

DOWNTOWN AMBASSADORS ON THE STREETS

JUNE 2024 - AUGUST 2024

15,050 hospitality assists



201 clean team referrals

116 motorist assists

3,244 business contacts

24 umbrella escorts

373 homeless outreach



111 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

GM FINANCIAL PARADE OF LIGHTS



Anticipation is building for the 42nd Annual GM Financial Parade of Lights in Downtown Fort Worth! Join us on November 24 at 6:00 p.m. as the streets fill with more than 100 illuminated floats, scores of festive performers, tons of holiday cheer, live music, and hundreds of thousands of sparkling lights.

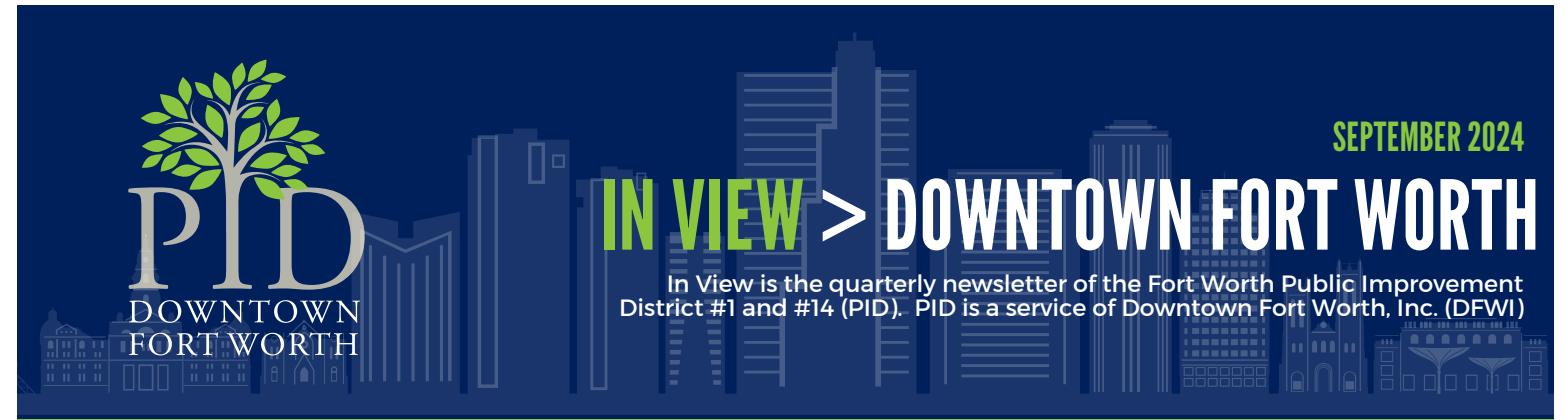
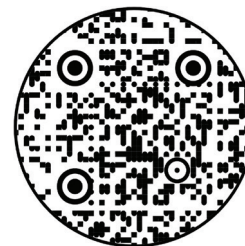


BE A PART OF THE PARADE!

Enter a Float: Promote your business or organization with holiday cheer. Families can apply to enter too.

Purchase Street Seats: Reserve your comfortable street-side seats to view all the illuminated floats, bands, and entries.

Volunteer: It takes scores of people with holiday spirit to make the parade come to life! Please volunteer to help us produce this wonderful holiday tradition.



PID #1 AND #14 BUDGETS

In July 2024, the PID Boards discussed the proposed budgets for fiscal year 2025. The PID #1 budget for FY 2025 keeps the 13-cent rate to maintain and enhance the PID's current levels of service. The PID #14 budget for FY 2025 also keeps its current 10-cent rate to maintain current levels of service and includes enhanced beautification efforts. The final public hearing and City Council vote for approval is September 17 at City Hall.



THE NOISE ISSUE

The trend of intentionally modifying vehicle exhausts and stereos to make them incredibly loud for loudness's sake has become a problem in cities nationwide and here in Downtown Fort Worth. Downtown hotel owners, residents, restaurateurs, and business owners have raised their concerns, and the Downtown PID has collected sound data to help quantify the issue. The Fort Worth Police Department is responding.

During a recent Thursday–Saturday period, at a single data collection point Downtown, without any commercial noise generators, DFWI's sound meter registered 57 overnight occasions when noise exceeded 80 decibels, the top weekend noise limit. On several occasions, the reading was above 90 decibels. It's important to remember that decibel readings are logarithmic; 90 decibels is *twice as loud* as 80 decibels.

When the reading was above 90 decibels, the *average* was 100 decibels...4x the legal limit.

In July, the Fort Worth Police Department began a coordinated effort to help with this problem. The police have started pulling over vehicles, warning motorists, and writing citations for noise ordinance violations. While we know the number of people who come Downtown to rev their engines and blast music intentionally is small, those who do are disrupting sleep, work, and the peaceful enjoyment of Downtown for many.

Something has to be done about this, and thanks to the Fort Worth Police Department, we are getting some help.

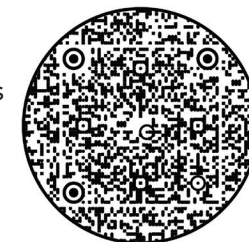


GoPass

GOPASS

Navigate Fort Worth by downloading Trinity Metro's GoPass app today! With GoPass, you can

easily plan your trips, purchase tickets, and track your ride in real time—all on your phone. The GoPass app puts the convenience of Fort Worth's transit system in the palm of your hand, making it easier than ever to get where you need to go. Scan the QR code for more information and download the app.



LET'S RIDE!

On September 15, 2024, Trinity Metro launches The Orange Line, Fort Worth's newest connection between Downtown Fort Worth and The Stockyards. The Orange Line will run from 5:00 a.m.-1:00 a.m. seven days a week! Rides are FREE for the first six weeks. Scan QR Code to learn more.



FOLLOW US ON SOCIAL MEDIA



Facebook:
DowntownFortWorth
115k followers



Twitter:
DTFortWorth
50.1k followers



Instagram:
DowntownFortWorth
68.2k followers



LinkedIn:
Downtown Fort Worth, Inc.
7k 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
Email: KayLee@dfwi.org
Website: dfwi.org



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

BURNETT PARK PROGRAMMING

FREE YOGA CLASSES

Join us on Tuesday evenings for yoga in the park! Bring your own mat and a friend or two!

September 10- October 29, 5:30-6:15 p.m.

FREE LUNCHTIME MUSIC SERIES

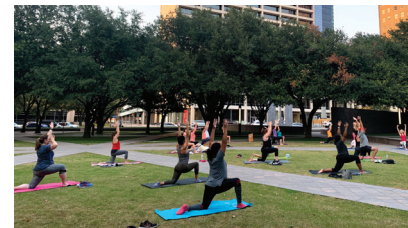
Enjoy local Fort Worth artists performing under the Singing Trees on Wednesdays at noon.

September 11- October 30, 12:00-1:00 p.m.

FREE ZUMBA CLASSES

Join us on Thursday evenings and get your fitness groove on!

September 12- October 31, 5:30-6:15 p.m.



MOVIE NIGHT IN BURNETT PARK

Grab a blanket or a chair and head to Burnett Park on October 4 for our series kickoff: Inside Out 2.

Join us under the stars; the movie begins at 7:30 p.m., so arrive early and snag the perfect spot.



FORT WORTH CENTRAL LIBRARY

On August 13, 2024, the Fort Worth City Council approved the \$6.5 million purchase of the historic building currently housing the Center for Transforming Lives. This site will soon undergo renovation and become the new central branch of the Fort Worth Public Library.



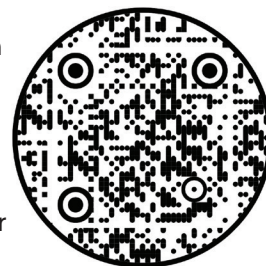
TEXAS A&M FORT WORTH EXPANSION

Texas A&M Fort Worth's footprint continues to expand in Downtown Fort Worth. Construction on the Law and Education Building is well underway, and the Texas A&M University System's Board of Regents recently authorized the design of the second new building: the Research and Innovation Building A.



FALL FEST AT PIONEER REST

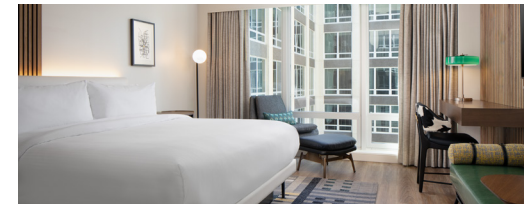
Join the Pioneer's Rest Cemetary at the 2nd annual Fall Fest on October 13, 2024, from 11:00 a.m.-4:00 p.m. Fall Fest features antique cars, live music, children's activities, various vendors, food trucks, a dog costume contest, and more, all with free admission. The Pioneer's Rest Cemetary Board maintains this historic landmark and invites you visit and enjoy the day. Free parking and shuttle service are available at the TCC Trinity River East Campus Parking Lot. For more information, scan here.



NEW IN THE PID

LE MERIDIEN FORT WORTH DOWNTOWN: NOW OPEN

Le Méridien has officially opened in Downtown Fort Worth, offering 188 rooms of modern comfort. This stylish new hotel is ready to welcome you. Book your stay today!



DECO 969: NOW LEASING

Deco 969, Downtown Fort Worth's newest luxury residential tower, is officially open. With its sleek Art Deco design, prime location, and top-tier amenities, Deco 969 offers a unique urban living experience. Currently leasing!



WILD SALSA

After a four-year break, Wild Salsa is open with a fresh remodel. Now open on weekdays starting at 11:00 a.m., Wild Salsa offers a vibrant atmosphere and a delicious menu. Make your reservations today!

Hours: Tuesday - Friday: 11:00 a.m.-10:00 p.m.; Saturday: 4:00-10:00 p.m.

Follow them on social media @wildsalsarestaurant



TIA'S ON THE BLUFF

Tia's on the Bluff has reopened after a one-year break and a space remodel. Tucked away in the northeast corner of Downtown, this local favorite welcomes patrons for delicious family homestyle Tex-Mex meals.

Hours: Wednesday: 4:00-10:00 p.m.; Thursday-Sunday: 11:00 a.m.-11:00 p.m.

Follow them on social media @fwtiasonthebluff



REATA RESTAURANT

Reata's doors are now open in The Tower. Don't miss out on their fan-favorite Texas cuisine. Check out their new space and reserve a table today.

Hours: Sunday-Thursday: 11:00 a.m.-2:30 p.m., 5:00-9:00 p.m.; Friday-Saturday: 11:00 a.m.-2:30 p.m., 5:00-10:00 p.m.

Follow them on social media @reatarestaurant



BIG LAUGH COMEDY CLUB

Catch top stand-up acts at Big Laugh Comedy Club. With a lineup of local and national comedians, it is the perfect spot for a night of laughs. Check out their schedule and get ready for an evening of comedy!

Hours: Monday: 6:00-10:00 p.m.; Wednesday: 6:00-10:00 p.m.; Thursday: 6:00-10:30 p.m.; Friday-Saturday: 6:00 p.m.-12:00 a.m.

Follow them on social media @biglaughcomedyclubfortworth



NOW OPEN: HOGAN ALLEY

Hogan Alley is Downtown's newest destination for grab-and-go bites, coffee, wine, and spirits. Located at 901 Houston Street, Suite 102, it's the perfect spot to satisfy your cravings. Stop by and experience it for yourself today!

Hours: Monday-Wednesday: 7:00 a.m.-10:00 p.m.; Thursday-Friday: 7:00 a.m.-12:00 a.m.; Saturday-Sunday: 8:00 a.m.-12:00 a.m.

Follow them on social media @thehoganalley



PID ADVISORY BOARDS

PID #1 ADVISORY BOARD

Laura Bird - Anthracite Realty Partners (Chair)

Johnny Campbell - City Center Fort Worth

Gary Cumbie - The Cumbie Consultancy

Carlos De La Torre - Fort Worth Downtown Neighborhood Alliance

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

Whit Kelly - 777 Main

Walter Littlejohn - The Fort Worth Club

Michelle Lynn - Building Owners & Managers Association

Michael Hiltabidel - Omni Fort Worth Hotels

Renee Massey - Red Oak Realty

Don Perfect - ONCOR

Stacey Hollingsworth - Burnett Plaza

Carissa Taylor - AC Hotel Fort Worth

Courtney Townsen - Sheraton Fort Worth Downtown Hotel

Jed Wagenknecht - Courtyard Fort Worth Downtown/Blackstone

NEXT PID #1 2024 ADVISORY BOARD MEETING:

October 23, 2024, at 10:00 a.m.

Location: 777 Taylor Street, Suite 100
Fort Worth, TX 76102

PID #14 ADVISORY BOARD

Kent Bogle - Villa de Leon

Tom Struhs - Westford Builders, Chair

Debbie Diaz - TownePlace Suites

David Cohenour - Carleton Residential Properties

Andrea Otero - Trinity Urban Bluffs & District

Anthony Renda - Trinity Bluff Development, LTD.

Melanie Smith - Pioneers Rest Cemetery Association (Non-voting member)

PID #14 2024 ADVISORY BOARD MEETING:

October 24, 2024, at 10:00 a.m.

Location: 777 Taylor Street, Suite 100
Fort Worth, TX 76102

Advisory Board Meetings will be held at the DFWI office unless otherwise noted:

777 Taylor Street, Ste. 100 • Fort Worth, TX 76102

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