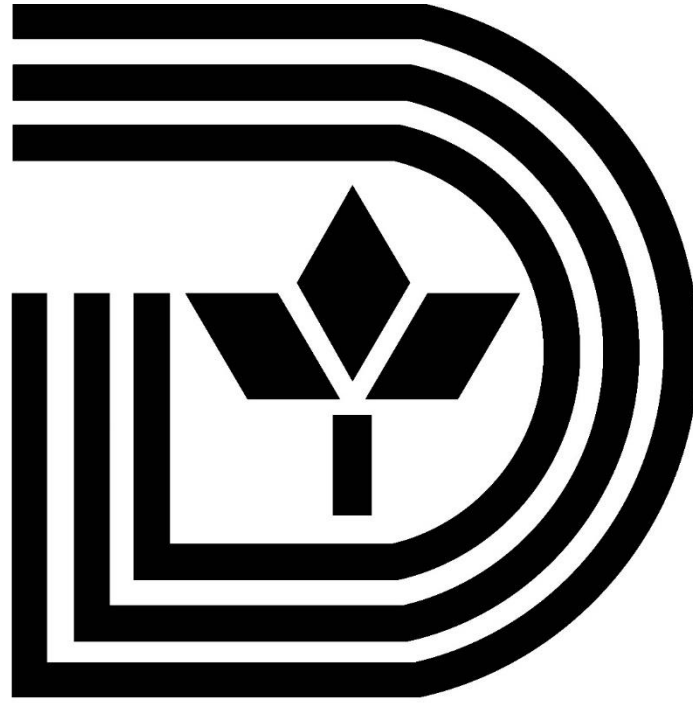


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CITY SECRETARY
DALLAS, TEXAS



City of Dallas

Boards and Commissions Annual Report

South Dallas Fair Park Opportunity Fund

February 1, 2023

Transmittal Letter

February 1, 2023

Dear Honorable Mayor and Members of the City Council,

I am pleased to transmit the South Dallas Fair Park Opportunity Fund Advisory Board Annual Report that summarizes the objectives and initiatives of the Board from January 1, 2022, through December 31, 2022. The attached report is submitted in accordance with Sec.8-1-1of the City of Dallas Code.

The South Dallas/Fair Park Opportunity Fund is appointed by the council in conformance with Dallas City Code 2-130 through 2-132., and administered by the Small Business Center.

During this transformational period, the South Dallas/Fair Park Opportunity Fund has been an essential catalyst for helping our small businesses and human service organizations ensure everyone has a fair shot in this new age for our City. As we strive to create jobs and improve the quality of life, the South Dallas/Fair Park Opportunity fund is committed to working with our community stakeholders and residents. Investing in our underserved communities is the only way to stake our claim for an equitable future as we boldly embrace the unbound potential that lies ahead.

Thank you, and we appreciate your continued support of the South Dallas/Fair Park Opportunity Fund.

Leander T. Johnson



Chairman
South Dallas/Fair Park Opportunity Fund Advisory Board

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South Dallas/Fair Park Opportunity Fund Purpose

The purpose of the South Dallas/Fair Park Opportunity Fund (the "Opportunity Fund") is to **provide loans and grants to promote economic development** and support human development initiatives in the neighborhoods surrounding Fair Park (2010 Census tracts 25, 27.01, 27.02, 34, 37, 38, 39.01, 39.02, 203, 40, and 115).

In 1989, the Council established a Fair Park Task Force to develop a strategy to invest funds generated by Fair Park into the surrounding community (CR 89-1159). Among other things, the Task Force recommended creation of an advisory board to oversee administration of the funds, and recommended annual funding from Fair Park activities, amphitheater tickets sales, general fund contributions, and other sources. The Task Force funding recommendations were adopted by CR-89-3605, and the advisory Board was codified in Dallas City Code Sections 2-130 through 2- 132. Pursuant to Ordinance No. 30905 approved on June 27, 2018, the name of the advisory Board was amended to the "South Dallas/Fair Park Opportunity Fund board" and therefore the funds the Board directs are referred to herein as the "South Dallas/Fair Park Opportunity Fund."

Economic development funding supports one or more of the following goals in the Service Area:

- i. Creation of jobs
- ii. Retention of jobs
- iii. Increase in Service Area tax base
- iv. Stimulate small business activity and growth

Human development funding supports one or more of the following goals in the Service Area:

- i. Increase workforce participation and readiness
- ii. Stimulate small business activity and growth
- iii. Improve health outcomes.
- iv. Improve public safety.
- v. Improve educational outcomes

2022 in Review

In many ways, 2022 served as a continuation of the initiatives I laid out as chairman in 2019. After thoroughly reviewing the fund's history, I laid out several objectives that focused on three central themes. Through the participation and commitment of your duly elected appointees and the administrative support of the Small Business Center, we made great strides in driving measurable success. Our central themes were as follows:

- How do we propel economic growth?
- How do we create more jobs?
- How do we help provide the resources and training necessary for our residents to occupy those jobs?

To tackle these challenges, the Board focused on three primary initiatives:

1) How do we improve the marketing and outreach of the Opportunity funds programs to enhance awareness for residents in those eligible census tracks?

Action: I'm happy to report that over the past year, in coordination with the Small Business Center, we hosted several informational sessions in various locations throughout the community. Each year the Board authorizes the release of a NOFA (Notice of Funding Availability) for the grant component of our fund. While attending an information session at the MLK Center hosted by SBC Director Joyce Williams and community leader Diane Ragsdale, I can attest to the excitement of our community as evidenced by the over 100+ participants who attended in a capacity crowd. We shared in their optimism as we also addressed their concerns. The Board's concrete actions resulted in an overwhelming application response leading to four human services grants in 2022. Finally, we authorized the recommendation for an annual funding increase from \$100,000 to \$200,000 to further expand our capabilities in servicing South Dallas/Fair Park residents.

2) How do we actively recruit businesses that will keep our communities safe and provide a pathway to create the jobs of tomorrow while serving the South Dallas/ Fair Park community?

Action: Working with various community stakeholders, we identified and recommended funding for *two economic development loans* totaling \$450,000 in 2022. **a) \$350,000 - Kingdom Legacy's MLK Wellness Center**, is a mixed-use project located at the corner of MLK Blvd and Meadow St. This location was the former home of the Dallas Weekly news. This project features a mixture of office space, a community fitness center, and a restaurant promoting a healthy lifestyle and diet choices. Second, **b) \$100,000 - DFW Dawg Life**, is a minority-owned Doggie Daycare business in the heart

of the South Dallas/Fair Park. This business provides a full-service outlet for the growing number of South Dallas/Fair Park pet owners, including express veterinarian services, boarding, and transportation services. DFW Dawg life also spearheads a program that removes stray dogs from our streets and promotes finding them a safe home addressing a concern we repeatedly hear from our residents relating to the safety of our streets and children.

3) How do we work to streamline City resources and training programs so that our applicants have easy access to the tools they need to succeed?

Action: As we explored ways to add value, we uncovered opportunities to streamline the application process while enhancing our educational offerings through increased engagement with our community partners and local stakeholders. The SBC organized several job training and educational sessions in collaboration with our partners to offer assistance in educating residents on a range of topics from "how to set up a business" to "how to complete a business plan and apply for assistance". We also learned that the City has several funding channels that could potentially be a fit for applicants as a part of the City's overall economic development strategy.

Outlook for 2023

For the first time in nearly a decade, the South Dallas/Fair Park Opportunity Board advanced funding for multiple Economic Development loans in the South Dallas/Fair Park service area. Although there is more work to be done, this is a step in the right direction. In 2023 the Board will continue to serve in its capacity of making funding recommendations for Economic Development loans and Human Development grants by working collaboratively with our partners and reporting to the City Manager and City Council as required. Building on the success of 2022, we will continue to explore ways to procure and increase our pipeline of eligible projects serving the South Dallas/Fair Park community.

Recognizing we could do more to help on the Human Services side, the Board took action by advancing (and receiving approval) to increase the annual Human Services funding from \$100,000 to \$200,000 to further expand our capabilities in servicing the residents of South Dallas/Fair Park. We will also explore increased flexibility by allowing any unawarded portion of the previous year's grant allocation to be carried over to the upcoming year's grant cycle.

To improve our marketing and outreach efforts, we will continue exploring ways to enhance our print, media, and digital presence while streamlining the application intake process. Anyone looking to tap into our City resources should have a clear sense of where to go and how to access any information related to their inquiry. In addition, we will continue working with our partners and community leaders to enhance our educational offerings, which will be a critical component of our success.

The progress we've experienced is a testament to the resolve of our Board and Administrative staff. The South Dallas/Fair Park Opportunity Fund remains committed to serving our residents and contributing to the revitalization of the South Dallas/Fair Park region now and in the future.

Thank you for your continued support of the South Dallas/Fair Park Opportunity Fund and its Advisory Board.

Leander T. Johnson



Chairman
South Dallas/Fair Park Opportunity Fund Advisory Board