Worth is a vibrant, competitive destination for businesses, visitors, and residents that capitalizes on its history, culture, and authenticity, a center of connectivity, learning, creativity, entrepreneurship, and livability.

Plan 2033 is available online. Scan here to view.



PLAN  
2033  
DOWNTOWN  
FORT WORTH



## 2023 DOWNTOWN RESIDENTIAL SURVEY

If you are a resident of Downtown Fort Worth, you may be randomly selected to participate in our 2023 Residential Survey. These surveys are conducted every few years to ensure we understand our Downtown residents' requirements.

By engaging in this survey, you contribute to the ongoing effort to make Downtown a more livable neighborhood. The information you provide will help everyone involved in the Downtown improvement process make better, more informed decisions.

If you have any questions, please contact Shane Smith, DFWI's Director of Research, by email or by phone at:

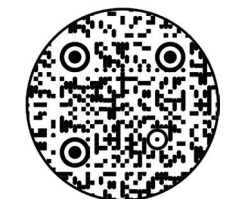
Email: shane@dfwi.org Phone: 817-484-3633

## NEW AND IMPROVED RESEARCH PAGE

DFWI staff researches office, retail, hospitality, housing, transportation, and demographic trends related to Downtown. Surveys of Downtown employees, residents, and decision-makers are conducted periodically to understand trends and address concerns expressed by our customers, tenants, owners, and the public.

Visit our updated research page at [DFWI.org/research](https://dfwi.org/research) to see new interactive infographics.

For more information, contact [Shane@dfwi.org](mailto:Shane@dfwi.org).



## FOLLOW US ON SOCIAL MEDIA



Facebook:  
**DowntownFortWorth**  
114k followers



Twitter:  
**DTFortWorth**  
48.6k followers



Instagram:  
**DowntownFortWorth**  
67.9k followers



LinkedIn:  
**Downtown Fort Worth, Inc.**  
6.4k followers

#DowntownFortWorth



## STAFF

**Andy Taft**  
President  
andy@dfwi.org

**Matt Beard**  
Director of Public Improvement Districts  
matt@dfwi.org

**Cleshia Butler**  
Administrative Assistant  
cleshia@dfwi.org

**Brandi Ervin**  
Controller  
brandi@dfwi.org

**Becky Fetty**  
Director of Marketing and Membership  
beckyf@dfwi.org

**Melissa Konur**  
Director of Planning  
melissa@dfwi.org

**KayLee Pratt**  
Marketing and Special Projects Manager  
kaylee@dfwi.org

**Shane Smith**  
Director of Research  
shane@dfwi.org

**Barbara Sprabary**  
Executive Assistant & Office Manager  
barbara@dfwi.org

## CONTACT INFORMATION:

Send or email comments and/or news to:  
**KayLee Pratt**

Downtown Fort Worth, Inc.  
777 Taylor Street, Suite 100  
Fort Worth, Texas 76102

**Phone:** (817) 870-1692

**Fax:** (817) 335-3113

**Email:** KayLee@dfwi.org

**Website:** dfwi.org



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

## BURNETT PARK FALL PROGRAMMING

**Free Yoga Classes –**  
BYOM – Bring your own mat and a friend or two!

**September 19 – October 31,  
Tuesdays, 5:30 – 6:15 p.m.**

**Free Lunchtime Music Series –**  
Join us under the Singing Trees to hear from local  
Fort Worth artists.

**September 6 – November 8,  
Wednesdays 12:00 – 1:00 p.m.**

**Free Zumba Classes –**  
Get your fitness groove on in the park!

**September 28 – November 2,  
Thursdays, 5:30 – 6:15 p.m.**

## MOVIE NIGHTS PRESENTED BY BURNETT PLAZA

Grab a blanket or a chair and head to Burnett Park on September 29, for our series kickoff:  
Top Gun: Maverick! In the words of Pete Mitchell, “Don’t think, just do!”

Join us under the stars; the movie begins at 7:30 p.m. so  
arrive early and snag the perfect seat. Snacks and drinks will  
be available for purchase provided by Neighbor’s House.

Save the Dates for Our Upcoming Movie Nights in Burnett  
Park:

**Friday, October 13 at 7:30 p.m. - Jumanji: Into the Jungle**

**Friday, November 3 at 7:00 p.m. - Elemental**

**Friday, December 1 at 7:00 p.m. - The Grinch (2018)**



## CONVENTION CENTER DISTRICT EXPANSION

With over \$2.5 billion of development in the pipeline, Downtown Fort  
Worth anticipates a historic wave of development. Communication will be  
critical as street closures, utility runs, and cranes transform specific parts of  
Downtown, so the teams from the Fort Worth Convention Center, Omni  
Fort Worth Hotel, and Texas A&M Fort Worth shared the construction impacts and timelines  
for their three transformational projects. In case you missed the Convention Center District  
Expansion Townhall, scan here to view the presentation online.



## MY FW APP

The MyFW app is the official app for residents and visitors to report issues quickly  
and easily. The status of the report and follow-up action can then be viewed in the  
app, and users will receive a notification when the request is complete. Download  
the app today and contribute to a clean, fun, safe Fort Worth!



## ON THE STREET SPOTLIGHT

The Downtown Clean Team and  
Ambassadors have worked hard during  
these hot summer months to create a  
clean, safe, and welcoming environment  
for our visitors, residents, and workers.  
Ambassador Jose Sotello played a crucial  
role in identifying a suspect and his location  
for the Fort Worth Police Department. The  
Fort Worth Police Department awarded  
him the Outstanding Acts Award on August  
17, 2023. When you see Jose or any of the  
Clean Team or Ambassadors, thank them  
for all their hard work!



## NEW IN THE PID

### THE ORIGAMI DOG

The Origami Dog is Downtown’s new  
one-stop pet shop. From pawdicures to mud  
baths, The Origami Dog does it all. The shop  
primarily sells dog toys and food; however,  
some cat supplies are also available.

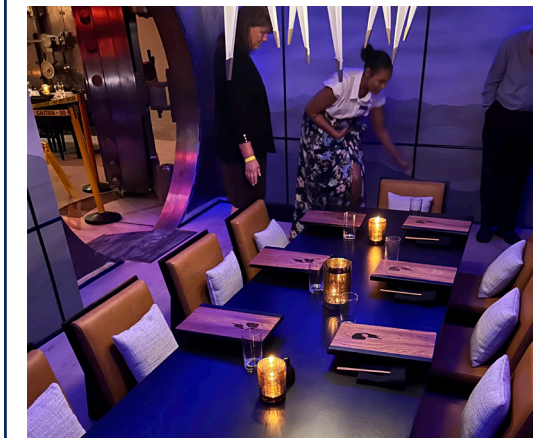
Find The Origami Dog at 309 Houston Street  
and on social media @TheOrigamiDogFW.



### MUSUME

Musume is Downtown’s hottest new restaurant.  
Located in the Sandman Signature Hotel, this  
beautifully designed restaurant offers a contemporary  
twist on Asian cuisine.

Find Musume at 810 Houston Street and on social  
media @MusumeFW.



## THOMPSON'S BOOKSTORE –GRAND REOPENING

Thompson’s Bookstore is a local favorite that recently  
completed a multimillion-dollar renovation and  
expansion. Key highlights are:

- A Prohibition-Style Speakeasy in the basement
- The fan-favorite Bookstore/Bar
- An Event Floor
- A Sophisticated Cigar Lounge

Check out the expanded Thompson’s Bookstore at  
900 Houston Street and on social media  
@ThompsonsFTW.



## PID ADVISORY BOARDS

### PID #1 ADVISORY BOARD

**Larry Auth** - Omni Fort Worth Hotel (Chair)  
**Laura Bird** - Anthracite Realty Partners  
**Johnny Campbell** - City Center Fort Worth  
**Gary Cumbie** - The Cumbie Consultancy  
**Carlos De La Torre** - Fort Worth Downtown  
Neighborhood Alliance  
**Jennifer Eslinger** - Burnett Plaza  
**Amber Finley** - Finley Resources Inc.  
**Drew Hayden** - The Worthington  
Renaissance Fort Worth Hotel  
**Marie Holliday, DMD** - Flowers to Go in  
Sundance Square  
**Ashlee Johnson** - Ron Investments, Ltd  
**Ed Kraus** - Sundance Square  
**Walter Littlejohn** - The Fort Worth Club  
**Michelle Lynn** - Building Owners &  
Managers Association  
**Renee Massey** - Red Oak Realty  
**Mark Michalski** - Kimpton Harper Hotel  
**Don Perfect** - ONCOR  
**Jed Wagenknecht** - Courtyard Fort Worth  
Downtown/Blackstone

### NEXT PID #1 2023 ADVISORY BOARD MEETING:

October 11, 2023, at 10:00 a.m.

Downtown Fort Worth, Inc.  
777 Taylor Street, Suite 100  
Fort Worth, TX 76102  
Fiscal Year 2023 assessment rate for PID 1  
is \$0.13 per \$100 of property value.

*All current meeting information can be found at  
dfwi.org/about/pid*

### PID #14 ADVISORY BOARD

**Kent Bogle** - Villa de Leon, Chair  
**Tom Struhs** - Westford Builders, Chair  
**Debbie Diaz** - TownePlace Suites  
**Jeff Fulenchek** - Carleton Residential  
Properties  
**Tara Pittman** - Trinity Urban  
Bluffs & District  
**Anthony Renda** - Trinity Bluff  
Development, LTD.

### NEXT PID #14 2023 ADVISORY BOARD MEETING:

October 12, 2023, at 10:00 a.m.

Advisory Board Meetings will be held at  
the DFWI office unless otherwise noted:  
777 Taylor Street, Suite 100  
Fort Worth, TX 76102  
Fiscal Year 2023 assessment rate for PID 14  
is \$0.10 per \$100 of property value.

*All current meeting information can be found at  
dfwi.org/about/pid*